**How to get 100 Customers first?**

1. **Launch the project many times on twitter**

* **Announce those launches on your social accounts, Gabe focused on Twitter**
* **Reply to that announcement mentioning anyone who helped with the launch**
* **Group together multiple product changes into new launches**
* **Drive discussion on the post from other places**
* **Rinse and repeat**

1. **Create a company page on Linkedin to connect**

* **Create a main page on Linkedin to be able to connect with many users, spreading the popularity of the application to everyone.**

1. **Post status, update comment on Linkedin**

* **Create and curate great content**
* **Reply to popular posts**
* **Introduce product milestone announcement**
* **Promote your content marketing**
* **Keep on radar of customers**
* **Write / curate and share relevant content with your LinkedIn network.**

1. **Send cold emails to potential customers**

* **Group email people but send unique messages**
* **Measure how your emails perform: open rates, click rates and response rates**
* **Time messages to arrive when they’re most likely to get opened and read**
* **Automate follow ups based on things your recipient does**
* **Qualify leads and move them into your sales flow**