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Traction A Startup Guide To

Traction As a startup founder coming mainly from the technology side, I needed a good practical hands-on guide to go beyond the

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overwhelming number of generic sales and marketing books. The value in this book is that while we know the general principles of sales & marketing it's great to have a resource that provides scope, structure and a methodology for identifying and testing the most impactful traction channels for a company - particularly a new start.

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Gabriel ...

Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and

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Dharmesh Shah
(HubSpot).

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**Traction: How Any
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Traction is a guide to getting customers, written for startup founders, marketers, and those interested in how today's startups grow and get traction. This book shows you how the founders of several of the biggest

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companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com) and Alex Pachikov (Evernote) have built and grown their startups.

Traction: The Book | Traction

Amazon description
Startup advice tends to be a lot of platitudes repackaged with new

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buzzwords, but

Traction is something

else entirely. As

Gabriel Weinberg and

Justin Mares learned

from their own

experiences, building a

successful company is

hard.

Traction: A Startup Guide to Getting Customers

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...

For a startup, Traction is the point where you have a known cost of customer acquisition that's higher than the cost of your product.

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It's that critical point where you can finally start to scale your business.

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Weinberg and Justin
Mares "Almost every
failed startup has a
product. What failed
startups don't have are

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enough customers.”

“Traction is a sign that something is working.

If you charge for your product, it means

customers are buying.

If your product is free, it's a growing...

Traction: A Startup Guide to Getting Customers - The Key Point

What is early startup traction? Factors of getting early traction; 5 tactics for early startup

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Have Product-Market

Fit; 2. Start A Pre-

Launch Campaign; How

to Boost a pre-launch

campaign for early

startup traction. 3.

Crowdfund Your

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Email List; 5. Integrate

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A summary of the book. Traction. A startup guide to getting more customers. By Gabriel Weinberg. Summary by Kim Hartman. This is a summary of what I think is the most important and insightful parts of the book.

**Traction - Kim
Hartman**

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important to nail your
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