

Early stage growth on a budget

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STARDOM
COACHING & MENTORING

**GROWTH
IMPACT**

**STRIKE
GOLD**

 **Any.do**

WILCO

How to use this talk

Lets align: What is 'Growth'?

How do I systematically:

Acquire my users

Retain my users (Activation + Engagement)

Monetize

Defend

Why most early-stage marketing content is BS?

1. Most companies start sharing after hitting PMF
2. It's hard to module getting to PMF
3. It's not a linear story
4. Super not sexy
5. Not sure how they even made it
6. Tactics are BS without the right framework and context

My approach

The only shortcut
Decision making guidelines
Knowledge pool

Product
research

The 3 PMF crucial elements

Framework
matching

Growth / Acquisition loop

Strategy

Behaviour alignment

Tactics

What to do next



Re-focusing on Growth

Take in consideration

Longer deal-cycle /
more hesitant buyers

Costs

Israeli angle

Longer deal-cycle /
more hesitant buyers

More patience, 10X honing your ICP + PMF + Explore new pricing models (Discounts, usage based, etc)

Costs

Automation, off-shore, focus, more research,
multi-functional

Israeli angle

Follow 10 influencers in your niche from the US,
Interview 10 prospects from the US

Marketing to Israel?

Lead with value

Empathy /
Empowerment

Build brand

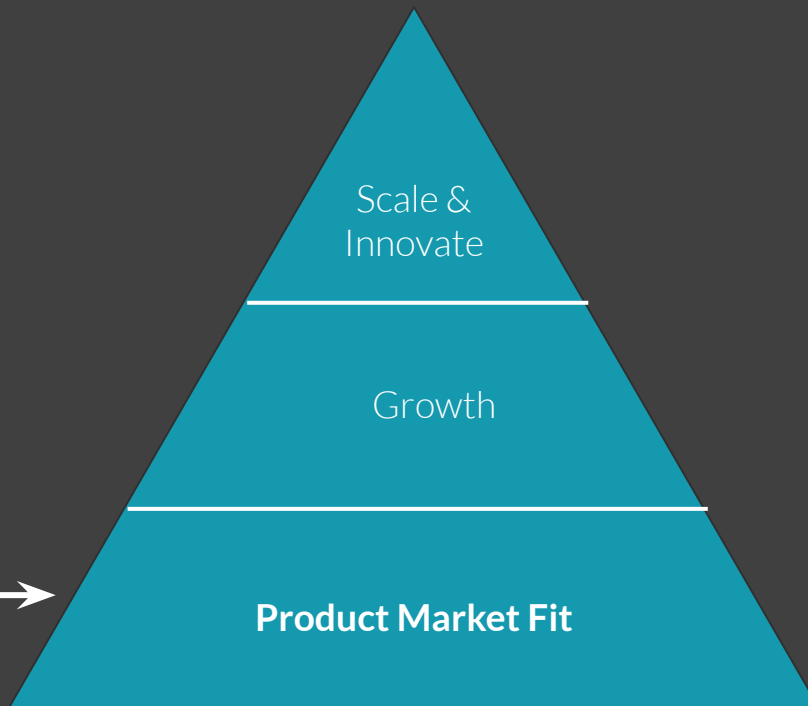
Don't be a cynical
A*hole

Growth Phases

We are here



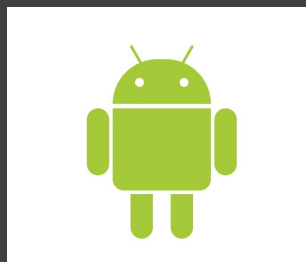
Should this even exist?



PMF has its own set of rules

1. You're not optimizing, you're discovering
2. Small tweaks don't matter, strategic approaches do
3. You're not looking to scale, you're looking to get initial traction
4. Discovering how to communicate and where
5. I'm measuring excitement and potential
6. You are wrong 90% of the time
7. Kill romance

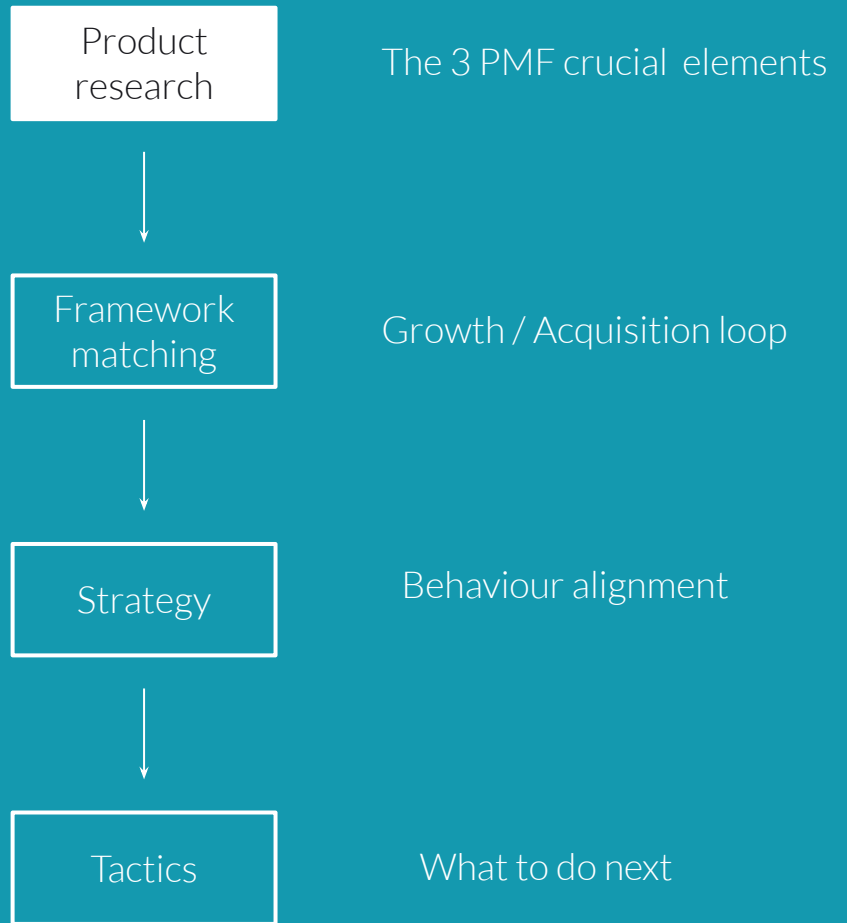
Proportion & Context



NETFLIX



Let's start



The 3 crucial elements for finding PMF

ICP

Who are we
reaching out to?

Positioning

How we
communicate

How do they buy

How we market /
acquire them

Saving costs starts here

Measure

Product value
proposition

Core value=
retention potential

The 3 crucial elements for finding PMF

ICP

Positioning

How do they buy

Who are we
reaching out to?

How we
communicate

Aligning with their
discovery habits

Saving costs starts here

Product value
proposition

Core value=
retention potential

How do I measure if I'm in the right direction?

**Nailing down your core-product value is the
essence of building growth and retention.**

Great product is key for growth, peripherals
retention tactics are product enablers

B2C

Whatsapp
Spotify
Netflix
Tinder
Calm
Betterme

B2B

Grammarly
Hubspot
Zoom
Slack
Canva

Aligning behaviour

Not going into it - but a quick retention exercise

Where's the main value in your product?
How can that be broken?
What's natural usage frequency?
What's my differentiation?
Where's my moat

B2C

Whatsapp
Spotify
Netflix
Tinder
Calm
Betterme

B2B

Grammarly
Hubspot
Zoom
Slack
Canva

Measuring PMF

Challenge

Numbers too small for meaningful analytics insights

Numbers don't reflect the full story

Too many unknowns to attribute trend causes

How can I learn?

Trend: Active users

Activation trends

Stickiness (Cohorts, histograms, feedback)

Major drops

User Interviews

Power Users & early churners

The 3 crucial elements for finding PMF

Measure

ICP

Positioning

How do they buy

Product value proposition

Who are we reaching out to?

How we communicate

Aligning with their discovery habits

Core value=
retention potential

-Saving Costs Starts Here-

Key insights from working with founders

1. Most founders get it wrong (but think they are right)
2. Most founders get what they want from interviews, not what they need.
3. No one gets it right the first time.
4. It's an ongoing spiral process
5. Friends & family give shitty feedback.
Outbound calls & sales gives clearer picture.
6. Most founders don't have a clear "problem" answer for their ICP
7. A good "narrowing-down" of ICP will include 2-3 elements (we'll cover soon)

Fine-tuning the problem

	Usecase details (Netflix)	Usecase details (Gong)
Problem	I'm looking to clear my head at the end of the day	I'm going
Who has it	Mid-high income, people around age 25+,	Salespeople, selling in English, using videocalls for sales, selling product worth between 1k-100k
Why use us?	We have a wide variety of popular enterretainng content that's easy to discover	We provide salespeople with actionable insights on how to improve their sales calls
How are they currently solving it?	Youtube, Social media, sleep, time with friends	Guessing, Peer review, lagging metrics, self review
Frequency of issue	Daily	Daily

100% credit goes to reforge for this framework

Fine-tuning who's problem you're trying to solve

1. Company size (e.g. 1,000-5,000 employees)
2. Job title (e.g. engineering manager, social media manager)
3. Pain point you're solving (e.g. compliance, internal transparency)
4. Company's unique way of working (e.g. design-driven, operationally heavy)
5. Specific tech used (e.g. data warehouse, GitLab)
6. Type of business (e.g. B2B SaaS, e-commerce)
7. Price point (e.g. sells software that's \$10k ARR)
8. Geo (e.g. urban centers, LatAm)
9. A unique place the user spends time (e.g. Node.js community)

100% credit goes to Lenny's Newsletter for the list

Fastest ways to figure it out: Interviews

Get 10X more from interviews

Intent	How they buy	Positioning
Don't start by expressing your product desires.	How did you find the last product that X (In/out category)	Understand the category they put you in
Focus on facts (Validate everything they say)	What's their buying process	How do they describe their problem/ solutions / needs.
Does the problem you're trying to solve even comes up?	What were the last 5 products they bought	Ask to describe problem / product usage flow + verify
Ask what other solutions are they using? Or any other tools for different platforms.	What are they paying / paying model for previous similar problem	Ask positive and negative questions
How did they try solving it in the past?	Emphasize every step they mention, and question it	Used a competitor? Why did you leave?
Set your questions: Them, category, product		Used a competitor? Best / worst about it?

Mistakes everybody does. But now, you won't

1. Setting them up to make you happy and feel good
2. Talk too much about the product
3. Defend your stand
4. Expressing your opinion on how to use the product.
5. You start too narrow (The WeWork nail)
6. You don't verify with facts so you buy in to lies
7. You ask "what if" questions
8. You ended the call verifying what you wanted to hear, but don't have factual facts on how they do things.
9. You don't ask question to expose the opposite of what you want to learn
10. You end up the calls with opinions, not facts.

Is it going well?

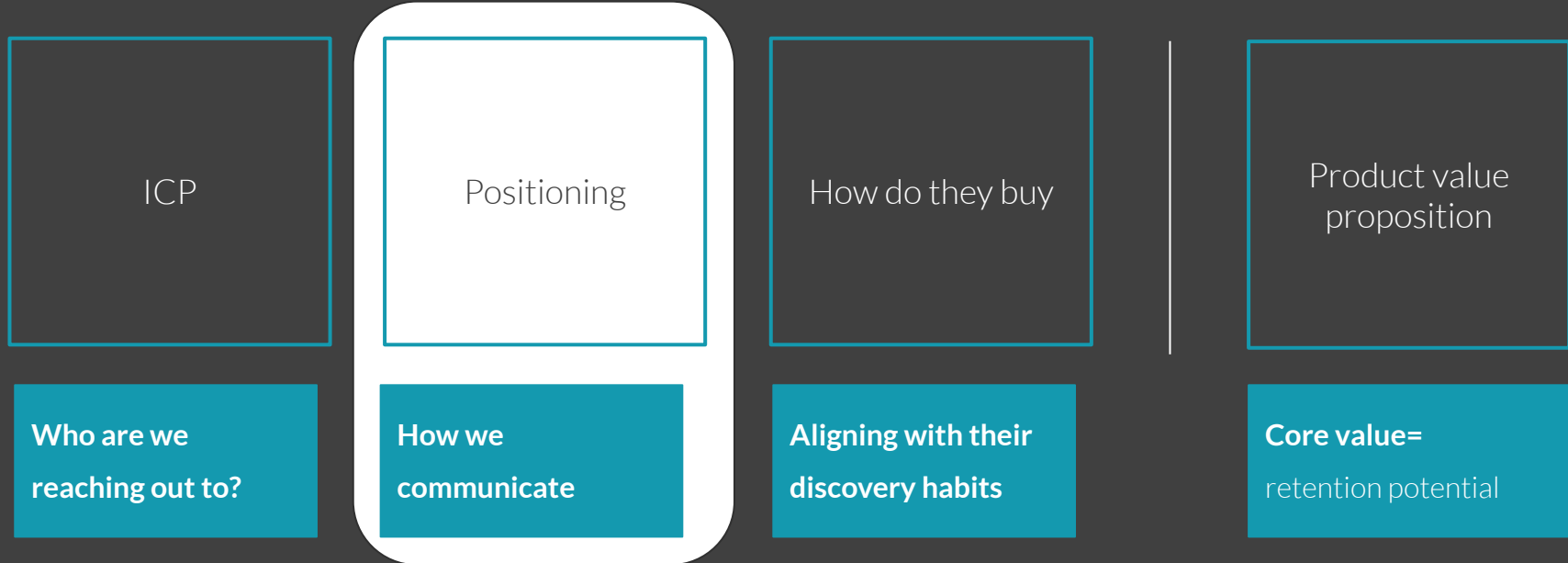
Yes	No
They tell you how it's going to fit their flow	The give your compliments
There's a concrete call to action	They "fake" fit you in their flow
They ask about the specifics	They start explaining why it's a bad time for them
They talk pricing	They focus on giving you "you know what I think you should do?"
Their engaged	They lose interest
They elaborate on the problem / rant	They roll the responsibility
They say who needs to be in the next meeting	

Take special note

1. Which roles are successful with implementing / championing your product
2. Being pattern-descivie too fast
3. Repeating patterns in feedback
4. Unique ways they buy products
5. Language used
6. What triggered them to look for your solution

The 3 crucial elements for finding PMF

Measure



-User interview to fuel copy/messaging-

The 3 crucial elements for finding PMF

Measure

ICP

Positioning

How do they buy

Product value proposition

Who are we reaching out to?

How we communicate

Aligning with their discovery habits

Core value=
retention potential

-User interview to fuel copy/messaging-

**We're looking to start, not scale.
Super focused on your ICP learning**

Framework matching

Different product categories use different growth loops

Product category	Challenge to value	Objective	Growth focus	Example
Social / messaging	If I don't have friends there, I'm not using it	Getting you + close environment in	Virality, WoM (Invite loops)	Tinder / Slack/WhatsApp
Marketplace	If I don't find what I need, I'll leave	Balancing inventory	Inventory = Outbound + referrals Demand = Ads, social programmatic SEO, Profiles virality	Airbnb, Uber
Content-platform	I don't find content I'll leave, I don't get traction I leave	Matching eyeballs with content at scale	Social distribution, platform piggybacking	YouTube

Working with “how do you buy questions”

Friend recommended - > Viral loops + Referral program

Read in an article - > Focus on PR + owned PR

Saw on a thread in reddit -> communities involvement

I was looking for a product that does... -> SEO + community

It was shared on my company's slack -> company expansion

Yalla, tactics

How today's biggest B2B startups got their first 10 customers

1. Personal network	
2. Cold outbound	
3. Investor's network	
4. Community	
5. Online following	
6. Press	
7. Just launch	

Acquiring your first 1,000 users

1. Go to your users, offline



2. Go to your users, online



3. Invite your friends



4. Create FOMO



5. Leverage influencers



6. Get press



7. Build a community



Purpose

Understand your messaging
Experiment with channels
Learn about the process in general
Better understand who you're resonating with
Learn what to scale

Tactic 1 + 2: Start with outbound

Combine the “how you buy questions” to test channel combined with “problem / product description questions” to build your messaging

Tactic 1: Start with your network

Description:

1. Start with former colleagues , collect your investors' contacts
2. Founder led sales

Tools

https://www.ctd.ai/	Uses Ai to map your network and show your network opportunities
CRM tools of your choice (Pipedrive, Hubpost)	Important to record the process, learning, and every details of early deals
Yessayr / mixmax	For sending and tracking your emails in a personal matter

Channels: Whatever's comfortable to you

Messaging tip:

Use the problem definition learned earlier, ask for relevant intros, be specific about your needs, be clear about the help you need be extra nice for help (based on effort)

Tactic 2: Cold outreach

Description:

1. Use tools to find ICP at scale
2. It's a numbers game, keep tweaking your messaging

Tools

Sales navigator ,Growth-x, Samplelead, seamless.ai, LinkedInelf	For linkedin and opprotunitny mapping as well as automatical sequencing.
CRM tools of your choice (Pipedrive, Hubpost)	Important to record the process, learning, and every details of early deals
Yessayr / mixmax	For sending and tracking your emails in a personal matter

Channels: LinkedIn, email

Messaging tip:

Copy suggestion coming up

Copy suggestions

Subject line: We helped company x with <problem>, can it interest you?

Hey <first name>

I have an idea that I can explain to you in 10 minutes that can help company X solve their <problem mentioned>

I recently used this tool to help our client <company name> get <desired result> at <differentiation feature>.

<First name>, can we schedule a quick 10 minute call so I can share this idea with you? When does it work best for you?

Looking forward,

<Your name>

Tactic: Online communities

Description:

Find an online community of relevant users and using 3rd party profiles get the recommendation you need.

Channels

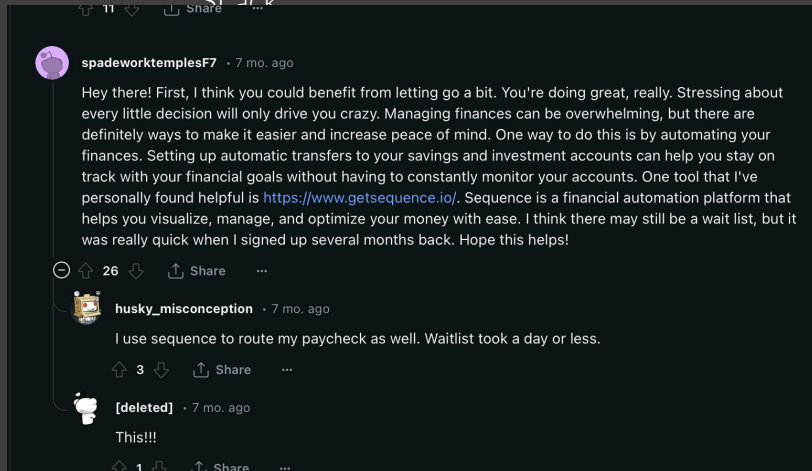
Reddit

Quora + promote

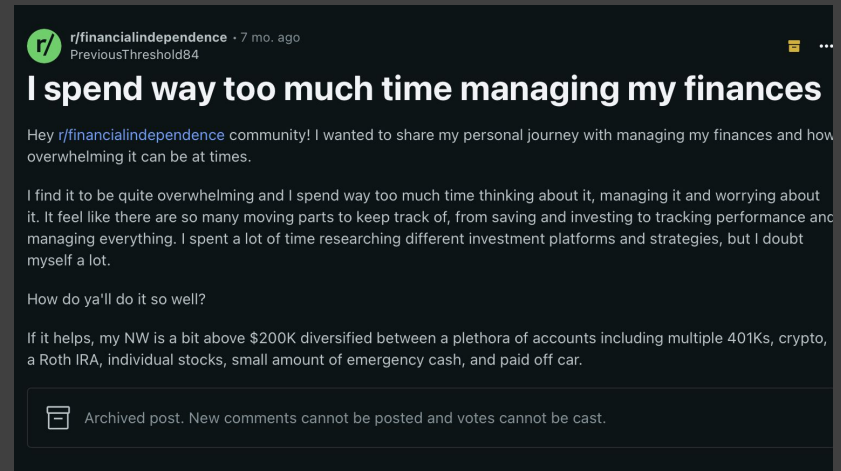
Facebook

Whatsapp

Slack



A screenshot of a Reddit comment thread. The top comment is from user **spadeworktemplatesF7**, posted 7 months ago. The text reads: "Hey there! First, I think you could benefit from letting go a bit. You're doing great, really. Stressing about every little decision will only drive you crazy. Managing finances can be overwhelming, but there are definitely ways to make it easier and increase peace of mind. One way to do this is by automating your finances. Setting up automatic transfers to your savings and investment accounts can help you stay on track with your financial goals without having to constantly monitor your accounts. One tool that I've personally found helpful is <https://www.getsequence.io/>. Sequence is a financial automation platform that helps you visualize, manage, and optimize your money with ease. I think there may still be a wait list, but it was really quick when I signed up several months back. Hope this helps!" Below this comment are two replies. The first is from **husky_misconception**, also 7 months ago, stating: "I use sequence to route my paycheck as well. Waitlist took a day or less." The second reply is from a user labeled **[deleted]**, 7 months ago, who says: "This!!!". Each comment includes upvote/downvote arrows and a share icon.



A screenshot of a Reddit post from the community **r/financialindependence**, posted 7 months ago by user **PreviousThreshold84**. The title of the post is **I spend way too much time managing my finances**. The main text of the post says: "Hey **r/financialindependence** community! I wanted to share my personal journey with managing my finances and how overwhelming it can be at times. I find it to be quite overwhelming and I spend way too much time thinking about it, managing it and worrying about it. It feel like there are so many moving parts to keep track of, from saving and investing to tracking performance and managing everything. I spent a lot of time researching different investment platforms and strategies, but I doubt myself a lot. How do ya'll do it so well? If it helps, my NW is a bit above \$200K diversified between a plethora of accounts including multiple 401Ks, crypto, a Roth IRA, individual stocks, small amount of emergency cash, and paid off car." At the bottom of the post, there is a grey box with a document icon and the text: "Archived post. New comments cannot be posted and votes cannot be cast."

Tips:

- a. Engage in conversation
- b. 1 Profiles asks, 4 different one answers
- c. Promote answer
- d. Find relevant questions and answer them

https://subredditstats.com/ , search, interviews, in site:reddit.com+keyword	Find relevant reddit threads
Facebook search, https://thehiveindex.com/ , user interviews,	Find communities
https://q-ueue.ai/ , Google: “in site:quora..com+keyword”	Find Quora questions

Tactic: Piggybacking

If you know where your audience is at - ask yourself how can I leverage that channel?

Youtube	Blogs
Linkedin	Email
TikTok	Find Quora questions
Facebook	Email
Airbnb	Craigslist

Tactic: If you haven't launched yet, leverage a waitlist

Description:

If you haven't launched yet, use a "waiting list" mechanism, to multiply distribution.

Key elements:

1. Product people won't be ashamed to share
2. Offer "early access" or "free usage"
3. Pre-enter over 600+ people to the waiting list
4. Make sure your email sequence is nurturing them to use the product
5. Doesn't matter if you're not getting 1 Million people

Viral loops, Waitlister, upviral

Manage waiting list + referrals

Tactic: Referral

Description:

Give your community and power users a way to make money out of you fast

Important:

- Align your reward with the product
- Nurture your power users
- Build them a community
- Affiliates: Money prize only.

Robinhood: Rewards with a stock per referral. Robinhood is a stock brokerage service.

Wealthfront: Provides \$5,000 managed for free per referral. Wealthfront is an automated investment service.

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Robinhood: Rewards with a stock per referral. Robinhood is a stock brokerage service.

Wealthfront: Provides \$5,000 managed for free per referral. Wealthfront is an automated investment service.

Dropbox: Rewards up to 32 GB of free cloud storage space for referrals. Dropbox is a cloud-based file-hosting service.



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Send me 3 questions you'd
want me to answer for your
startup specifically:

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