

THE NORDIC WEB

VENTURES

Guide to launching on Product Hunt



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Introduction

[Product Hunt](#) is a website that lets users share and discover new products with 8 million unique visitors a month. VCs and entrepreneurs visit it regularly to discover the “next big thing”. Utilised properly Product Hunt can be leveraged to significantly increase audience and users of your product.

What do I know about it?

I was invited to the platform on day one back in December 2013 as I'd been using Ryan Hoover's alpha experiment which turned into Product Hunt. I was slow to accept my beta invite but still ended up being user 1,044. In the last 5 years, despite not being a daily or even weekly user I have built up a strong understanding of how the platform works and have launched multiple top 5 products and am ranked approx. #250 in terms of users with the most upvotes despite my sporadic use.

My main learnings came from working on a project with the former #1 top hunter at the time (now #4) on the platform [Eric Willis](#), where he shared everything he knew with me as we sought the #1 spot together. In this document I will share those learnings.

Who should post your product?

Arguably the most important part of any Product Hunt launch is who you get to “hunt” (post) your product. Your main considerations should be:

- Who has an audience that is relevant to your product?

This adds significant credibility and helps you reach the right people.

- How big is their following on Product Hunt?

The larger the following, the larger the audience that will receive an email informing them that X has hunted your product.

- How do you identify those with a large reach on Product Hunt?

Use this: <http://500hunters.com/?sort=votes>

Sorted by number of upvotes, I can introduce you to the following top 100 hunters with a more than reasonable chance of them hunting your product:

#3 [Eric Willis](#) (6,815 followers)

#4 [Ben Tossell](#) (10,411 followers)

#9 [Niv Dror](#) (9,074 followers)

#77 [Sean Percival](#) (5,353 followers)

#91 [Harry Stebbings](#) (3,643 followers)

#92 [Jason Dainter](#) (627 followers)

It is also worth noting that [I have 1,755 followers myself](#) and I would be happy to hunt you (transparently).

When do you post it?

My personal preference is to post at 00:01 PST, once the day resets itself.

Let me explain why....

This is 9am CEST and therefore allows your network (which is likely largely European) to start helping you out and upvoting instantly and building a momentum.

However, be strategic with when you get people to upvote. I'd suggest aiming at three particular points throughout the day:

- When you first post, build momentum immediately and position yourself near the top of the leaderboard immediately by getting your network to upvote.
- Activate a new "upvote burst" around 2pm/3pm CEST when the East Coast starts to wake up, keeping you near the top for when the American audience wakes up. And naturally, those at the top are likely to attract the most new upvotes.
- Finally, go for one last "upvote burst" around 6pm once the West Coast is starting their day to ensure you finish the day in the top 5 products.

Ultimately your goal is to finish in the top 5 by the end of the day as you will then be featured in the Daily Product Hunt Newsletter.

Traffic to your site/product will essentially be doubled if featured in the newsletter, therefore it is imperative you leverage this correctly.

Note: Of the potential strong hunters I identified above, Ben, Sean, Harry, Jason and myself are all located in Europe and are certain to be awake at 12.01 PST.

What should you do after you've posted?

The first thing you should do is to thank the hunter and introduce yourself and your team members and your *raison d'être*. Then actively ask for constructive feedback.

It's important from an algorithmic and impression perspective that you engage in discussion and respond to everyone's questions and comments.

Ask your friends, beta users and investors to comment, not just upvote. However, it's best to be transparent and open about this. If it is just your mum or dad and their mates saying "this is great" then it is *really* obvious. It's much better to be genuine and transparent, for example, I could comment:

"I invested in X a few months ago and I have been really impressed with how hard they have worked on getting the product to this point, kudos to the team for such a well designed and executed launch!"

How do you get people to upvote?

Mailing list

I'd suggest sending **two** mailouts to friends, family, your most engaged beta users and investors. Don't spam your whole mailing list, but rather reach out to those that you know will support you.

The first mailout should be sent the day/evening before you plan to post the product, giving everyone a heads-up and explaining why it's important and why you'd love their support. You could even encourage those without a Product Hunt profile to sign up ahead of time so they are able to help you the next day.

I'd then send an additional mailout once the product is live on PH, linking to your product page asking them to comment and support you.

Social profiles

You should of course also leverage Twitter, Facebook and LinkedIn to share the fact you are on Product Hunt today and you'd love people's support.

It is very important not to explicitly ask for upvotes, the algorithm won't punish you but it is against "the rules" and it comes across as desperate in any case.

Other things to know and consider

- There is a common misconception that you can't share the Product Hunt link directly, this is false, you can and you should.
- If you are coinciding your Product Hunt launch with your actual product launch then think about how you can leverage a successful Product Hunt experience with gaining additional press around your launch. In isolation it can be very hard to get the tech press to write about your launch, however 1000+ upvotes on PH could make it more likely.
- Link your Angellist profile, if successful a lot of eyes will be on you, therefore this is an excellent opportunity to attract talent.
- Rather than scrambling around on the day, make sure that all of your team members have a Product Hunt profile setup in advance. This also makes it easier for them to be added as "makers" of the product and adds further credibility to your product.
- You could consider making a special offer on your product for Product Hunt users, helping you take advantage of the additional traffic with increased sign-ups

Additional tips from the horse's mouth:

<https://blog.producthunt.com/how-to-launch-on-product-hunt-7c1843e06399>