

## FOR IMMEDIATE RELEASE

A Product's First Landing Page Is A Window Into its Soul

**London, United Kingdom - October 26, 2015.** Tim Ferriss came up with the idea of testing ideas with Adwords. Eric Reis popularized the use of a landing page to test demand. Yet product manager Luke Szyrmer has gone into depth about how to use landing pages as minimum viable products. His book *Launch Tomorrow* débuts on Amazon globally on November 2, 2015.

Testing product idea with a landing page accomplishes much more than nabbing pre-launch email addresses. With a landing page, early stage founders can:

- find the right audience for a product
- position a product relative to other products, so that it stands out
- confidently test a product idea to prove unmet demand
- determine and test a clear go-to-market strategy
- prove that the audience is willing to pay for the product, even before the product is ready

Dharmesh Raithatha of London-based Forward Partners, who use paid advertising when working with early stage startups, has said of the book:

**"This is a must read if you have an idea for a startup and you want to create the right landing page to sell your idea before spending a lot of money building your product."**

The book is available in kindle form only on all amazon sites globally or as a softcover paperback at <http://www.launchtomorrow.com>.

### About the author

After spending eleven months of his life building a product that went nowhere, Luke Szyrmer retrospectively discovered that he could have disproven the original product idea in a day using a landing page smoke test. He also confirmed that there was unmet demand for a book on this topic of landing pages as product smoke tests, so he wrote it.

In order to help other founders sidestep the pain he felt, Luke Szyrmer is now an excited Lean Startup community activist in London, co-organising the 3rd largest meetup on this topic in the world. Doing so, he runs regular meetups to help founders apply Lean Startup principles such as testing to their business. He also co-organises Lean Startup Machine in London and mentors startup founders. He's also spoken at Google Campus, Launch22, and LeanCamp. He uses Lean Startup techniques as a product manager building real-time B2B financial software.

### For more information

For more information about Launch Tomorrow, please visit <http://www.launchtomorrow.com> or contact Luke Szyrmer at +44 773 851 7708 or [luke@launchtomorrow.com](mailto:luke@launchtomorrow.com).