Beta invitation and pre-sale templates

From video 025 · Sell It Before You Build It · Kenji in Osaka is an illustrative example

LoftyBiz
loftybiz.net

Get proof first, then get paid upfront, then build. Free is a trade: feedback, a review and referrals. Then pre-sell with proof, a start date, a genuine limit and a target. These are examples, not promises.

1 1. The free beta invitation

Who to invite	15 regulars who already bought beans at the counter
The invitation	Two bags free for two months, in return for honest feedback, a review, and names of friends
Cheapest setup	Partner roastery, plain bags, handwritten labels — no $8,000 spend first
After each delivery	"What would make this better?" and "Would you keep this at $30 a month?" (1 to 10)
The rule	Most testers score 8 or above, and no repeated complaint, before you open to strangers

Kenji's beta (illustrative)

Invited → yes	Scores 8+	Referrals	Beta cost
15 → 12	**10 of 12**	**23 names**	**$400**

He almost spent $8,000 on a roaster, packaging and a shop. The beta cost about $400. Round 1: bags too big, beans stale → smaller bags, twice a month. Round 2: tasting notes → a small card.

2 2. Kenji's founding offer (illustrative)

$30 a month	Fresh-roasted coffee, delivered twice a month
Founding perk	First month for the price of one bag ($15) + a free brewing guide
Start date	Deliveries start 1 March
Limit	50 founding spots — a number he could actually deliver

The math

Upfront / member	Target (40 × $75)	Closed at 50 × $75
$75	**$3,000**	**$3,750**

If you hit the target, build. If you get close, improve the offer and run it again. If nobody buys, refund and learn. Fake countdowns destroy trust. Track the spots and the payments in Systex, our own product, at loftybiz.net.

This also works for services

Diego, a plumber in Guadalajara, pre-sold yearly maintenance plans before hiring a second technician. Sofia in Milan sold prepaid packages before buying equipment. A price ladder for a new service: free × 5 for reviews, then 80%, 60%, 40% and 20% off, then full price. A web designer in Nairobi at a $500 standard price could reach full price after about 30 clients, with 30 reviews.

3 Do this this week

- [ ] Pick one new product or service.
- [ ] Write a beta invitation and send it to 10 customers who would actually buy.
- [ ] Write the three questions you will ask after delivery.
- [ ] Draft the pre-sale offer with a price, start date, spot limit and sign-up target.
- [ ] Put the invitation, the three questions and the offer into Systex (loftybiz.net).

Editable companions

This pack also includes an editable Doc and a Sheet with a beta planner, a score log, a pre-sale planner (the $75 / $3,000 / $3,750 formulas), a price-ladder calculator, and a sign-up tracker. Planned link: https://loftybiz.net/free/beta-invitation-and-presale-template

Kenji, Diego, Sofia, the Nairobi designer and these figures are illustrative. These are examples, not promises. Results vary. No phone numbers or contacts. Systex is our own product: loftybiz.net