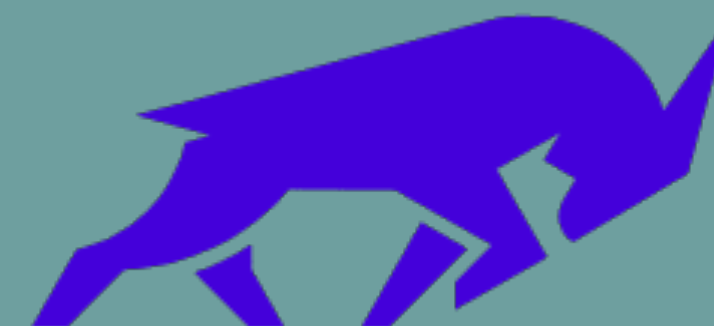
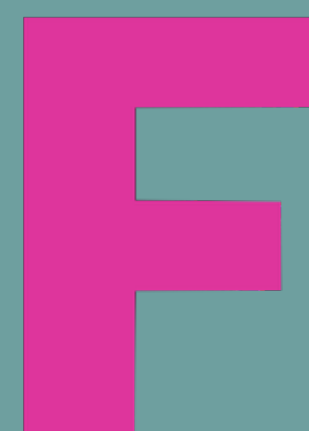
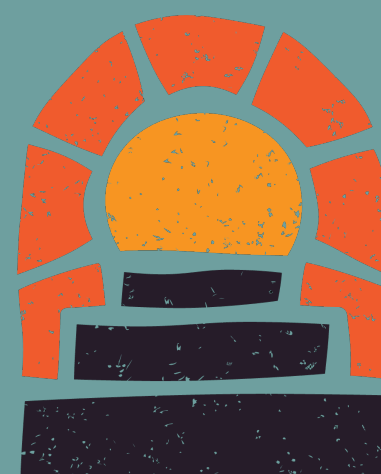
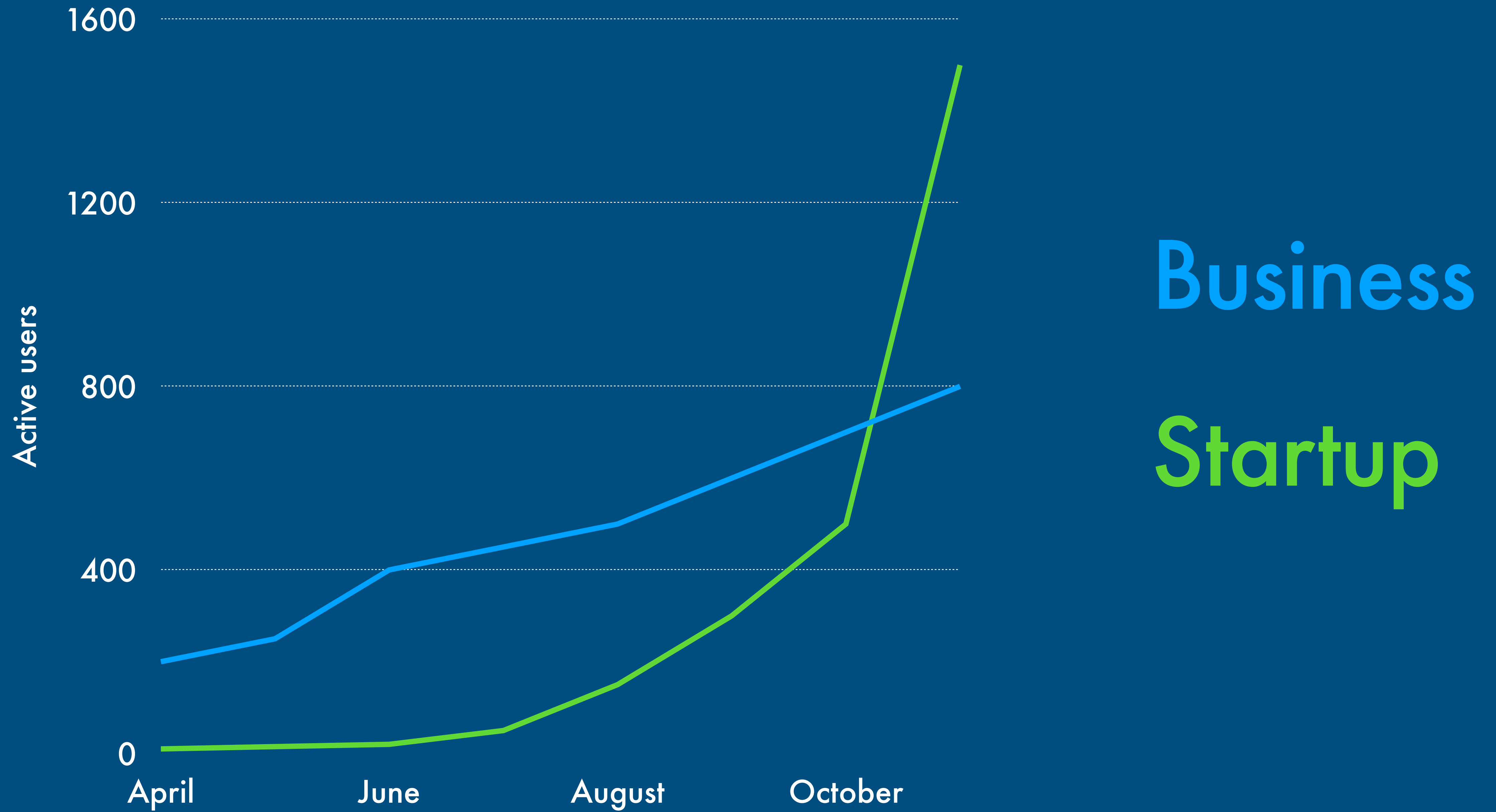


**LAUNCH BEFORE  
YOU DIE.**

BRENT LIANG | 1 AUG 2022





**STARTUPS = GROWTH.**

**If you are not growing,  
you are dead.**

# **BEST WAY TO GROW?**

**Keep launching new things  
until one thing works.**

# HOW DO I LAUNCH?

- Think less.
- Talk to customers.
- Obsess over numbers.

# Think less.

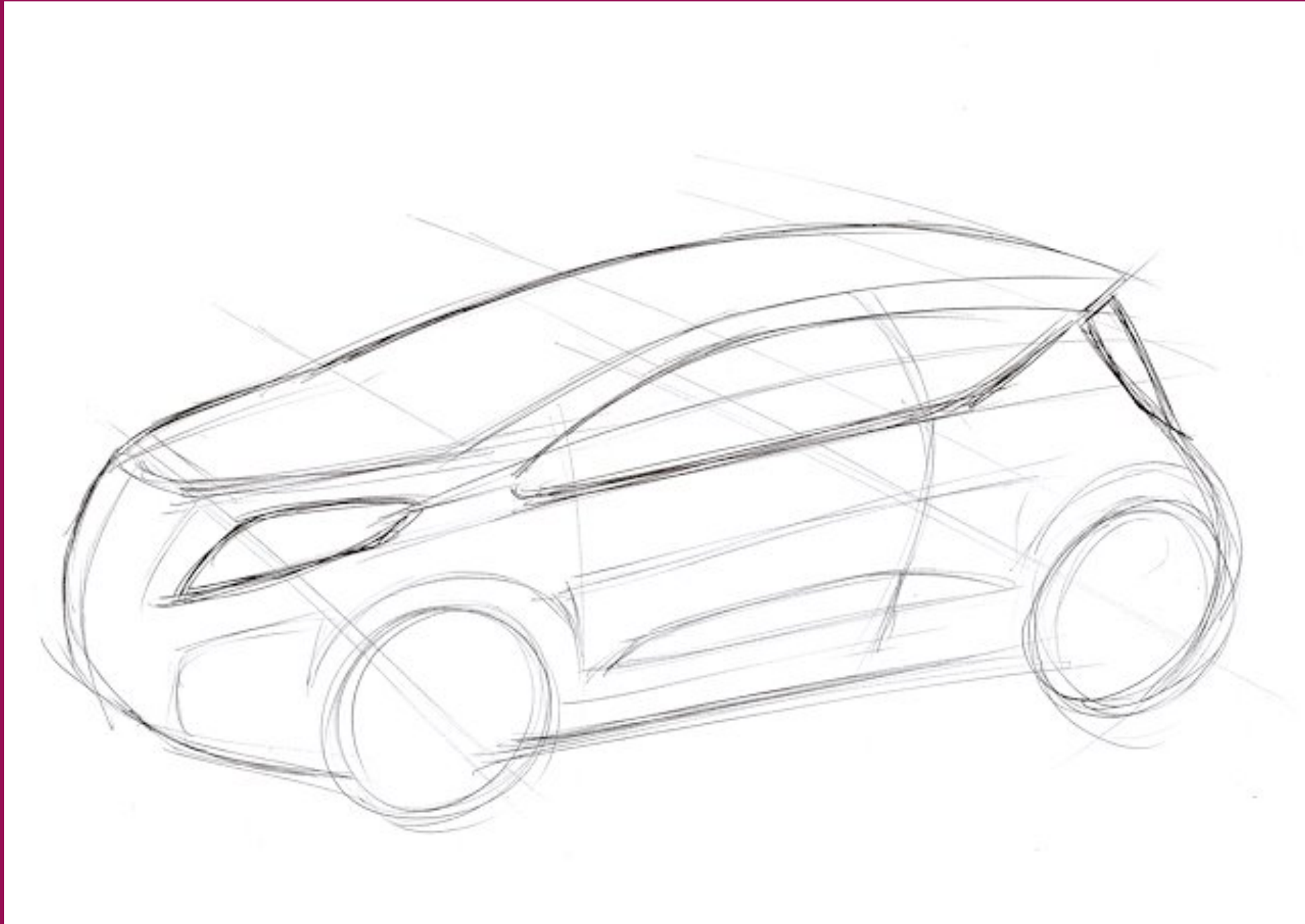
\* to launch more

Your job

Launch things



# Always launch A



A



B

**Distractions:**

- Business plan
- Investor meetings
- Strategy sessions
- Team building
- Pitch decks

**What  
matters:**

Product  
Customer

**ASK: HOW DO I LAUNCH**  
**THIS NEXT WEEK?**

# HOW?

## I. Use *simple* tools...

Bubble, Wix, SS

Notion

G Form, Discord

**HOW?**

**II. ... to get things done.**

Collect emails  
Track feedback  
Get in touch

# Talk to customers.

\* Ask Qs till you get paid.



Your job

Talk to customers



**NEVER BE SHY.**

**Talk to your customers  
every day.**

**Shy - get over it.  
Can't - start a different co.**

# FIGURE OUT MOTIVATIONS

Don't ask your customer what to build.

Ask them why the product sucks.

Then ask 3 more why's.

# ACTION > WORDS

Nothing matters till  
you get paid.



**MAKE 1 CUSTOMER HAPPY**

Then make them pay you.

Then grow this to 5 customers.

This is your go-to-market strategy.

# **Obsess over numbers.**

**\*let them make decisions for you**

# TRACK 1-3 NUMBERS

Monthly rev growth (B2B)

Churn

Weekly actives (B2C)

...

**RESPECT THEM**

**“Is it working?”**

**Everyone has a different opinion.**

**Let numbers decide.**

**MAKE IT EASY.**

Pick one number (NS).

Put it somewhere obvious.

Track daily.



**BE LASER FOCUSED.**

If something doesn't track with  
your metric, it's a distraction.

Don't work on distractions.

**FAIL FAST.**

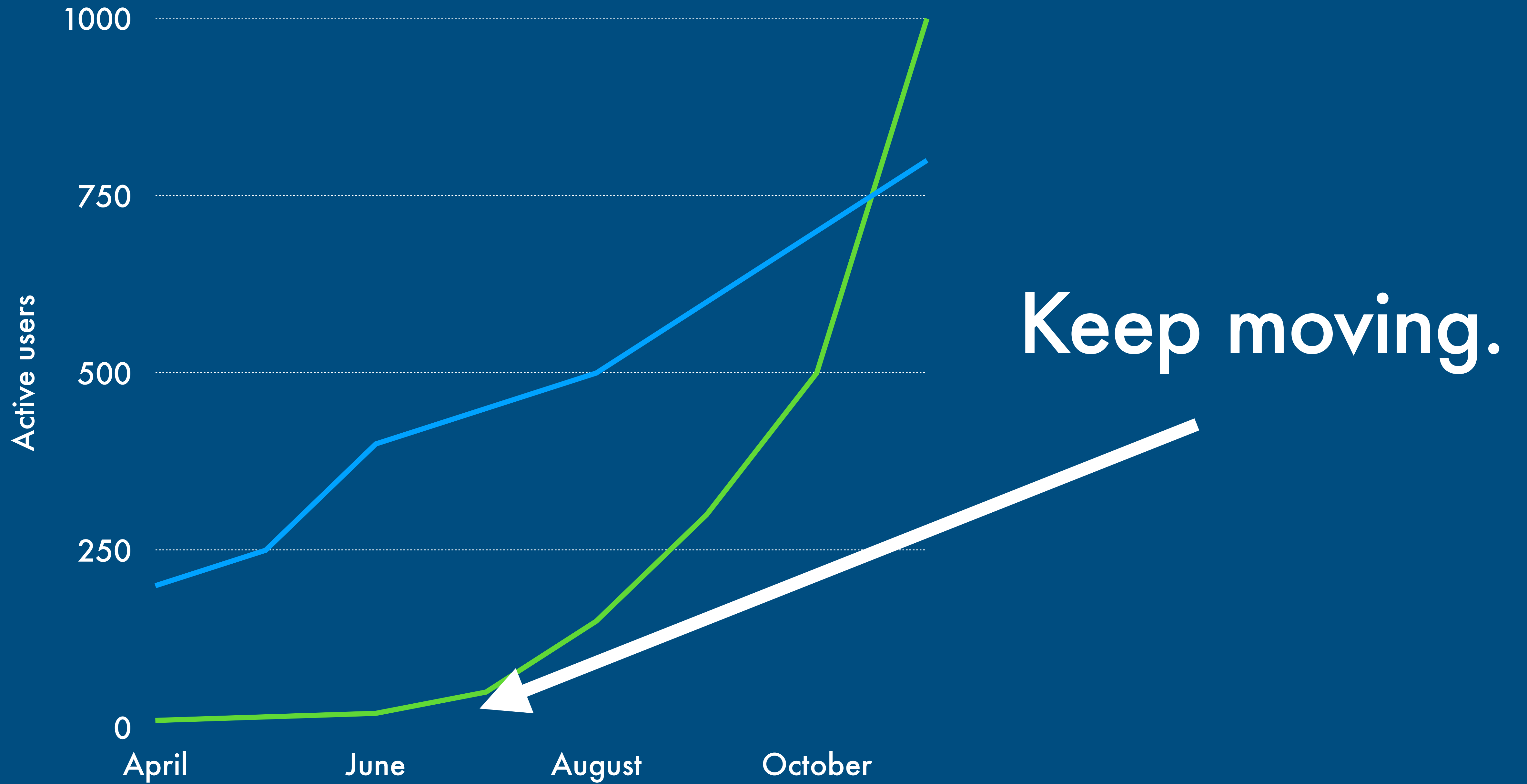
**Don't work on things that  
don't work.**

**Cut losses. Move on.**

# HOW DO I LAUNCH?

- Think less.
- Talk to customers.
- Obsess over numbers.

**Startup:** **Launch**  
**Measure**  
**Learn**



**LAUNCH BEFORE  
YOU DIE.**

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