



Save

# 8 WAYS TO FIND THE FIRST USERS

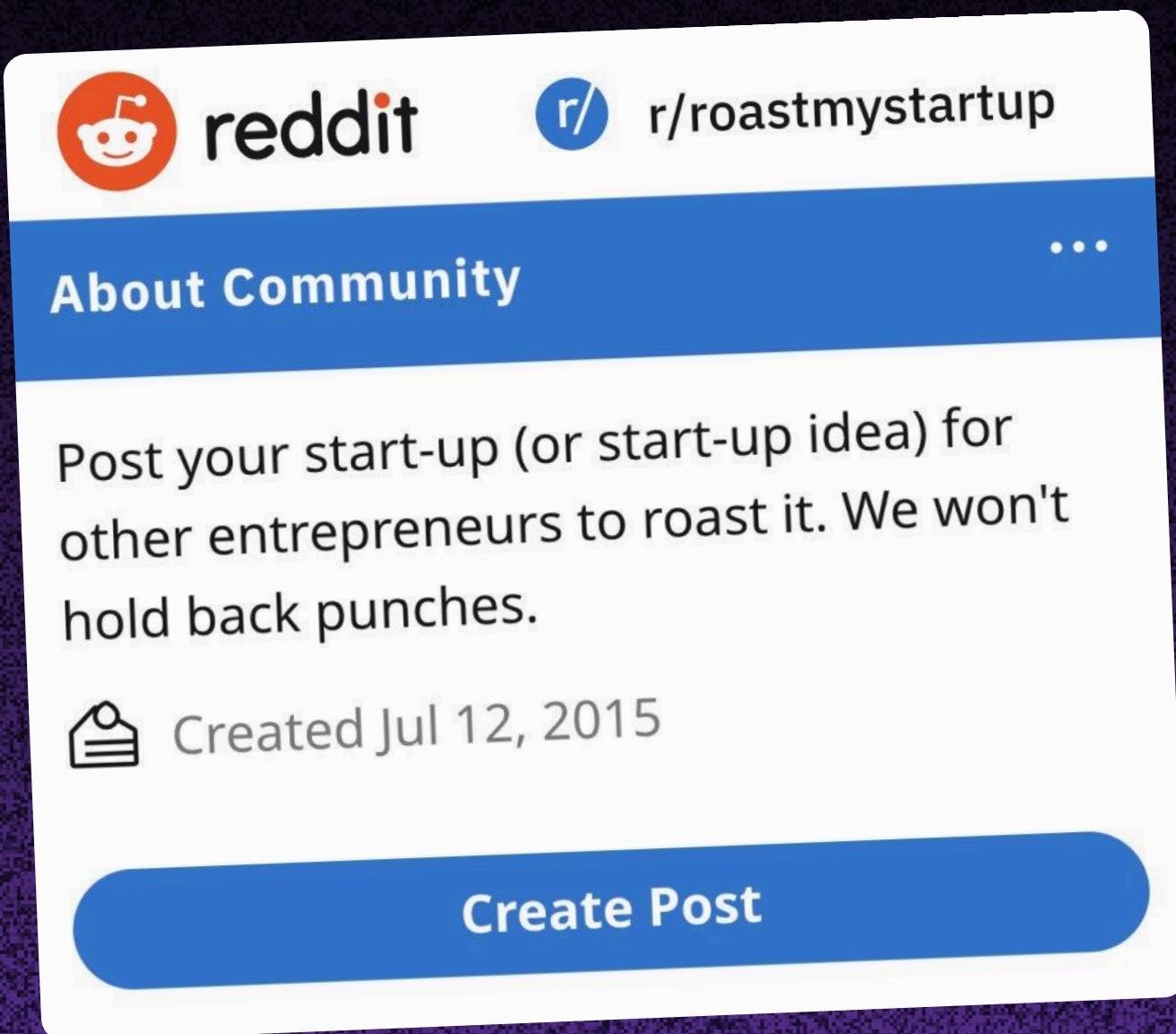
FOR YOUR STARTUP 🚀

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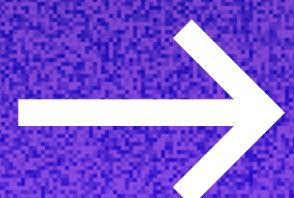
Swipe ↗

# Share Your Product In These SubReddits

- R/RoastMyStartup
- R/AlphaandBetausers
- R/GrowthHacking
- R/Digitalnomad
- R/Promotereddit
- R/Entrepreneur
- R/EntrepreneurRideAlong
- R/IMadeThis
- R/IndieBiz
- R/SideProject
- R/SmallBusiness
- R/Startups
- R/Growmybusiness
- R/Linkbuilding
- R/SEO
- R/Freepromote
- R/SocialMediaMarketing
- R/Analytics
- R/Content\_marketing



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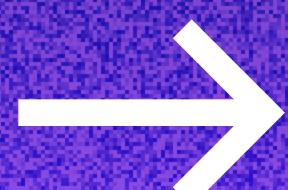
# Send Cold Emails Using Apollo



1. Access: [Apollo.io](https://www.apollo.io)
2. Click On Search And Select "C-Level" Under Job Titles
3. Choose "Verified" For The Email Status
4. Insert Your Business Niche In The "Currently Hiring For" Section (To Detect A Clear Buying Intent For Your Solution)
5. Filter Companies With An ARR Ranging From 0.1 - 5 Million USD
6. Save Search Results And Add Scraped Emails To The New Sequence
7. Use The Following Subject Line:  
[Their Company] <> [Your Company]
8. Don't Sell In The First Email, Instead, Outline Your Value Proposition In Under 50 Words.

The screenshot shows the Apollo.io platform. At the top, there's a navigation bar with links for Platform, Teams, Resources, Pricing, and buttons for Get a demo, Log in, and Sign up for free. Below the navigation, a large call-to-action button says "Find and close your next deal". To its right is a contact card for "Alissa Jones" (VP of Sales at Dropbox) with social media icons and an "Excellent" rating. Further down, there's a sequence builder showing steps: "Day 1 Automatic Email", "Day 3 Phone Call", and "Day 5 Connect". An AI email assistant section is also visible, showing a message to "Hi Alissa, Glad to connect. Looks like you're growing the account management team quite a bit right now. Let's find some time to talk about your goals and how our platform scales, sharing a few times below...". At the bottom left, there are "Sign up for free" and "Get a demo" buttons, along with a star rating of 4.8/5 based on 7,039 reviews and a GDPR Compliant notice.

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# Launch Your Startup On Product Hunt



Best of August 7, 2024

Daily Weekly Monthly Yearly Featured All

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 →

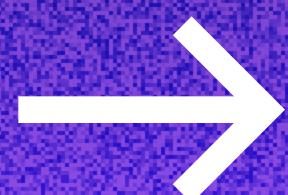
**Flowith** — AI for deep work ↗  
Q 52 · Productivity · Artificial Intelligence · Design  
Ashfaq Bhojani and 16 others you follow upvoted this product  
Richa Chordia Congratulations on the launch! The multi-thread interface and advanced agent framework are...

**BestRegards** — Never pay another email marketing subscription ↗  
Q 58 · Bootstrapped · Email · Email Marketing  
Ashfaq Bhojani and 19 others you follow upvoted this product  
Business Marketing with Nika Looks interesting. A few days ago I saw the model where you really paid per...

**Kypso** — AI agents for product builders ↗  
Q 48 · Bootstrapped · Productivity · Software Engineering  
Adeseolu Sulaiman Adedayo and 26 others you follow upvoted this product  
Bilal Asif This looks great. It seems that there are great improvements in this new version of Kypso. It's great...

1. Sign Up For Free On Producthunt Com
2. Set Up A Teaser Page For Your Business
3. Locate The Discussion Section
4. Find The CEOs Who Are Active Members Of PH
5. Send Them Connection Request On Linkedin
6. Say Hi And Tell Them That I'm Launching The Product Soon And I Will Support Their Upcoming Launches Too.
7. 8 Out Of 10 People Will Subscribe To The Teaser Page.

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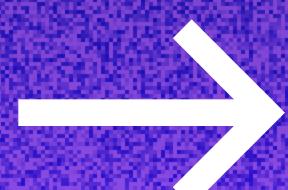
# Leverage Parasite Marketing



A screenshot of a Facebook group page. The group is titled "Cold Email Masterclass - by Instantly". It has a blue profile picture with the text "Cold Email Masterclass" and "Instantly". Below the title, it says "Private group · 30.8K members". There are two buttons: "Joined" with a dropdown arrow and "...". At the bottom, there is a blue button labeled "Community home" with a house icon.

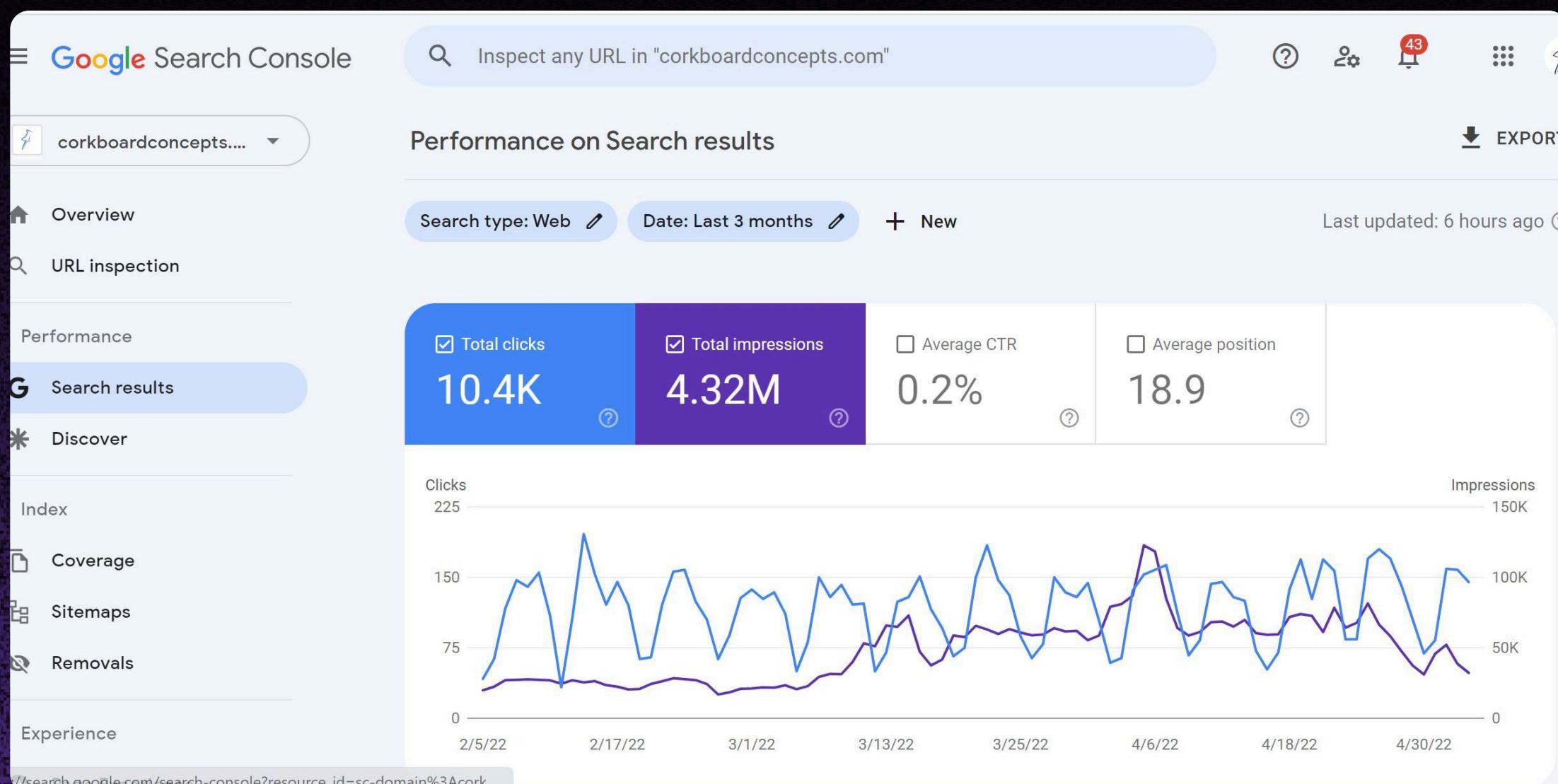
1. Identify The Businesses Which Are Already Selling To Your ICP
2. Find Their Official Facebook Or Linkedin Groups
3. Share Educational Content That Solves Their Micro Problems
4. Optimize Your Bio Or Open Your DMs So People Can Reach Out To You

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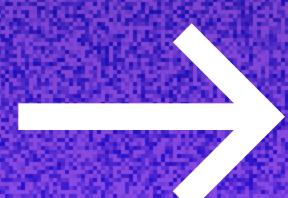
# Use GSC To Get Leads Organically

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1. Go To Google Search Console
2. Download CSV File And Export All Keywords
3. Look At The Column Called "Position"
4. See What You Are Almost Ranking For
5. Create A Separate Page For Each Keyword

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# Join Pinterest's Group Boards

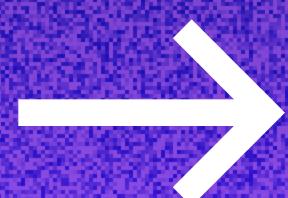


The screenshot shows the Pinterest search interface for the keyword "Marketing". On the left, there is a sidebar titled "Filters" with options: All Pins (radio button), Videos, Boards (radio button), Profiles, and Products. Above the filters is a "Clear all" button. Below the filters, there is an "Apply" button. The main area displays several group boards:

- Marketing**: 21.6k Pins · 8 sections · 11h
- MARKETING**: 3.2k Pins · 18 sections · 1d
- Instagram Marketing**: 3.2k Pins · 1w
- Pinterest Marketing**: 4.6k Pins · 3d
- Marketing**: 394 Pins · 14h
- Marketing**: 342 Pins · 1w

1. Go To Pinterest .Com
2. Add The Main Keyword In The Search Bar
3. Locate The Filters Section
4. Select Boards That Have "Request To Join" Button
5. Distribute And Promote The Product For Free To 1000s Of Target Followers

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# Find B2B Customers

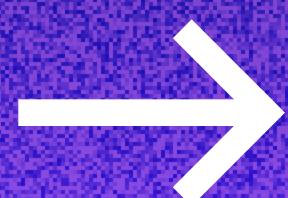
## Using Getkoala



The screenshot shows the Getkoala Company Search interface. At the top, there's a search bar with placeholder text "Search for a company". Below it, there are two filter sections: "Industry (4)" and "Employees (2)". The "Industry (4)" section lists four categories with checkboxes: Consumer Services (210K), Marketing And Advertising (127K), Software (80K), and Management Consulting (74K). The "Employees (2)" section lists employee ranges with checkboxes: 1-10 (234K), 11-50 (257K), 51-250 (11K), 251-1K (3K), and 1K-5K (341). In the center, a table displays 16M companies with columns: COMPANY, INDUSTRY, LOCATION, REVENUE, and EMPLOYEES. The first five companies listed are SandboxAQ (Software, Palo Alto, CA, US, \$1M-\$10M, 11-50), Trumid Financial (Software, New York City, NY, US, \$1M-\$10M, 11-50), Sightline Payments (Software, Las Vegas, NV, US, \$1M-\$10M, 11-50), PLUS (Software, Cupertino, CA, US, \$1M-\$10M, 11-50), and Oblong Industries (Software, Los Angeles, CA, US, \$1M-\$10M, 11-50). A "Download CSV" button is located at the top right of the table.

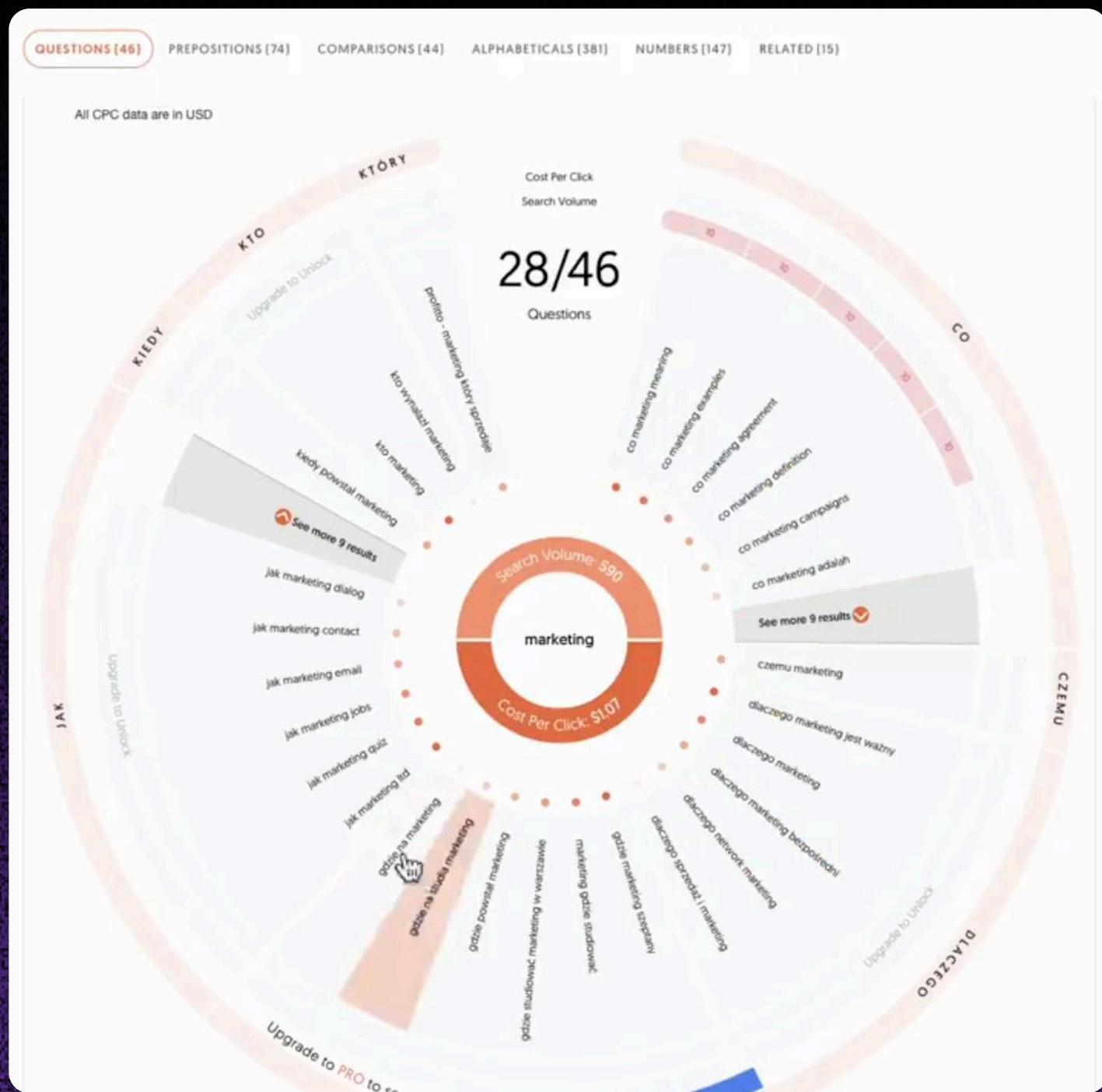
1. Google “Getkoala Com Database”
2. Filter Companies Based On Industry And Revenue
3. Download Up To 10,000 Company Profiles For Free
4. Reach Out To C-Level Executives From Those Companies And Softly Pitch Your Products Or Services

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# Get Organic Leads Using ATP

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1. Go To AnswerthePublic .Com
2. Add The Topic Or Niche Of Your Business
3. Save All Questions People Are Asking For That Topic
4. Create Blog Posts Or Content Around Each Subtopic
5. Google Will Rank Your Website Higher For Topical Authority

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