



No BS Startup Guide

ULTIMATE GUIDE FOR LAUNCHING, GROWING AND SCALING



No BS Ultimate Startup Guide

Overview

▼ Watch this video (video 🎥)

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Two Steps to get started

1. 👤 Duplicate this template by clicking on the three dots to the top right and selecting *Duplicate*.
2. 🧑 Watch the explanation video below telling you how to use the guide

▼ (Video 🎥)


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💰 Bookmark this link and [FounderPass](#) with over **+50 Discounts** on widely used products like Slack, Notion, Segment, and more!

📖 This guide is focused on practical advice with specific how-to action items. I touch on theory and recommend short videos and blogs, but that's it. I recommend you do have a source for theory and advice. Check out the ones I recommend: 😊 [Recommended Courses, Books, and Other resources](#)

Chapters - Start Here

Chapters

Aa Name	☑ Archive	Σ Meta	🔍 Overdue Tasks	Σ Progress	🔍 Project Tasks	⌵ Status	↗ Tasks	🔍 Tasks Done
 #1: Ideation	<input type="checkbox"/>	5 Tasks, 0 Overdue		0	5	To Do	1 How To Come Up With Ideas Using A First Principles Thinking Exercise, 3 Subscribe to Subreddits Where People Post Ideas, 2 Subscribe to Newsletter That Share Startup Ideas and Business Opportunities, 4 Subscribe to Business Newsletters Analyzing Trends, 5 Find Business Ideas You Can Start Now	

Aa Name	<input checked="" type="checkbox"/> Archive	Σ Meta	Overdue Tasks	Σ Progress	Project Tasks	Status	Tasks	Tasks Done
#2: <u>Hypothesis and Validation</u>	<input type="checkbox"/>	10 Tasks, 0 Overdue		0	10	To Do	<p>1 Create Personas, Talk to Users, and Understand Your Target Customer and form a Hypothesis.</p> <p>2 Use Reddit to Validate Your Hypothesis, Create a Hypothesis, or Find Customers.</p> <p>3 Create, Assess, or Validate a Hypothesis Using Competitor Research.</p> <p>4 Build A Landing Page (Website) To Start Gauging Interests and Gathering Emails.</p> <p>5 How to Acquire Users and What To Do With Them to Validate Your Hypothesis.</p> <p>How to Find (Prospect) and do Outbound Outreach To Potential Customers using Linkedin, Email, and Cold Call.</p> <p>Basics of Running Ads On Social Media - Facebook, Instagram, and more.(WIP).</p> <p>Using Third Party Companies to Validate Your Target Audience.</p> <p>How to Design Beautiful Websites, Apps, Brands, Logos, and more.</p> <p>Basics of Running Google Ads</p>	

Aa Name	<input checked="" type="checkbox"/> Archive	Σ Meta	Overdue Tasks	Σ Progress	Project Tasks	Status	Tasks	Tasks Done
<u>#5: Scale</u>	<input type="checkbox"/>	8 Tasks, 0 Overdue		0	8	To Do	<u>How to Find (Prospect) and do Outbound Outreach To Potential Customers using Linkedin, Email, and Cold Call,</u> <u>Basics of Running Ads On Social Media - Facebook, Instagram, and more (WIP),</u> <u>Financial Modeling and Tracking Your Spending,</u> <u>How to Design Beautiful Websites, Apps, Brands, Logos, and more.,</u> <u>Basics of Running Google Ads,</u> <u>Incorporate Your Company, Set Up a Bank, Get a Credit Card, and Manage Finances,</u> <u>Setup Gamification to Increase Engagement and Growth (WIP),</u> <u>Finding Investors and Raising Money/Venture Capital + Accelerators (WIP).</u>	
<u>#4: Grow</u>	<input type="checkbox"/>	17 Tasks, 0 Overdue		0	17	To Do	<u>How to Find (Prospect) and do Outbound Outreach To Potential Customers using Linkedin, Email, and Cold Call,</u> <u>Basics of Running Google Ads,</u> <u>Basics of Doing SEO and Content Marketing,</u>	

Aa Name	<input checked="" type="checkbox"/> Archive	Σ Meta	Overdue Tasks	Σ Progress	Project Tasks	Status	Tasks	Tasks Done
							Basics of Running Ads On Social Media - Facebook, Instagram, and more (WIP), 2 More Advanced Project Management To Fuel Your Growth, How to Design Beautiful Websites, Apps, Brands, Logos, and more., 3 Improve Onboarding to Increase Adoption, Retention, and Revenue, Set Up The Right Technical and Data/Analytics Foundations With Your Product, 4 More Advanced SEO and Content Marketing Best Practices (WIP), 1 Hammering down Product Market Fit, Incorporate Your Company, Set Up a Bank, Get a Credit Card, and Manage Finances, 6 Get Started With Social Media Marketing - Linkedin, Facebook, Instagram, Youtube and more (WIP), Create Affiliate Marketing Program, 5 Set up Referral Program, 7 Reengage Leads and Keep Them Engaged (WIP), Finding Investors and Raising	

Aa Name	<input checked="" type="checkbox"/> Archive	Σ Meta	Overdue Tasks	Σ Progress	Project Tasks	Status	Tasks	Tasks Done
							Money/Venture Capital + Accelerators (WIP), 8 Hire Virtual Assistants and Outsource Your Work (WIP).	
#3: Launch	<input type="checkbox"/>	14 Tasks, 0 Overdue		0	14	To Do	📁 How to Find (Prospect) and do Outbound Outreach To Potential Customers using Linkedin, Email, and Cold Call, 📁 Basics of Doing SEO and Content Marketing, 📁 Basics of Running Ads On Social Media - Facebook, Instagram, and more (WIP), 1 Simple Project Management To Keep on Top of Your Tasks, 📁 How to Design Beautiful Websites, Apps, Brands, Logos, and more., 📁 Basics of Running Google Ads, 4 Iterate On Your Website Based On What You Learned, 3 Build Your MVP Mobile or Web Product, 📁 How To Find A Cofounder, 2 Create Mockups/Wireframes For Your Product Before Building It, 📁 Set Up The Right Technical and Data/Analytics Foundations With	

Aa Name	☑ Archive	Σ Meta	🔍 Overdue Tasks	Σ Progress	🔍 Project Tasks	📉 Status	↗ Tasks	🔍 Tasks Done
							Your Product, 5 Set Up Basic Activation/Onboarding With Your Product, 6 Start Acquiring Users, 📁 Create Affiliate Marketing Program	

? Stuck or need help?

- 🆘 [Check out the FAQ Section](#)
- ★ Check out [my website](#) to learn about my Startup Coaching, Growth Advising, and Fractional Executive Services.
- ☎ Book a complimentary [30-minute coaching session](#) with me. We can discuss anything from narrowing down your idea and acquiring customers to hiring employees and incorporating.
- 🧑🏫 Get help from Mentors on [GrowthMentor](#)

💬 Got feedback? Something is missing? Know how to improve the guide? Contact me at farzad@nobsstartupguide.com

🚀 Created by [Farzad Khosravi](#) | Check out my startup, [Cicero.ly](#) | Follow me on [# Twitter](#) or connect on [LinkedIn](#)

🆘 Question and Answer (FAQ)

▼ How do I get my first customers/users without spending money on ads?

6 [Start Acquiring Users](#)

If you're B2B, check out [📁 How to Find \(Prospect\) and do Outbound Outreach To Potential Customers using LinkedIn, Email, and Cold Call](#)



▼ How can I build my app? How do I hire good developers?

3 [Build Your MVP Mobile or Web Product](#)

2 [Create Mockups/Wireframes For Your Product Before Building It](#)

▼ **How do I get more customers? How do I reach my audience? How do I find users? How do I acquire users?**

Resources:

-  [Basics of Doing SEO and Content Marketing](#)
-  [Basics of Running Ads On Social Media - Facebook, Instagram, and more \(WIP\)](#)
-  [Basics of Running Google Ads](#)
- [11 Marketing Channels That Consistently Work for Founders](#)

▼ **Where should I look for additional help? I want a coach, mentor, or consultant.**

- Get help from Mentors on [GrowthMentor](#) and [Mentorcruise](#)
- Book a complimentary [30-minute coaching session](#) with me. I do take on a limited number of clients
- **Where to find Developer**
 - <https://www.howdy.com/> - "The platform to build and manage your dev team in LATAM"
 - <https://www.skipp.dev/> - "Interview your next tech candidates in 24 hours"
 - <https://www.growmodo.com/> - "Hire Your Whole Design & Dev Team With a Few Clicks"
 - <https://youteam.io/> - "The new, smarter way to contract engineers"
 - <https://www.turing.com/> - "The most deeply vetted developers and teams, matched by AI"
 - <https://www.soyhenry.com/hiring-en> - "Hire top Latam developers with no fee"
 - <https://proxify.io/> - "Hire hand-picked developers. Just for you"
 - <https://lemon.io/> - "Let Lemon match you with engineers that can transform your vision into reality — diabolically fast"
 - <https://remotebase.com/> - "Hire Top 1% Remote Developers Within 24 Hours"
 - <https://www.toptal.com/> - "Hire the Top 3% of Freelance Talent"
- **Where to find Marketing Help**
 - [GrowthCollective](#): "Hire the world's best freelance marketers"
 - [MarketerHire](#): "The Best Marketers Freelance Here. No job postings, No interviews, No headache"
 - [PassionFruit](#): "We found the best marketing specialists, So you don't have to"
 - [Mayple](#): "Work With The Perfect Marketers For Your Business."

▼ **How do I project manage properly?**

- 1 [Simple Project Management To Keep on Top of Your Tasks](#)


[2 More Advanced Project Management To Fuel Your Growth](#)

▼ **How do I design a landing page?**


[4 Build A Landing Page \(Website\) To Start Gauging Interests and Gathering Emails](#)

 [How to Design Beautiful Websites, Apps, Brands, Logos, and more.](#)


▼ **How do I do sales? What are sales best practices? How do I find B2B Clients?**

 [How to Find \(Prospect\) and do Outbound Outreach To Potential Customers using LinkedIn, Email, and Cold Call](#)


▼ **How can I run ads on Google? How do I do SEM (Search Engine Marketing) or PPC (Pay Per Click)?**

 [Basics of Running Google Ads](#)

▼ **How do I Target my Relevant Audience**

 [How to Find \(Prospect\) and do Outbound Outreach To Potential Customers using LinkedIn, Email, and Cold Call](#)

 [Basics of Running Ads On Social Media - Facebook, Instagram, and more \(WIP\).](#)

 [Basics of Running Google Ads](#)

▼ **I have an App. How do I do App Store Optimization for User acquisition?**

Adjust has a great guide on this: [Scaling your app to 1 million users: The ultimate guide](#)

▼ **How to use LinkedIn to Organically get new customers?**

[Demand Curve](#) has a fantastic case study on how to do this for free.

▼ **How should I track my marketing spending and success?**

For your convenience, you can use the [Marketing Plan Template](#)

▼ **How can I track and model my revenue, spending, and more?**

[This is a great template](#) for that.

▼ **Why aren't my ads converting?**

- Technical Reasons
 - Are you tracking properly?
 - Are your pixels working?
 - Tracking the right thing?
- Nontechnical reasons
 - Are you targeting the persona?
 - Do you deliver what you promise?

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▼ I want to start and sell courses. Where do I begin?

Education:

- Kajabi University (cost money after 14 day trial)
- <https://www.thinkific.com/blog/10-steps-creating-successful-online-course/#2>
- <https://foundr.com/articles/building-a-business/online-courses/create-online-course>


Products

- <https://www.thinkific.com/>
- Kajabi
- Podia
- Teachable
- Might Networks
- Udemy
- Skillshare

▼ How to find affiliates and what to watch out for

 [Create Affiliate Marketing Program](#)

▼ When and how to form a business entity/incorporate

 [Incorporate Your Company, Set Up a Bank, Get a Credit Card, and Manage Finances](#)

TL:DR: Wait until the business is validated and profitable before incorporating. You need to weigh the risk of being sued or otherwise held monetarily accountable to an entity over the cost and complexity of incorporation.

In general, you should consider incorporating your startup when you have a clear business plan, a team in place, and a realistic idea of how much funding you will need to get started and how you will generate revenue.

When incorporating your startup, there are a few key factors to consider that may make you want to incorporate sooner rather than later:

1. **Legal protection:** Incorporating your startup as a separate legal entity (such as a corporation or limited liability company) can provide personal liability protection for the founders and investors, limiting their financial exposure in the event of a lawsuit or other legal issue.
2. **Funding:** Incorporating your startup can make it easier to raise funds from investors, as they may be more likely to invest in a formal legal entity rather than an informal business structure.

3. **Taxation:** Incorporating your startup can also provide tax benefits, as corporations are often taxed at a lower rate than individuals, and can also take advantage of deductions and credits that are not available to sole proprietorships or partnerships.
4. **Professionalism:** Incorporating your startup can also help establish credibility and professionalism with customers and partners.

▼ **What are some business ideas I can start asap?**


<https://www.starterstory.com/beginner-entrepreneurs-business-ideas>

<https://www.starterstory.com/one-person-business-ideas>


<https://www.starterstory.com/ecommerce-business-ideas>

▼ **I'm a high-ticket B2B company. How should I do sales?**

[Cold Email Replies: How to Get 40% Response Rates, Guaranteed \(Step-by-Step Guide\)](#)


 [How to Find \(Prospect\) and do Outbound Outreach To Potential Customers using LinkedIn, Email, and Cold Call](#)

▼ **How should I manage finances, booking, and accounting?**

Mentioned in  [Incorporate Your Company, Set Up a Bank, Get a Credit Card, and Manage Finances](#)


- ☐ [Waveapps](#): Free and so easy to use.
- ☐ [Freshbooks](#): "Accounting Software Built for Business Owners and Accountants"
- ☐ [Quickbooks](#): The most popular software of managing everything
- ☐ [ZipBooks](#): "Simple accounting software that makes you even smarter." Like Waveapps, it's free and easy.

▼ **What credit card should I get?**

Mentioned in  [Incorporate Your Company, Set Up a Bank, Get a Credit Card, and Manage Finances](#)

- ☐ [Ink Business Unlimited Credit Card](#): My favorite (as long as this is an LLC) because of the rewards
- ☐ [Ramp](#): "Make the most of your resources by trusting Ramp to help you control spend, save time, automate busywork—and save an average of 3.5%." Great for people with employees or who want a lot of control over their card.
- ☐ [Brex](#): Corporate cards and spend management teams actually love.

▼ **What bank should I use?**

Mentioned in  [Incorporate Your Company, Set Up a Bank, Get a Credit Card, and Manage Finances](#)

☐ [Mercury](#): “Banking for what you’re building”. They are great for those wanting to get access to lots of capital.

☐ [Novo](#): “Powerfully simple business banking”. For the Indiehackers and LLCs, this is probably one of the better choices

☐ [Bluevine](#): “You built your business, we help it grow.” Same as Mercury, great at providing capital for startup

☐ Alternatively, use your existing bank or a local credit union

▼ How do I create a beautiful logo?

1. Start simple while you’re in the first 3 chapters. [Cheapnames Free Logo Maker](#)
2. Want to take it a bit further? Use [Midjourney to design a logo](#), but you will need to do some work on it.
- 3.

[Recommended Courses, Books, and Other resources](#)

No BS Startup Guide by [Farzad Khosravi](#) | Check out my startup, [Cicero.ly](#). Become Smarter with noise-free curated feed, newsletter, and deep dives from the world's greatest thinkers | Follow me on [Twitter](#) or connect on [LinkedIn](#)