A COMPREHENSIVE GUIDE TO HELP YOU TAKE YOUR SAAS PRODUCT FROM 0 TO YOUR FIRST 100 USERS, AND MORE

Payment received

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“We are too much accustomed to attribute to a single cause that which is the product of several, and the majority of our controversies come from that.”

— Marcus Aurelius

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For Bernice!

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AUTHOR’S NOTE

NO EASY FEAT

If you have made the faithful decision to buy my book, then you are probably an aspiring tech entrepreneur.

You are either seriously considering starting your own software business or you are perhaps in the midst of a long-awaited product launch.

You, and hopefully a handful of passionate young men and/or women are either laying the groundwork or are in the throes of executing a killer Software-as-a-service (SaaS) rollout.

If either scenario is applicable to you, then I want to say *Congratulations*! Especially if you have already built and are ready to launch a beta version of your mobile or desktop app.

You do not need me to tell you what a feat you have managed to pull off. You and I both know what an awesome challenge building a functioning software application presents.

Whether you did most-to-all of the coding yourself, subcontracted the job, or a little bit of both, this has been a journey, right? Whew. Up top! 🙌

Friends and family discount

So now you have this app out there and you are starting to notice that folks are not knocking down your proverbial door to sign up for this thing. At least not as quickly and to the astronomical levels you dreamed of.

You are probably starting to feel like maybe this app was a great idea only to you and a few friends and family with whom you shared your thinking prior to building it. And I am sure these folks told you, without a doubt what a great idea this was, correct? Well, buddy, that is the thing about friends and family: They, more often than not, tell us what we want to hear.

Besides, most times, if you are pitching a business application, and they, your friends and/or family member(s) are not in that particular industry or have some expertise in the field, then they will have no idea what the heck you are even talking about. All they can do is try to provide some words of encouragement and support for your new idea.

Premium subscribers only

A true product viability test resides in the reception of your product by audiences with whom you have no prior personal relationship. Unless of course you have a brother, sister, or friend who is known for being brutally honest, plus has some background in app development. When folks who have no reason to want to tiptoe around your feelings sign up for your app, or better yet, when they whip out their credit card and pay for it, then you have your validation. We will circle back to this concept later though.

Getting back to my original point, and I am not sure if you are there at this point yet. The part where you have an app out there, but folks are not signing up as fast as you dreamed of.

Let me just say that I have been there before. At these points you start to wonder if the

$10,000 you just spent to build this thing was all a waste. And sometimes it is. Although, having a minimum viable product, and doing ample market research will most times help take some of the financial risk out of shelling out massive bucks to build something you are not certain will gain traction. But again, we will address this point later too.

Google plus or minus

So, like I said, I have been there: Sitting there watching trial registrations barely trickling in with no idea what to do next. Now do not get me wrong, there are times, and are going to be more times where you just get it wrong. Folks just do not want to use your app. Not at the levels that you can actually justify the cost of keeping this thing going and providing support. It happens, even to the most well-heeled software giants out there.

Google, a year or so ago basically gave up on their social networking site, Google+. It just was not working. Nobody wants to connect with you on Google+. Not while there is Facebook, LinkedIn, and TikTok.

Some SaaS apps just will not work.

***TikTok** is a Chinese video-sharing social networking service owned by ByteDance, a Beijing-based company founded in 2012 by Zhang Yiming.*

Must-have, or nice to have?

Whether an app "works" or not depends on a whole host of variable and malleable factors. One major factor is what it means for you and your business for an app to be successful and what your time horizon is.

For example, apps that are meant to be used by businesses typically do not need a whole bunch of paying users. I mean, I am sure you will want as many users as possible, but these types of apps usually are costly to the user, and she will bear the cost simply because she needs it to do her job, or make it easier.

For your business customers, your app will be a must-have and for that reason, they will pay top dollar and keep their subscriptions active for longer periods of time. Especially if your SaaS product is mostly used by well-established businesses as they tend to have more staying power then startup companies.

I have been in all of these above described scenarios myself.

In fact, I have, to a larger extent successfully launched a few SaaS apps. Sure, some were duds, and with the successes and failed apps I have learned a few things.

My goal is to share these with you during the course of this Book.

INTRODUCTION

WHAT IS THIS BOOK ABOUT?

I will not go on and on as I typically do when writing. Not here in this part of the book. I am sure you are eager to get started. I am sure you are dying to find out if the purchase was worth it.

What I will do instead of rambling on and on, is make a list of the main points I want to communicate in this book. My goal is to help you gain traction with your new or prospective SaaS solution. To do so I will cover the following topics:

Market opportunity

I will in the next chapter talk a little bit about the tremendous opportunities that await you and any other entrepreneurs out there looking to get into the software business. I mean this is a great time for SaaS products for so many reasons and I will talk a bit about carving out a niche for yourself.

Positioning

I feel I would not present any unique value if I did not provide the resources and guides to help you position your products and company to meet the needs of a specific, well-defined market segment. I will help you think of ways to sell yourself to your target market in ways that help you create your own lane and build a profitable business around your product.

Workforce setup & onboarding

Among the many issues you will deal with once you start to get folks to pay for your product will be support. Support, customer onboarding and marketing are the three main topics you will want to concern yourself with once your product is out there and folks start to click on the “Try for free” button. With COVID-19 wreaking havoc on the world’s major economies, more and more large companies are starting to rethink the value in having their entire workforce in one place. Twitter announced recently that employees can work from home indefinitely. This is an opportunity for you to employ some of the brightest minds in the world to help you run your SaaS business.

First 100 users

Much like the first 48 hours in a murder trial, or was it 24? Either way, the first 100 signups in the SaaS business is a crucial milestone. This is when you know you have something on your hands. I will provide some tips and information on things I have done in the past to get to this milestone sooner than later.

Other milestones

The second half of this book will focus on the other milestones to expect on your SaaS journey. I will go into detail about some of the major ones. I will share with you what it means to get to these pivotal points in the evolution of your software application and some pointers on how to get there.

CHAPTER ONE

THE SAAS OPPORTUNITY

Let us talk a bit about the entire SaaS ecosystem and why the transition of the way consumers and businesses access software systems has paved the way for some new, and remarkably interesting software players to emerge in the marketplace.

I mean, if you really think about it, we consume most digital services on a pay-as-you-go basis these days.

I am not only talking about your Microsoft office suite - The one you pay for on a monthly basis now while accessing the apps via an internet connection instead of the old way of doing. This typically involved a trip down to Staples to buy it on a CD-ROM.

You may have noticed this, but you even consume your favorite shows on a subscription basis now, and on an à la carte basis. I am, of course talking about Hulu, Netflix, Amazon Prime, and so on.

Software/service as a subscription has been a real game-changer. While consumers and businesses suddenly have access to top services at a fraction of previous costs, entrepreneurs can also take full advantage of the sudden lower barrier to entry in the software space.

There are many upsides to building a SaaS business.

There is the low cost to entry, lower overhead, higher valuations, and so much more.

In this chapter, I will try to outline some of the many economic opportunities and value you stand to extract from your SaaS business if you are able to execute, flawlessly, a product rollout.

More Sharks than tanks

This is a concept that seems to have been exhausted in today's hyper bloated valuations world.

You hear entrepreneurs, especially those in the tech space talk about it all the time: Size of the market this, size of the market that.

Coffee shops across the world are at any given time filled with young would-be business guys and gals talking about various markets and the opportunities abound.

I get that to the average Joe; these words mean nothing. Hell, I on occasion even give folks side-eye when they talk to me about markets and company valuations based on the size i.e. potential of a market. I do so on occasion because 1) I am grumpy and 2) typically, the entrepreneur has no plan to actually go out and capture that piece of the they keep telling me is sitting right there for the taking. These types of situations always lead to some awkward, sometimes contentious conversations with entrepreneurs.

But once we are done judging these men and women, who are just trying to sell themselves and their companies to investors and the general public, I have to admit that there is some wisdom in this seemingly played-out concept of trying to determine value potential based on the size of a market. Look, the size of any market matters a lot. Let me try to explain why as best as I can.

A jug of beer

Which of these two scenarios do you think will cause some beer to spill on a table: Trying to move a jug half full of beer, or trying to move one filled to the brim with that sweet nectar? Why beer? Why not?

Anyway, my point is, one is more likely to spill some beer when trying to transport a full jug, right? Especially when we embark on this experiment with some speed, right?

So, my friend, think of the beer as the size of any given market, or more specifically the SaaS market, or even more specifically, whichever sector of the market you are trying to get in on. Whether it is the business-to-business software space, consumer-facing products, or providing infrastructure and /or services on subscription to freelancers and other contract workers.

The bigger the market, the more likely that you, no matter how amateurish your operation may be can get in on the action, some way.

A huge market leaves a whole bunch of users looking for other service providers. It would be like if your city of say 1 million people only had two grocery stores.

You see how there would be plenty of room for other grocery store entrepreneurs to attract some customers, no matter how raggedy their operations may be.

Think of “market size” and the potential size holds in these terms.

For these reasons, I think it would do us all some good if we took just a few moments to take a look at the size and potential of the overall software-as-a-service space and try to dissect and digest some of the stats associated with this dynamic space.

Attractive numbers

Ok, so let us talk about the Software as a service market as a whole for a moment. Over the last twenty years, the SaaS market has become a globally formidable one.

In fact, virtually all of the major legacy software players like Adobe, Oracle and

Microsoft have shifted a bulk of their delivery methods to the Over-the-internet system and charge their customers monthly subscriptions for access to products that were previously sold on disk drives at much higher prices.

The SaaS model allows consumers and end-users access to the same software tools they love and need at lower upfront costs.

The software provider, on the other hand, gets to save a whole bunch of cash that would have been required to create and ship actual physical product out to stores or to customers directly.

This new dynamic in the marketplace, and of course the availability of Fiber-optic internet around the world creates room for startups to jump into the software space.

Newer, yet significant outfits like Zendesk and Hubspot are also among the many software powerhouses currently operating on a SaaS-only infrastructure.

In fact, the SaaS market is currently (as of

2018) valued at $134.44 billion and expected to reach $220.21 billion by 2022-2023.

The proliferation of the SaaS model seams to be concentrated in North America with some promising signs of growth in The Middle East, in areas like Saudi Arabia and Israel; as well as other corners of the globe like Africa, Western Europe, Asia-Pacific, Eastern Europe, and South America.

Experts predict that in the next decade, more firms seeking to lower their cost of operations and provide flexible and scalable services to their customers will make significant investments in SaaS and cloud services.

As we, as a global community of users and entrepreneurs transition to SaaS, there are various areas of natural evolution taking place in the market.

There are areas of the Software industry that seem to be experiencing an overflow of innovation.

A couple of ways we are seeing growth

and improvements in the Software space is via the strengthening of data security protocols and the use of Artificial intelligence to help streamline repetitive processes among many things. Automation seems to be among the many tools companies big and small around the world are looking to as a way to help execute overall cost-savings and streamline operations.

It all works

As we delve a bit more into the various points outlined in the beginning of this book, I would like to, at this time, take the opportunity to put a finer point on a couple of, well, points.

I want to let you know why I got into the SaaS business, other than my love and fascination for all things tech.

And no, I will not bore you with a long personal story. I will not talk about how I was inspired by some mundane event that only I find inspiring. You paid what? $10 for this book? I will not do you like that. You deserve better than that.

Instead, I will outline why the software business is so darn compelling for any entrepreneur, regardless of your educational background or cash haul, especially at this very moment in human history.

There are so many ways to get into this market. And on a global scale might I add, thanks to social media and the fact that we all seem to be facing the same global challenges these days. Pandemic and all.

Lower barriers

Probably the most enticing reason for any entrepreneur with a penchant for solving everyday issues via technology and the passion to get out there and sell a product to enter the world of SaaS is the low cost to entry.

Sure, there are many reasons for folks to jump into the software business, but like any other venture, cost becomes the biggest obstacle to traverse when getting started out.

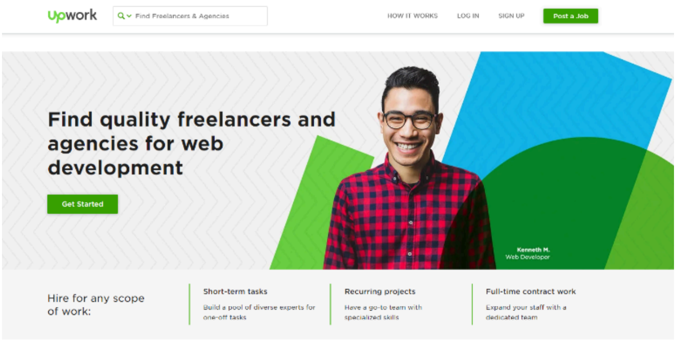
Higher development and production costs

in the past meant that only a select few groups in the west could build profitable software businesses.

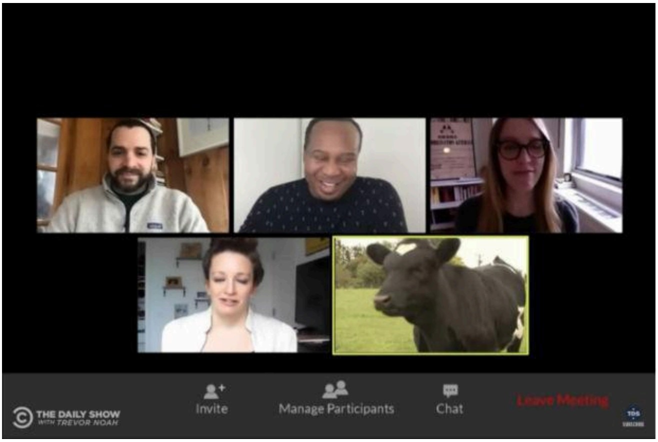
This today is a non-issue of course since just about anyone with the desire to identify and build an app to solve a problem facing any particular niche can be a successful player in the Software as a service world.

Today, thanks to platforms like Upwork, and Freelancer, you can tap into a large pool of talented men and women from around the world who can help you build your app for a fraction of the costs compared to previous years.

Apps like Microsoft teams and Zoom make It incredibly easy to manage and collaborate with a group of employees from around the world.



Upwork, *formerly Elance-oDesk, is a global freelancing platform where businesses and independent professionals connect and collaborate remotely.*



Zoom: *Zoom Video Communications, Inc. is an American communications technology company headquartered in San Jose, California.*

The 10x factor

Most entrepreneurs dream of an exit when starting their businesses. This is something we all think about right at the outset. Those who attained MBA's get the need to plan when and how you will cash out of a business more than the rest of us.

They know that carefully identifying and investing in businesses with higher valuation multiples will go a long way to help attract funding when needed.

A business, or industry with a 10x, 20x also means that the founders and any other initial investors stand to cash-out big time once the company is taken public or sold to a larger competitor.

SaaS applications, due to the low cost of operations and predictable revenue tend to fetch as high as 20 times annual revenue for new fast-growing firms and around 10x for older established firms.

Of course, there are many other factors

that come into play when trying to determine the value of any business.

No two firms are alike. The takeaway here is that software-as-a-service firms tend to fetch higher multiples in the marketplace.

Light touch

As a software entrepreneur, you will deal with two major cost items when growing and running your business. Since you will be offering a one-to-many product or service, you will not have to incur the cost of ongoing production once you have rollout your completed product.

In fact, the two major costs you will continue to incur will be marketing costs and the price of maintaining some sort of support team.

Now, the first cost, you will have to get highly creative to navigate as marketing costs seem to be on the rise lately since we are all shifting to living our lives online.

The cost to maintain a support team, however, you will have a lot of control over.

There are several ways to set yourself up well, so you do not break the bank on assembling an effective support team.

Self-serve options

The first thing you will want to think about is how you will provide support. Or rather, what is the best way to support your users? If you are rolling out a fairly self-explanatory app, one that is easy to understand and use, with very few complex features, then I would encourage you to provide some kind of self-serve support option where users can access a database of support articles and on occasion shoot you an email or submit a support ticket when needed.

You can use Zendesk to inexpensively create such an interface.

Creating a system through which your users can quickly and easily get up and running using your app will not only cause more free trial users to become paid ones, but also will also save you a bundle on the cost to support your customers.

Your onboarding game has to be on point so as to eliminate the need to setup a phone line to provide customer support which can become a costly undertaking as time goes on.

Among other reasons

These points I have outlined above are but a few of the many reasons why this is the best time to get in on the action as far as the software world is concerned.

This is the best time to rollout that app you have been working on and to try to build a business around it.

In the 21st century, you will be able to reach a global audience thanks to Google (Google Ads) and Facebook (Facebook Advertising).

You will be able to attract folks from all over the world to beta-test your product via the use of platforms like Trendy startups and you will be able to easily collect payments and manage your users via Stripe and PayPal.

— CHAPTER TWO —

IN YOUR OWN WORDS

Your own lane, this is what the successful rollout of your app will require. Or rather, a recognition and carving out of your own lane. As I am sure it comes as no surprise to you that the software-as-a-service pie is a pretty hefty one: Almost $200 billion by 2024.

That is a lot of dollars changing hands

every year. What this means to you is that finding an audience for your app is far from an impossibility.

Sure, you will certainly require the insipid embrace of time, a creative mind, and a couple of dollars to realize who needs to hear about your app and to get your message in front of as many of those folks as possible.

But in time, you will find your place in the marketplace and be able to, with your brand message, position yourself in the best ways possible so as to recognize profits as a result of your business activities.

So, well, who needs to know about your app?

Wait! Do not answer that yet.

First, riddle me this: What is the role of your app in the marketplace? And how badly does your end-user need your SaaS platform? Will they need it once in a while, or on an ongoing basis? Does, or will your new app offer enough value, so much so that folks will want to pay for it on an ongoing basis?

Let us address a few points to help you carve-out a lane and in the process learn to write some ad copy.

A seat at the table

This is how you must frame your foray into the software business, or any business for that matter. You are merely looking for a seat at the table, a piece of the pie.

As tempting as it may seem, I need you to not set yourself up (psychologically) to unseat any specific player in the market.

Do not frame your marketing or messaging to try to demonize any particular outfit. Especially if they have been at it for a while, and by “at it”, I mean this firm has been in business for a while and are well-known.

Do not set out to specifically become the top dog in your niche. I know all these points seem counterintuitive, but rest assured, doing so will distract you from focusing on delivering value to your users.

Plus, an adversarial view of the competition will render you less open to collaborations and partnerships - Activities that could help you reach a larger pool of users and boost your brand.

Fitting in

So, what you want, again is just a seat at the proverbial table. To set out to do so, you must address these four questions:

- How do you solve a real issue that has been ignored by your competitors?

- How do you bring a unique set of solutions to the field?

- Are you a value player, or the premium alternative?

- Do you offer added convenience?

These are the concepts you want to ponder as you gear up to maybe rollout your app and marketing blitz. Work these truly clear points into your advertising.

You will want to set out to, and constantly work on a brand message that is consistently clear to your audience.

When you think of Wal-Mart, you immediately think “Low prices”, right? This is because the company has been clear in their messaging for as long as they have been a company. They have told us over the years that what they do is offer affordable products and we have, over time, bought into this idea.

Now, does Wal-Mart have the cheapest items in every category? No, of course not. But every year billions of consumers flock to their stores around the world looking for deals on all sorts of items. That is the awesome power of simple, easy-to-understand consistent brand messaging.

Brand Anatomy

Do you ever find yourself happily stating, even sharing on social media your love for a brand? I mean, I know you probably use products and services from a whole host of companies.

Some, you view as a “have to have but not too crazy about you guys” type of relationship, others you feel they are ok but you wouldn’t be in a rush to profess your love for them. You definitely would not wear their branded T’s or anything like that.

Then there are brands like Apple, Starbucks, Nike, and others that you just love, love, love.

Now, if you think about it, as my mother likes to say, “what they do is not magic”. I mean unless I am missing something, Starbucks sells coffee, correct? And Apple, just sells consumer electronics, not unlike Dell, and H.P, correct? So why do their customers love them so much and how can you replicate that type of relationship with your customers?

Now, I will admit, this is a broad topic. One I cannot possibly fully-address in this chapter, but as far as software goes, there are two things you can do to start your relationship off well with your users. And as I mentioned earlier, this starts with the correct positioning.

Start of something beautiful

You know what they say about first impressions: They are particularly important as your first thoughts upon meetings somebody, whether we like to admit it or not, sets the tone for the rest of our dealings with the person. The same is true for brands.

As you gear up to introduce your subscription software product, and as you start to open your beta up to free trial users, keep in mind that their first interactions with your Landing pages, features list, and signup process will set the tone for the rest of your relationship. That being said, I would like to take a few moments to list a few ways you can ensure that folks adore your app sight on seen.

Stages of growth

If you are reading this book, then I think it is safe to assume that you are thinking of building a software-as-a-service app or at the most, you have a new app ready to go.

I am also assuming that, like most software apps, your initial version is in beta and will have some bugs and requires ongoing tweaking.

These are all good and well. The thing is, your new users will not mind a bug here and there as long as you clearly communicate what stage in your app’s evolution you are at when they first sign up or come into contact with your platform.

As you invite perhaps existing clients and/or completely new users to test-out your beta, be sure to clearly communicate that your app is in “beta mode” and as a result will have some bugs and glitches.

Take this opportunity to enlist your users’ help in tracking down imperfections you may have missed and to collect valuable feedback. A bit about this later.

Use clear and concise language to communicate the beta-ness of your current offering and set expectations.

An exclusive club

The great thing about being in beta is that you will have a less-pressure environment to fix any issues you may have.

Be sure to write an effective beta tester recruitment message.

Create one you can send out via email to your chosen pool of potential testers or on your landing pages to entice new users to signup to try your app while it is beta.

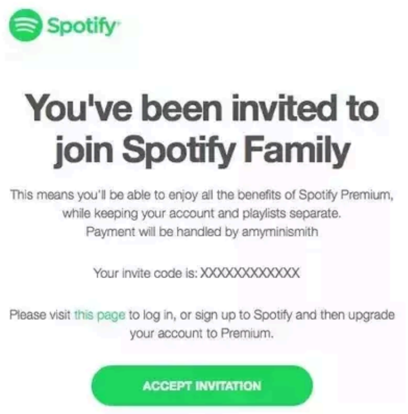
Keep these points in mind when writing your beta invite and or ad copy:

Quickly and clearly communicate the value of your app as it relates to your potential user. Value is really important as a first step. You will need to let folks know right away how their lives or jobs can be made easier, and/or more rewarding via the use of your platform.

Be short and to-the-point when communicating value. You are better served using simple expressions that anyone can easily digest. Use industry terms if your app is meant to solve the problems of folks in an extremely specific niche.

Be as forthcoming as possible as you try to tell folks why they should sign up for your beta test. Be sure to communicate exclusivity, set expectations, mention any prerequisites required for signup, list any incentives you will provide to your users, and set a clear call-to-action.

Example



Convenience is key

In today's hyper busy environment where folks are seemingly endlessly consumed by one task after another, it is difficult to ask folks to invest a lot of time in any one activity, let alone one to which they see no point or immediate benefit.

One of the most important elements of your branding and positioning will involve how convenient it is for folks to interact with your app.

Use your signup process to start this dialog with your users. Since you are going to want folks to start quickly and conveniently using your product, refrain from using long signup forms.

You will have plenty of opportunities to collect valuable data from your users as time goes on. Make signing up for your app as easy and quick as possible. I would recommend that you simply ask for an email address and leave the rest to later interactions.

The quicker folks can setup an account

using your app, the quicker they can realize value in your SaaS platform.

Feedback loop

It is always a beautiful thing when you can build and make available features that your users absolutely love. Nothing beats knowing exactly what your end-users need in an app. This is indeed the holy grail of product development.

You stand to on-board a tremendous amount of the kind of folks you are looking to serve and make untold profits if you could just know exactly what they want and give it to them. You can get to this point. Will it be a one-and-done? No! This will be a process. One that will be easier if you could just talk to your users.

I am talking about a systematic open dialog. As you get ready to introduce your app to your users, I would strongly advise that you provide some kind of built-in method, either via contact forms connected to a "feedback" button within your app, or via the provision of an email address.

This will make it extremely easy for your users to share valuable feedback you can use to improve upon existing features and create new ones.

Pricing strategies

We all know that pricing in SaaS presents with a lot more flexibility than with other businesses. It is more art than science. And due to the many options you will have when trying to assemble your team, how you price your product will depend heavily on your cost structure and marketing budget.

The cost to maintain some type of support team, the cost of your technology infrastructure and advertising will be the main components of your overhead costs. As I am sure you know, each category of cost mentioned has many ways to cut costs and various players and options out there that offer tremendous benefits and cost savings. For example, you can use services from firms like GoDaddy and Digital Ocean to inexpensively manage your entire cloud storage and email marketing infrastructure while you focus on customer acquisition.

With that in mind. How you price your product is up to you. One method is to start with some kind of introductory monthly cost. You will have the opportunity to adjust your pricing structure as you figure out whether to have employees in the same office location, or to have a remote team, which marketing methods to use, and so forth. I would recommend that you read Lean Pricing by Omar Mohout to learn more about "pricing" for tech startups and various pricing strategies.

Copy that

Advertising and brand messaging are as important as your software application itself. Let me state in clearer terms: You want to invest as much time and energy into your messaging and advertising as you did in building your app.

You can have the best app in your space, with a whole bunch of new and innovative features, but it makes no difference if nobody knows about it.

Or you do not tell your brand story in a way that makes sense to your target audience. As you plan to introduce your app to the world, whether via organic PR efforts, or through paid online advertising, I invite you to think very clearly about who you are looking to connect with, how they (your audience) communicate, and the top three things you need them to know about your app.

It is important that at this point you pay more attention to what their needs are and how you differ from the competition. Figure out your value and express them in your ads as plainly as possible.

As you become more and more familiar with the depth of the problem you are looking to solve with your app, you will want to take a measure of how wide-spread these issues are, how your competitors handle these problems and how customers feel about it.

I have been known to spend my weekends combing though hundreds of Capterra reviews, making various lists on customer complaints, how often folks complain about each issue, and so on.

I will typically after making these lists, be able to pinpoint issues customers have generally across each vertical and set out to create solutions for them within an existing (similar) app or a whole new one.

Once I am sure via beta-testing that I have solutions in place. I will normally state very clearly our solution to the common issue in our ads. So, for example, if folks do not like that they have to setup a contract and pay a hefty startup fee to use any particular type of app, if this is an issue across the board, I will write copy like this:

*“**Product XYZ** helps Real Estate Agents manage all their listings, contacts and records in one secure app. Try for free. No contracts or setup fee required”.*

In conclusion

As you can see in the above ad text, I get straight to the point, stating the core benefit of my app to an awfully specific type of professional. And at the end of the ad, I address common pain points I know folks in that industry have with similar apps. I also mention the idea of a risk-free trial.

I also love these ads because they get straight to the point, stating core value and benefits:

Whole Whale
Sponsored ·

Like Page

Hey nonprofit tecchies - sign up now to receive a WWU course for free!
#17NTC #17NTCPayToPlay

Free Whole Whale University Course

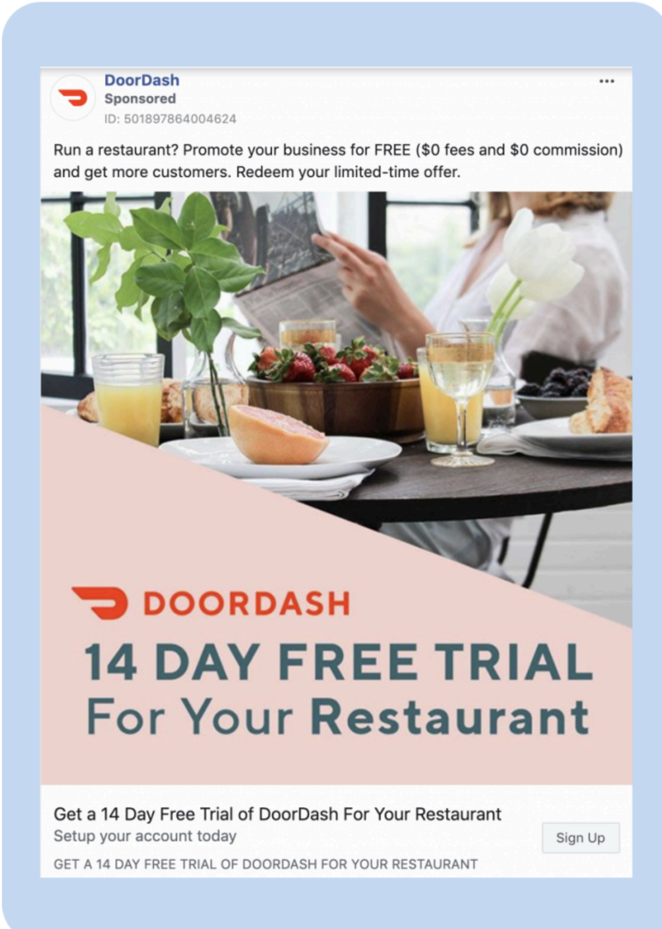
$150 value - free for you for a limited time! Our latest course on #ImpactHacking will take you from measuring to building to optimizing your traffic to have more impact for your cause.

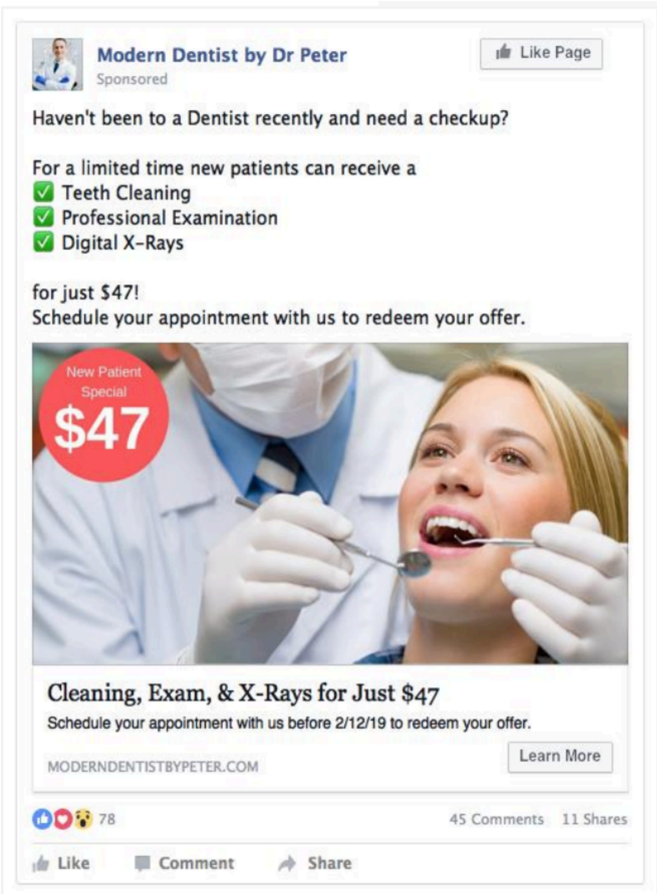
WHOLEWHALE.COM/UNIVERSITY

Sign Up

7 Reactions 1 Comment

Like Comment


DoorDash
Sponsored
ID: 501897864004624
Run a restaurant? Promote your business for FREE ($0 fees and $0 commission) and get more customers. Redeem your limited-time offer.
DOORDASH
14 DAY FREE TRIAL
For Your Restaurant
Get a 14 Day Free Trial of DoorDash For Your Restaurant
Setup your account today
Sign Up
GET A 14 DAY FREE TRIAL OF DOORDASH FOR YOUR RESTAURANT


Modern Dentist by Dr Peter
Sponsored
Like Page
Haven't been to a Dentist recently and need a checkup?
For a limited time new patients can receive a
✅ Teeth Cleaning
✅ Professional Examination
✅ Digital X-Rays
for just $47!
Schedule your appointment with us to redeem your offer.
New Patient Special
$47
Cleaning, Exam, & X-Rays for Just $47
Schedule your appointment with us before 2/12/19 to redeem your offer.
MODERNDENTISTBYPETER.COM
Learn More
78
45 Comments
11 Shares
Like
Comment
Share

CHAPTER THREE

A MILE A MINUTE

The thing about milestones

I got to say, I for one love it when a plan comes together. Although things never quite transpire as you dreamed it. We almost always hope, wish, and expect it. We do so in life, love, and especially in our businesses.

Every entrepreneur knows what I mean. I am sure you do too. That feeling of exhilaration you get when you start to see progress in your startup firm or product rollout.

For true entrepreneurs, the ones who are happiest when they are building something from the ground up, these are the moments that matter the most.

In business, we get many opportunities to take “wins”. That is if things go remotely according to plan. You get to celebrate when you rollout your beta, when you sign up your first paying customer, when you get your first press mention.

These are milestones. These are the events that let you know you are doing something right.

That you have not wasted your entire year working on your app. The moments that put you in position to attract prime investors and/or partners.

The ones that matter

I had a friend once who had this funny habit of celebrating everything. Some felt this was just his excuse to drink and party, often times in the middle of the workday without feeling guilty.

I am sure you know someone like this. The type that will celebrate a 3-week anniversary with a new girlfriend or boyfriend. These pointless celebrations can indeed distract from the main ones.

Especially in business. Sure, you could dream up all kinds of events to celebrate if you really wanted to. You could pop bottles every time you won every small victory. But who wants to do that? Huh?

What you want is to be able to clearly-identify the wins that actually mean something and proceed to the festivities when they happen.

In my experience

There are many positive things that will happen as you launch your new SaaS platform. You will see many signs that what you have might be a “Game changer”. I would say, when folks start to sign up for the beta version of your app, you will start to feel like “ok, maybe this can work”.

One point I want to make here is that if you specifically invited folks to try your beta, whether via email outreach to your contacts, or if you listed your app on a beta-testing platform, I would caution you not to see beta signups in this context as a sign of product-market fit.

Folks you know will check out your app simply because you asked them to, and folks on beta sites are there trying to get testers for their apps as well, or will try any new app just to try it.

I would encourage you to use feedback from your beta users to fix any issues you have and answer any questions that other users may have.

This is your opportunity to work on your features, messaging, and overall product launch strategy.

What comes next

In the next few chapters, I will talk a bit about the specific milestones to work towards in the software business.

I will share some of the steps I have taken in the past to hit some of these pivotal benchmarks in my business.

CHAPTER FOUR

FITTING IN

Does your app solve any problems in the marketplace? Will enough users signup and pay for your platform? Does this tool solve an ongoing issue, enough for users to continue to pay to use it? Finding the answers to some of these questions will go a long way to help you to achieve product-market fit for your new app.

To me, this is the most important of all milestones.

There are many opinions out there about this very topic. I do appreciate that there are many dynamic reasons any particular product achieves this status/milestone.

I get that any particular SaaS tool will have varying degrees of market adoption. I will, however, talk about tools I have rolled out and how I was able to get to this point.

What is Product-Market fit?

So, to build a successful, profitable software-as-service or cloud services business, you need at least one successful product.

By “success”, I mean you have to have paying subscribers.

Now, are there other ways to capture revenue with your platform? Yes! But here in this book, we are specifically talking about the paid-subscription model only.

So, you will need folks to use your

platform and pay for a monthly, or annual subscription.

That being said, despite your best efforts, your users will have to see value in your app for them to pay your company on an ongoing basis to use your product.

Sure, you built this thing jam packed with features and tools. You certainly believed that there was a need for your platform.

Afterall, that is the reason you built it, correct?

Well, the market will have to agree with you, or at the very least, a significant portion of your proposed audience will have to buy into your product for your suspicions to be validated.

Attaining product-market fit is a process. Or rather, a journey. Destination? Well, Technically, you will have veered into the territory of product-market fit when you start to see an over 95% month-to-month retention and your users start to spread the good word about your app. Furthermore, you will also start to notice a predictable percentage of free trial users convert to paid customers. A bit more on this later.

You will start to see direct traffic to your website or app landing pages. You may also see direct searches for your product when you look at your Google Analytics report.

Keep in mind though, that getting to product market-fit is an ever-evolving challenge. Some folks spend years before they get to this point. My advice is to make this your first goal once you rollout your app, even as you work on other milestones.

Signs of life

As I have talked about often in this book and other books I have authored, I typically will not write a book about any aspect of life and/or business in which I have no firsthand knowledge AND experience.

This is my creed so to speak. Since I typically speak about “stuff” I do have experience with, I will sometimes stray from the purview of conventional wisdom. I will propose unpopular solutions to issues, techniques, tips, and so forth. I may suggest methods that others will disagree with or deem ineffective.

And that is ok. I just want to share my knowledge with you, the reader. That is my only goal. I want to tell you what has worked for me, what I know to be true based on my own experiences in commerce.

So, with that being said, let us first talk about what it means, or should I say, how you know when your SaaS app has attained, or is attaining product-market fit.

Once you start to close-in on this illusive milestone, you will start to notice the following:

- (95%+) retention rate among your core users
- Direct searches of the name of your app or company in Google searches.
- Increased number of positive reviews on software review sites like Capterra and

others

- Social media mentions and follows
- Your app will start to build a following, folks who are more than happy to evangelize about your product.
- Increased subscriptions with the average subscriber sticking around longer
- Fewer support tickets and customer service calls
- Users will start to find your app useful in ways that you never thought was possible.

Trying to fit in

So, how do we get to product-market fit? Well, that is a simple question that requires a complex answer.

Product-market fit simply involves your product being sought-after by more people and those people finding intrinsic value in your product.

So, logically, we must approach this challenge from a two-pronged perspective.

1) We must stay vigilant and use all our available communication tools to extract valuable feedback from our initial users. We must use this feedback and any other user issues, questions, and concerns to keep improving upon existing features and building new ones to ensure that you are rolling out tools your average user finds useful.

2) You must be sure to take all the necessary steps to ensure that users can find and interact with your app and tell others about your product.

You must take the following steps earlier on as you introduce your app to the world:

Build SEO-friendly landing pages specifically built around particular industries, types of users, or specific features your app has that are popular among your users.

It will take a while to accomplish this goal if you are a solo operator but trust me when I say the effort will be well worth it.

Great SEO is based on answering one simple question: “How will users search for my app?”

With that in mind, set out to build landing pages to specifically addresses that question.

Refrain from building pages that show all your features at once.

I know this seems like the thing to do, but this is not the way to build powerful landing pages. Not in the SaaS space at least.

Instead think about what each feature or set of features means to each group of typical users.

So, for example, at my company, we rolled out our “*All-in-one business management platform*” called Mango.

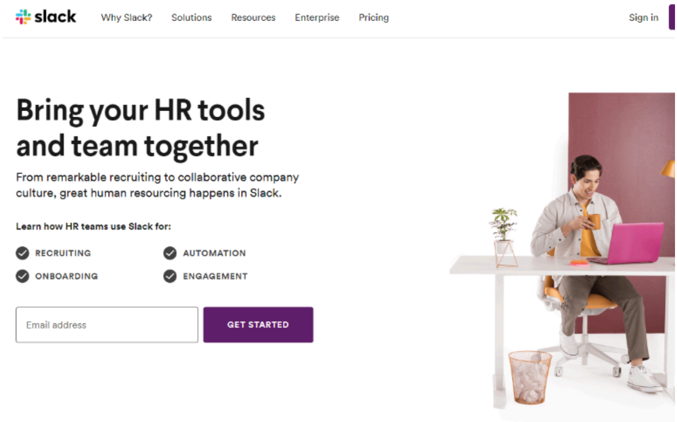
The thing is, this app is packed with many features that mean many things to many different types of users. Marketing Mango with all features included on one landing page and/or ad will look very confusing to any potential user, causing them to find the app unappealing. Our strategy going in was to isolate and present relevant features based on who was seeing the page or ad.

We have a feature that allows a user to simply upload all sorts of documents that can be shared with their customers.

So, we sometimes, via landing pages and ads position this feature and this feature alone as a solution insurance agent can use to securely deliver important documents to their clients.

So you see, we set out to make this feature specifically appealing to a specific type of user.

Try to build all your ads and landing pages on this simple idea and you will start to see increased organic traffic to your site. It also helps to build your entire app website on this simple structure.



Slack, *the software giant, on their website presents its features in ways that speak to specific user application, industry or internal team / company needs. The above is a snapshot of their features for customer support teams. Visit www.slack.com to see more examples.*

Social media presence

For SaaS entrepreneurs, especially those who rollout low-cost, yet dynamic solutions, there has never been a more exciting time to market your products to a wide array of folks.

Social media presents an incredibly unique opportunity for you to get your app and message in front of millions of folks at a fraction of the cost compared to previous times.

Platforms like Facebook and Twitter provide many tools to help you fully position your app to your potential users around the world and to specifically target your prospective end-user based on thousands of filters. With Facebook ads, you will be able to reach billions of potential users globally based on occupation, hobbies, gender, interests, and many other specifications.

Having a global social media strategy is one of the most important steps you can take to ensure that you are in a position to build a loyal following as well as greatly enhance your reach when it comes to paid marketing.

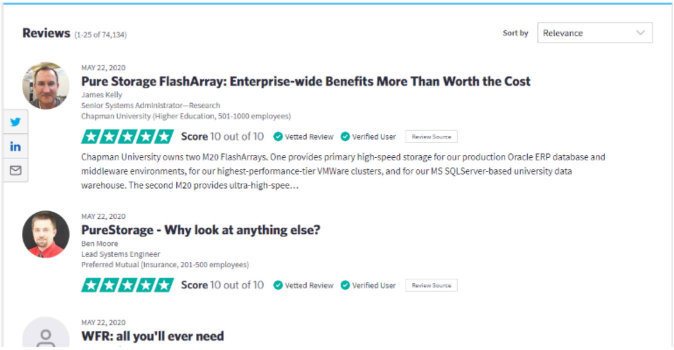
I always advise folks to at the very least have a robust Facebook marketing strategy when looking to get users for their SaaS application.

Raving reviews

Review sites are great at building a unique user base. Being able to reach folks who are out there looking for specific features to solve their daily business challenges will help boost your user base significantly, help you get valuable feedback and attract more users who are more likely to convert to paid users.

I recommend that you create a full listing on sites like Capterra, Trust Radius, Crozdesk, and others to ensure that you are able to have your software platform in front of folks who are actively looking to try out new software applications.

Having positive reviews on these sites will also boost your natural search rankings and allow you to collect valuable feedback from your users and users of similar applications by your competitors.



***TrustRadius** is one of the most trusted review sites for business technology. Optimized for content quality and data integrity, we help buyers make better product decisions based on unbiased and insightful reviews. They also help vendors harness and scale the authentic voice of their customers.*

CHAPTER FIVE

FIRST LOVE

Once you have a fully-developed beta version of your app out there in the marketplace, you have signed up at least 100 free trial users, much of what comes next will be a result of your marketing, product development, and customer support efforts.

As we discussed earlier, marketing and improvement of your platform should be an ongoing effort.

Once you have established that your app holds some intrinsic value to your audience, and that your current marketing and product positioning is intriguing enough for folks to start free trials, you will typically want to focus on acquiring your first paying customers.

Why is this important?

Well, for obvious reasons, it is critical for the success of your overall business that you are able to monetize your software application. And as I stated before, there are many ways to do so including selling ads, allowing users to pay for support but access your app for free, and so on.

For the purpose of this book however, we shall concentrate on the “subscription model”.

With that in mind, you will want to attract a large number of free trial users and take various steps to convert a significant amount of said free-trial users into paying customers.

Zero to one hundred

I for one believe that any number of paying customers is a great thing. Especially when starting out. Getting folks to upgrade their free trial accounts is always a great signal that you are really onto something.

Acquiring paid customers goes further to validate the commercial value of your product.

This is a milestone that transcends product-market fit, in my opinion. I look at it this way: Sure, you can get folks to try out your app and even use it from time-to-time if it is free.

I mean, BestBuy or Macy's will have no issues moving store merchandise if they were offering all items for free to the public.

Getting folks to hand over their hard-earned cash for your product on the other hand? That says your product is needed, desired, wanted, and so on.

In the Software-as-a-service space, getting your first 100 paying customers is an incredibly significant milestone. Among other reasons, it matters because getting your first (100) paying customers means:

1. Demonstrates that you have a commercially viable platform.

2. Tells any potential investors that you have a potentially investable business. One that can earn a great return.

3. You have zeroed in on a customer acquisition strategy that seems to be working. One that can be scaled to help bring in thousands of paying customers. Most venture capitalists will tell you that if you can get to 100 paying customers, you can definitely get to 1000.

4. You can now confidently think about bringing on a few people to help manage your app.

5. Valuable feedback and analytics can now be extracted from your customers. Feedback that can be used to improve upon your current app and/or build new

ones.

A wide funnel

In my head, I can still hear it. Even now: "*You need to have a wide funnel, dude*". Words spoken, or rather yelled at me every day at a sales agency I worked for a while back. I did not know it then, but this is probably one of the most important concepts in sales and marketing: Having a wide funnel.

So, what exactly does this mean? Simple. Let me explain in awfully specific terms.

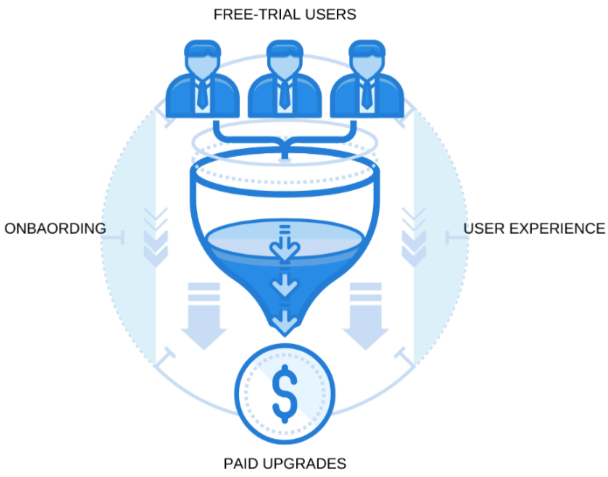
I am sure you would agree that from the user's point of view, it is quite a process to go from seeing your ad or email campaign for your app, taking the first step to set up a free trial account, to actually paying for your app.

This is a process that can take anywhere from 1 to 30 days, depending on the length of your trial and your onboarding efforts.

Sure, most trial users will not convert. This is true. In fact, according to the conventional wisdom out there, you will statistically be able to convert about 3-5 % of your trial users to paying customers.

So, for every 100 trial users, 3-5 will eventually become paid customers. As you can imaging, you will need to have as many trial users on any given day as possible if you are to succeed.

Here, the top of your funnel is the free trial part of this process and you need to let as many users in as possible.



Guided tour

As you can see from the illustration above, User experience and onboarding is what happens between folks setting up free trial accounts for your app and actually paying for your app. Believe it or not, this phase is the most crucial part of this process we have been discussing. How easy it is to see initial value, ease of use, user interface - these are all instrumental in determining if folks will simply not come back to their accounts or actually go ahead and pay for your app.

Now granted, for some folks, your app will not be what they thought it was. And if you start to see too many of these types of trial users, then you will want to rewrite your ad copy to be a bit clearer about what your app does.

Others will have simply changed their minds about the overall reason they signed up for your app in the first place. I see this quite a bit with business applications.

That being said, you will need to take

various steps to ensure that folks who sign up for your free trial come back and use your app often and eventually upgrade. To help increase the number of trial users who make it to the end of your process and actually pay for your app, here is what you need to do:

Set up automated onboarding emails

Apart from your standard emails to confirm the validity of a new user’s email address and to welcome them, you will need to set up a series of event-based emails to be automatically sent out to your users over a period of time.

For the most part, you will want these emails to answer any anticipated questions you think your users will have, and to guide them through account setup and usage.

The key is for these emails to help inform users of your most exciting and relevant features; and to also provide some tutorials on how to use their new accounts.

It helps to use video as your main content type in these “Onboarding emails”. You will want your emails to start to have a strong easy-to-understand title and a summary of what the email is about, then direct your users to landing pages where they can immerse themselves in the full length and breadth of the content you wish to deliver.

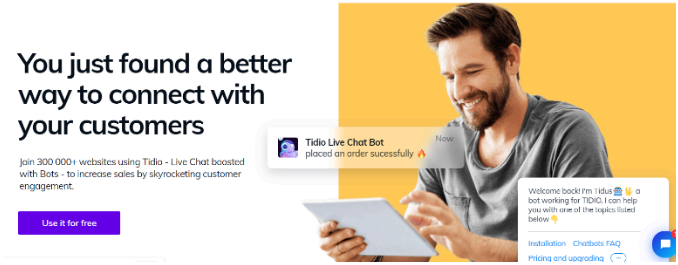
I typically use Benchmark, the all-in-one email marketing application, along with Zendesk Guide to create this one-two combo. For ideas on what to say in your marketing emails and how to structure them, I would recommend you read “The 1-Page Marketing Plan” by Allan Dib.

Implement live chat

This is not a new concept - I know but trust me when I say that this is a remarkably effective strategy. Typically, visitors to your website and/or app landing pages will have questions. These types of questions will for the most part be the type of questions you ask when merely seeking clarification on a feature or two.

If the user is on your website and has signed up for a trial account already, they may simply be having an issue or two when using some of your app's features. You want you or someone from your team to be available to answer questions via live chat or provide a quick follow up to help users quickly access their account features.

When using an app like Tidio (which I use), you will have the chance to set up a robust chatbot. One that can be programmed to quickly answer some of the most common questions so as to ensure continuity of support regardless of your users’ time zone or time of contact.



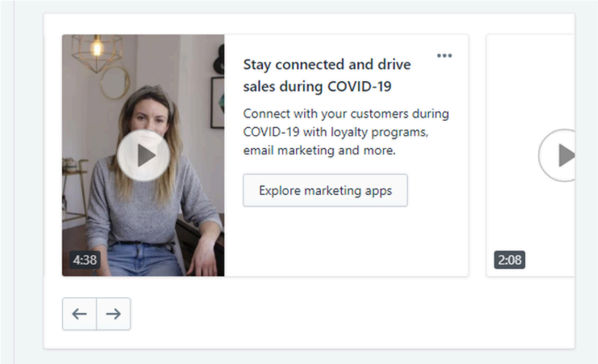
__Tidio.__ Connect with your customers instantly. Easy to use live chat boosted with chatbots for customer satisfaction, increasing sales, generating leads and much more!

In-app guides

In-app guides are great when you need your users to be able to easily access features or process-specific how-to resources.

Whenever we build apps at our company, we try to provide as much in-app support as we can. Whenever we build apps at our company, we try to provide as much in-app support as we can. We try to forgo using lengthy product guides - the ones that walk the user through all features at once the first time they log into their account.

We find that most people just click the “Skip" button only to find themselves stuck later on as they explore their account features. We instead use short video tutorials and closable banners to deliver specific steps on how to use specific features on specific account pages. Shopify, the e-commerce SaaS Platform, I find, uses in-app informational banners, and guides effectively as well.



Shopify uses embedded in-app videos and banners to help walk their users through their various features, new releases, and other relevant information directly in user accounts.

— CHAPTER SIX —

THE END

Well, we have come to the end of this book. I hope I have been able to provide some value here to help you get started on your journey to rolling out a killer, profitable app.

We have gone over many topics, all in an effort to provide critical information I think will help you build and launch your next Subscription software tool.

These topics are the ones I felt were relevant at the time and within the scope of what I set out to do.

Other milestones

As I continue to build more SaaS apps and try to grow my business, I will, via books and articles, try to share more of the knowledge I acquire with my readers.

But before I land this plane, I would like to share (briefly) a few other milestones that are current and relevant to the growth of any SaaS business.

Being familiar with and working towards these milestones will aid in your quest to acquire more paid users and also serve as a roadmap as you proceed to launch and grow your SaaS platform.

CHURN

Reducing churn

This is one that I think should be a milestone. Most Software consultants and VC's do not really look at reducing churn as a component of your growth to set aside as a milestone, but I think it should.

Like any other membership-based business, you will have churn: folks who decide to cancel their paid subscriptions for one reason or another. This is normal. I can even tell you that over time, you will be able to plot the average life cycle of your paid users.

Keep in mind that churn rates and stickiness of users will greatly depend on the type of product you are offering.

For us, we see customers typically stick around for an average of 3-6 months.

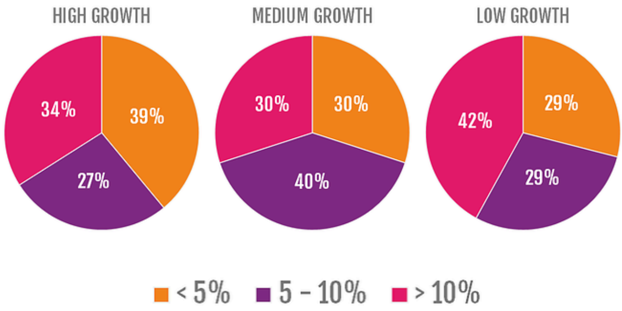
We believe that the fact that we offer tools for solo sales professionals and small marketing teams is one of the reasons for the shorter customer lifespans.

In order to set realistic churn goals and to be able to know when to celebrate your self-imposed "churn burn" milestone, you must first know what the average numbers are.

SaaS Churn rates

The Median annual churn rate across all SaaS Categories in the SMB space is between 8 - 10% on an annual basis. According to a 2016 survey of early-stage startups and established businesses with over $100M in revenue conducted by enterprise customer support software provider, Totango, 34% of “High growth early-stage SaaS firms reported an over 10% annual churn rates.

Looking at similar surveys across the board, it will seem that higher (over 5%) annual churn rates are typical when newer apps are launched.



CAPITAL-EFFECIENCY

So, lets talk business for a minute. Afterall, I am guessing that you are looking to make money with your new app, correct? The main goal is to be able to capture enough paying customers to make it worth your while.

Perhaps you built this app while working part-time for someone else and you would like to soon make this your main occupation.

Well, to do so, you must go out and attract as many users as possible, try to convert enough of them to paying customers, enough to cover your cost to manage your app, to pay any other employees or sub-contractors and to pay yourself a nice salary as well.

I know we have covered these topics in past chapters but I want to let you know that when you first launch your app, as you wait for all your SEO work to pay off, you will have to spend some cash to acquire new users.

That's right, you will have to spend some ad dollars on Facebook and/or Google ads. I am sure there are plenty of books out there that can guide you through the process of setting up effective digital ads. My personal favorites are anything by Perry Marshall.

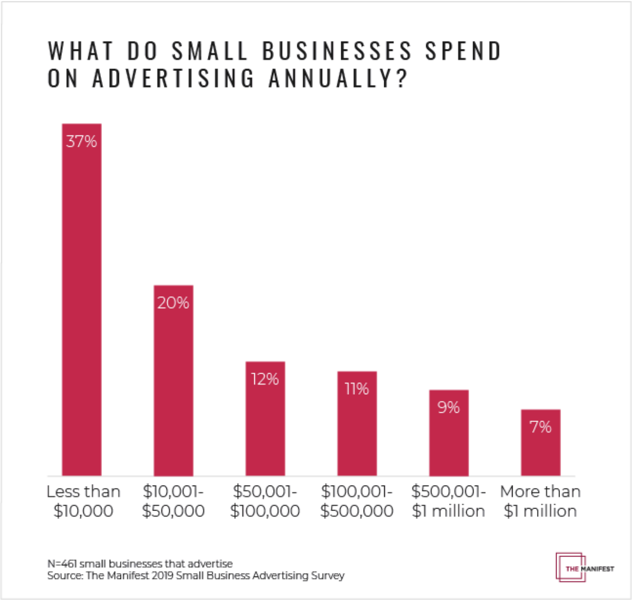
Ground level

If you are in a situation where you do not have a whole bunch of cash to throw at advertising, I get it. There are plenty of folks out there just like you: Starting out, has a great product but no cash to invest in an expansive marketing strategy.

That's on one hand, and on the other, has no traction to attract outside investors.

I have been there. In fact, according to marketing consultancy, Manifest, 37% of small businesses spend less than $10,000 per year on advertising.

Point is, you do not have to break the bank to get the word out about your product these days. You will just have to employ a creative marketing strategy that fits your budget.



Getting there

That being said, once you start to advertise, and you add your other costs to run your business, you will see the expenses start to add up.

At this point, you will want to pull out a calculator and bring up a new spreadsheet on Google Drive and try to figure out how much you are spending to acquire each paid user and how much you are making off each of those users over the lifetime of their subscription.

Do not fret if you start to notice that you are spending more to acquire each customer than you are making.

This does not mean that "*Your marketing sucks*". This just means that you have to become a bit more efficient with your ad dollars and overall capital.

You can do so by improving your ads' target, budget, text, etc.

You can also lower the cost to acquire customers by increasing your total revenue per customer, and you can do so by improving your onboarding process, customer service, and so on.

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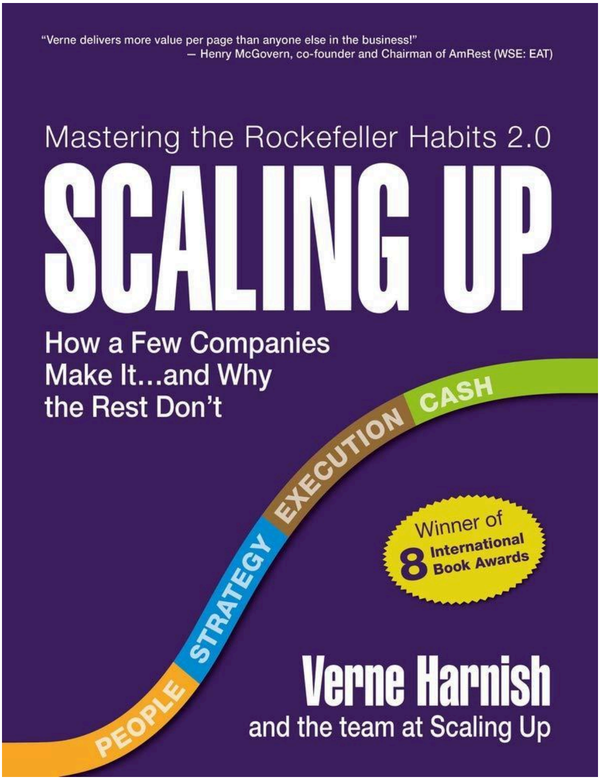
RECOMMENDED READING

Lean Pricing: Pricing Strategies for Startups (Hors collection) - ***Omar Mohout***

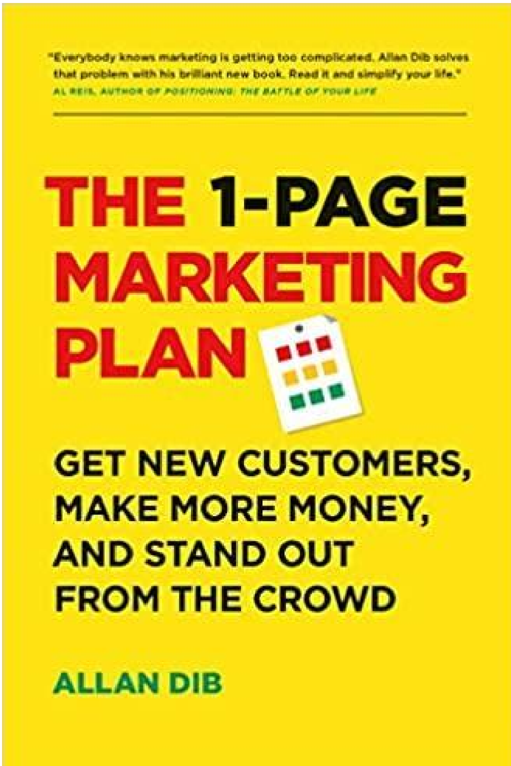
Lean Pricing is a practical toolkit that will positively influence your pricing strategy, revealing insights in the different pricing methods and tactics used by successful companies.

Scaling Up: How a Few Companies Make It...and Why the Rest Don't (Rockefeller Habits 2.0) - *Verne Harnish*



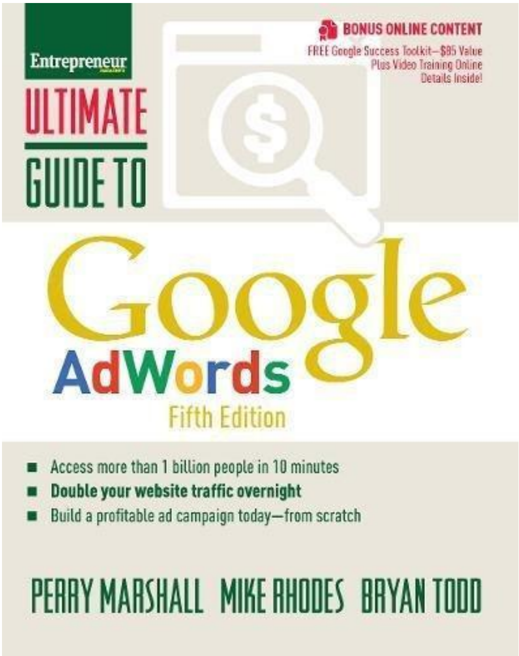
It's been over a decade since Verne Harnish's best-selling book Mastering the Rockefeller Habits was first released. Scaling Up (Rockefeller Habits 2.0) is the first major revision of this business classic which details practical tools and techniques for building an industry-dominating business.

The 1-Page Marketing Plan: Get New Customers, Make More Money, And Stand out From The Crowd



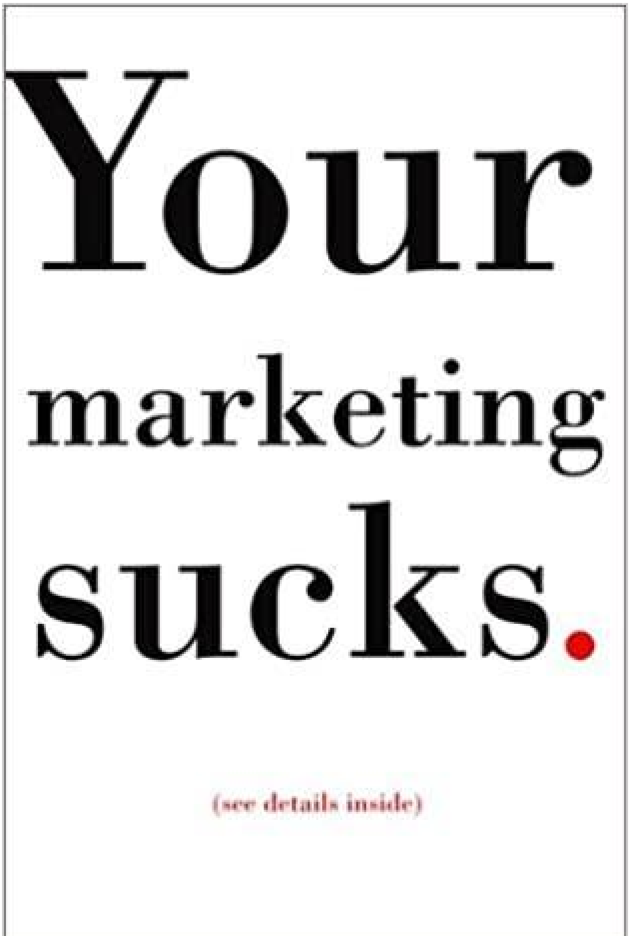
To build a successful business, you need to stop doing random acts of marketing and start following a reliable plan for rapid business growth. Traditionally, creating a marketing plan has been a difficult and time-consuming process, which is why it often doesn't get done.

Ultimate Guide to Google AdWords: How to Access 100 Million People in 10 Minutes



Covering the latest breaking news in Google AdWords, the fifth edition introduces revised, expanded and new chapters covering Enhanced Campaigns, Google AdWord's Express, Google's Product Listing Ads, and the introduction to Google's Universal Analytics. Nuances in Big Data advertising are also revealed and expanded sections and necessary updates have been added throughout.

Your Marketing Sucks: 10th Anniversary Edition Kindle Edition



The problem is, the art and science of marketing is often poorly designed and terribly executed to the point that it just plain sucks. It fails to achieve the only legitimate goal for marketing: to drive a company's growth.

ABOUT THE AUTHOR

FRANK DAPPAH

Frank is a serial entrepreneur and hobbyist. Over the last ten years, he, along with his wife/business partner, Bernice have founded and run various businesses. The couple started out by launching an independent insurance agency, a business they still own and operate. Their agency opened its doors in 2011, which just so happens to be the same year they met.

The company was initially started by Frank. Gathoni soon joined as a partner. They grew the company into a profitable venture and later started Corvus (www.corvus.website), a software business that was started as a way for them to build software solutions for their insurance business. Soon, other businesses were subscribing to what has become numerous software applications. They are currently investors and partners in various other business ventures. They spend most of their time in Charlotte, North Carolina, where they live. Frank is originally from Ghana where he was born and raised till he moved to Philadelphia, Pennsylvania. Frank has always had an entrepreneurial spirit. Seeing his father build, along with his mother, the family business.

He always wanted to start his own company, and soon did after college and a few years in the corporate world. Today, Frank spends his time running his business and writing business and sales books whenever he gets some free time.

He has published over ten business books, along with various children's books.

All his books can be purchased at www.ostrichpress.com or on Amazon.com.

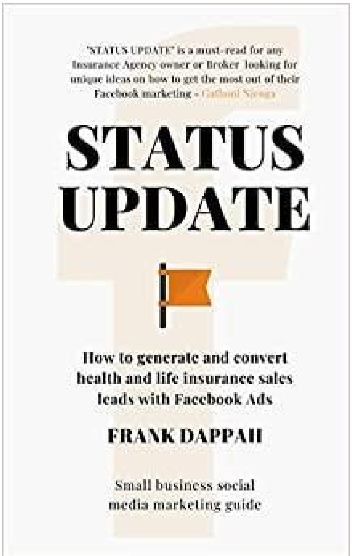
AUTHOR'S OTHER BOOKS

As a businessman and entrepreneur, Frank has written various business and sales books, plus various children's books.

Below are some of the relevant books she has published.

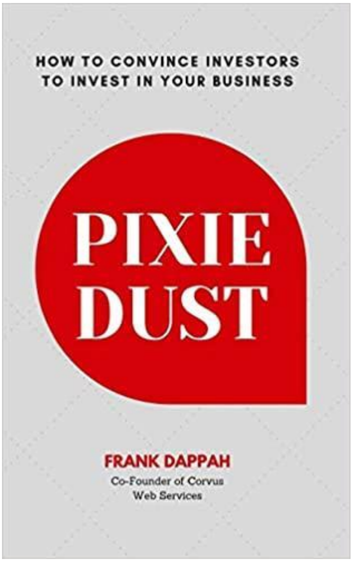
All his books can be purchased at Amazon.com, Google Books, or at ostrichpress.com

STATUS UPDATE: How to generate quality Health and Life insurance sales leads with Facebook Marketing



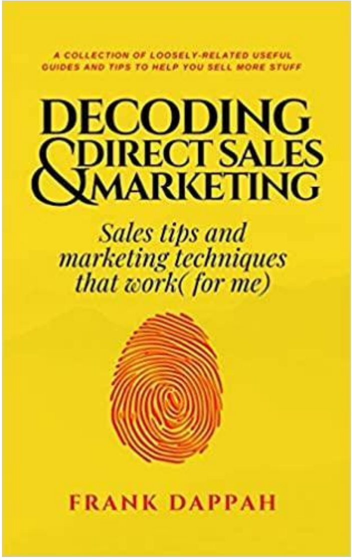
Strategic social media marketing can be the cure-all your business needs to reach the right audience at the right time. STATUS UPDATE is an easy-to-digest guide to help any Life and/or Health agent or agency make the most of their Facebook marketing system overall Insurance agency via Facebook marketing.

PIXIE DUST: How to Convince Investors to Invest in Your Business



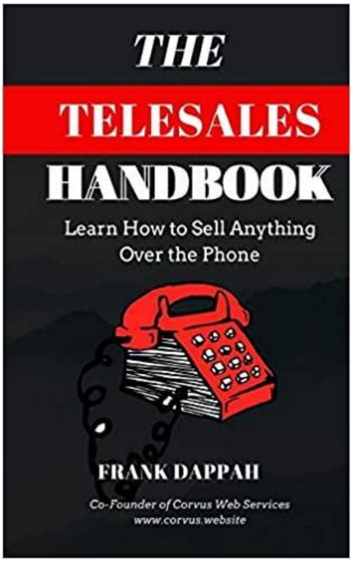
This is an opportunity to learn how to attract investors to your business. Learn how to position yourself and your company or business idea to attract Angel Investors and/ or Venture Capital investors. Learn how to produce quality pitch decks, Elegant Elevator pitches, and so much more.

Decoding Direct Sales & Marketing: Sales tips and marketing techniques that work (for me)



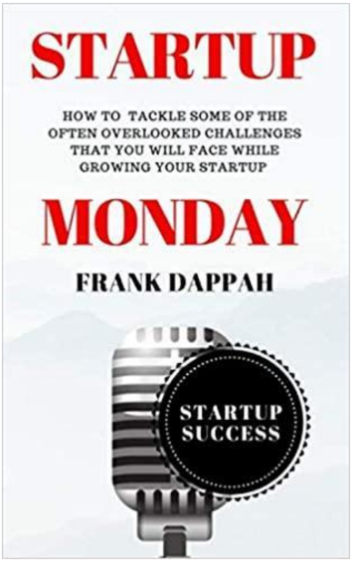
Decoding direct sales and marketing is comprised of a series of carefully selected tips and insights for any sales professional or entrepreneur looking to get a jump start on their marketing strategy. Written by an entrepreneur who has built a handful of businesses in insurance sales, software, and real estate.

The Telesales Handbook: Learn how to sell anything over the phone



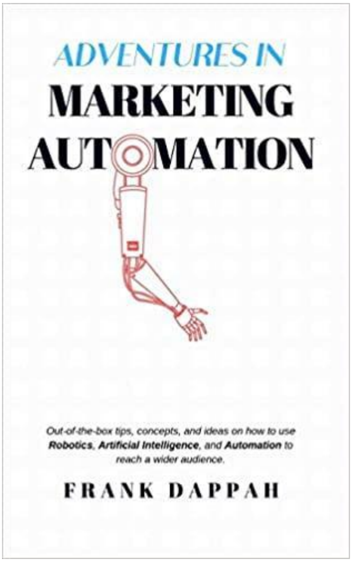
The Telesales handbook is an easy-to-digest guide on how to sell any product or service over the phone. One of the best books for sales reps and among the best telesales books. Quickly learn which products and services are best suited for phone sales, learn how to create your very own calling scripts.

Startup Monday: How to tackle some of the often-overlooked challenges you will face while trying to grow your Startup company



Startup Monday is an easy-to-digest, straight-to-the-point book about Leadership, growth, and corporate culture. This 160-plus page book is my latest attempt at helping any entrepreneur or business owner out there, based on my own personal experiences.

Adventures in Marketing Automation



Adventures in Marketing Automation is a simple but comprehensive guide on how any small business owner or entrepreneur can use the power of social media, email, SMS, and other tools to help automate their entire marketing systems.

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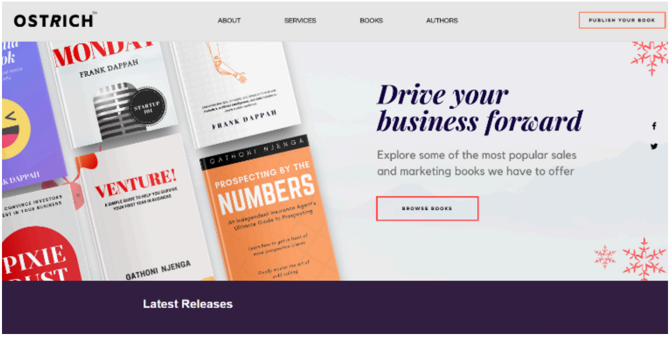
https://www.ostrichpress.com



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