

Reality Check



Clearing up 5
Misconceptions
About Product-
Market Fit

There are just too many misconceptions out there that are preventing companies from getting closer to having Product-Market Fit (PMF).

So let's tackle them one-by-one so you can start working on PMF.

But first do you even have
PMF?

The cheeky answer...

“If you have to ask whether
you have Product-Market Fit,
the answer is simple: you
don’t.” — Eric Ries, The Lean
Startup

The proper check, ask your customers the following two questions:

1. How disappointed would you be if you could no longer use the product/service?

Very Disappointed


Somewhat Disappointed


Not Disappointed

N/A - I no longer use the product/service

2. Could you please explain your answer.

Approach created by Sean Ellis

I thought growth had to be hard for every organisation , and sure, it is **definitely challenging** at times.

But it is **10x easier** when you have Product-Market Fit (PMF). 

So let's get some misconceptions out the way.

1

**“ People love our
Product so we must
have PMF ”**

Just because a few people
love your product it
doesn't mean you have
PMF.

Most companies that don't
have PMF are in the
in-between zone:

They have **a bit of PMF**, but
not 40%, **a bit of growth**
but not skyrocketing.

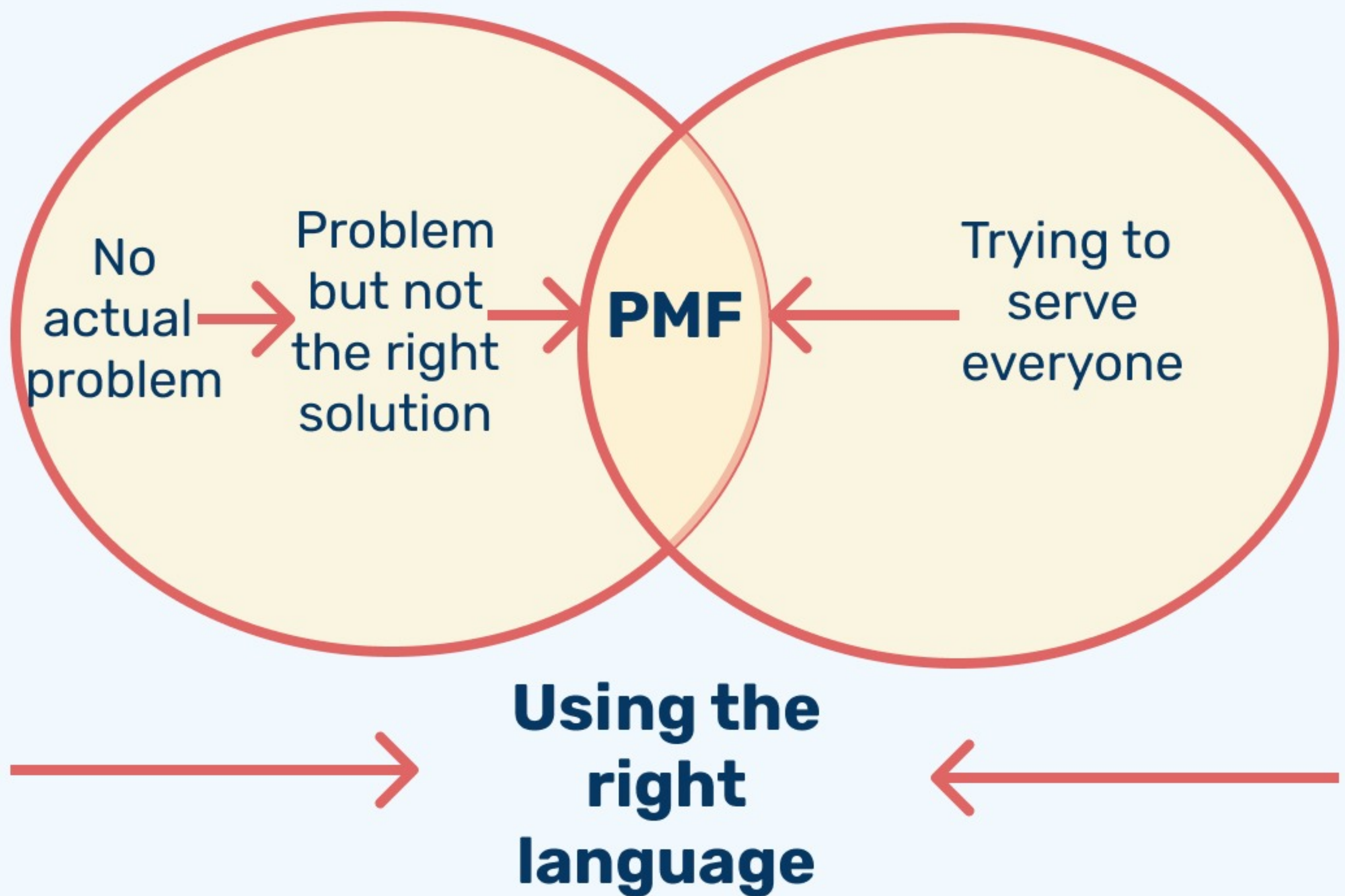
It could be:

- 🔍 Only a small niche loves it
- 🔍 You struggle to convert them (not everyone understands the value)
- 🔍 For most people it is a vitamin not a painkiller
- 🔍 Most people aren't willing to pay that price

Finding PMF is more than just creating a strong product

Product

Market



2

“ We will focus on product-market fit once we are bigger. ”

Finding PMF is not a chicken or egg debate; **PMF definitely came before hypergrowth.**

Instead

You don't need a huge sample size or a large budget to find PMF. Actually, the best way to find PMF is through user interviews, and they don't have to cost much.

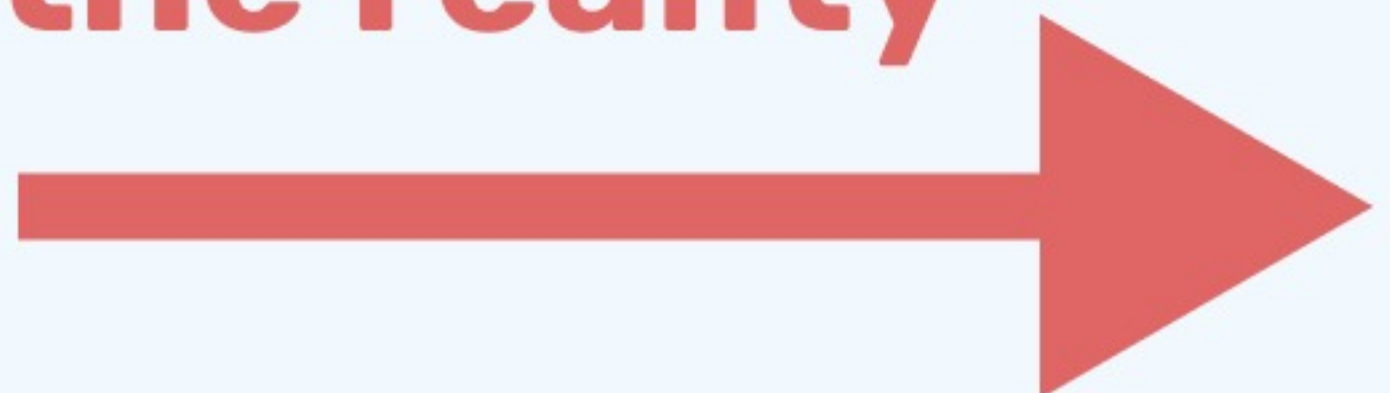
3

“

We need to focus
on growth right
now (instead of
PMF) ”

Sure it would be great to
focus 100% on PMF.

But here is the reality



✅ You have stakeholders and investors who want to see progress in terms of growth.

✅ There are bills and employees to pay, and you are getting some customers in at a decent cost of acquisition (just not enough).

✅ You need a bit of growth to work out if you are getting closer to finding PMF.

Instead

Try to balance the two by suggesting lower growth targets than you'd ideally like and using the growth to help you find PMF.



4

**“ We don’t have
time to focus on
PMF ”**

Simple, kill some of the other focus points. Ok, I know it is not that simple, but it needs to be done.



This is not the time to build ten features and try out three new growth channels.

Instead

You need to align as an organisation on finding PMF and that you aren't going to if you don't give that search some quality love.

PMF is the catalyst that will make all your other growth efforts easier.

5

**“ We just need to
release these new
features and then
we will look at
PMF ”**

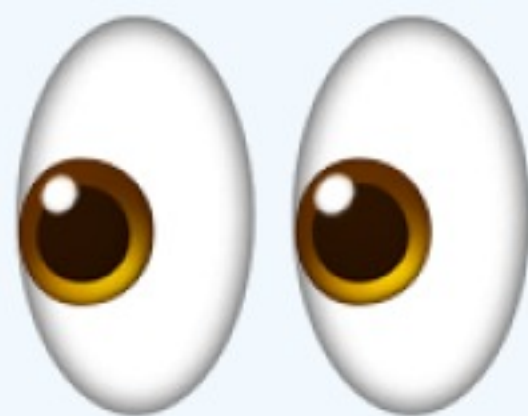
No, just no!

You don't find PMF; your customers do.

So don't you dare creep into your dark cave and work on extra features; you are wasting your time.

I knew a company (they don't exist anymore) that started by spending six months of building and building...

Only to have zero sales at the end of it.



Instead

Focus instead on understanding your target audience better first to know if you even need additional features to hit PMF.

It may not even be your product that is holding you back from reaching PMF.

Some Product-Market Fit Truths

- ✅ You can start at any point focusing on PMF; actually, the sooner, the better.
- ✅ You can focus on growth and PMF, but you do need to give PMF focus.
- ✅ You don't find PMF; your customers do, so it is time to start talking to them.

Thank you for reading.



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