My Launch Strategy (Grassroots & Organic)

Goal: Acquire the first 100 users and gather qualitative feedback without a marketing budget.

Target Channels:

1. **Reddit:** I'll engage with users on subreddits like r/Resumes and r/jobsearch. My approach will be to offer genuine, helpful advice on resume-building. In relevant conversations where my tool can solve a user's problem, I'll mention Narravo AI as a free solution, ensuring the communication is helpful and not self-promotional.
2. **LinkedIn:** I will share the story behind Narravo AI with my professional network and relevant career-focused groups. I'll focus on the problem it solves and how it empowers job seekers, positioning the tool as a helpful resource.
3. **Product Hunt:** This platform will be a key target for a future launch. I'll plan for a Product Hunt launch after incorporating initial user feedback to present a more polished and validated product to a wider audience.

Core Principle: My strategy is to **be helpful, not spammy.** I will prioritize providing tangible value to users before ever mentioning my tool. This approach builds trust and ensures organic growth.

My Feedback & Learning Loop

How I Learn from Users:

1. **Direct Email Feedback:** The post-completion email will include a simple, direct question: "Was this helpful? Reply and tell me one thing we can improve." This open-ended question encourages a candid response and provides direct, actionable feedback.
2. **Social Media Monitoring:** I will actively monitor mentions of Narravo AI on platforms like Reddit and Twitter. This helps me understand public sentiment, identify common pain points, and discover how users are talking about the product in their own words.
3. **Core Metric:** I will focus on a single, critical metric: **Completion Rate**. This measures the percentage of users who start the process and successfully download their PDF resume. A high completion rate indicates a smooth and effective user flow.

My Key Learning Objectives

Based on the initial user feedback and analytics, I aim to answer these core questions:

1. **Efficacy:** Does the AI-generated PDF resume meet the quality standards needed to help users secure interviews?
2. **Usability:** Are the questions and the overall user interface intuitive and easy for a first-time user to navigate?
3. **Performance:** Is the "5-minute promise" a realistic and achievable timeframe for users to complete the resume generation process?