The Developer's DRM Cheatsheet

Direct Response Marketing Frameworks for Vibe Coders & Indie Developers

CodeToCash.dev // Your marketing algorithm, on one page

// THE DRM PIPELINE — Your Marketing Algorithm

Traffic > Landing Page > Email Sequence > Offer > Revenue

Think of DRM as a function: Input = visitor, Output = customer. Every element is testable. Every result is measurable.

// COPYWRITING FRAMEWORKS — Fill-In-The-Blank Formulas

AIDA — The Classic Framework

Attention: Grab them with a bold headline or stat

Interest: Show you understand their problem

Desire: Paint the transformation they want

Action: Tell them exactly what to do next

PAS — The Workhorse Formula

Problem: Name the exact pain they feel

Agitate: Twist the knife (what if it gets worse?)

Solution: Present your product as the fix

BAB — Before-After-Bridge

Before: Describe their current painful state

After: Show the dream outcome they want

FAB — Feature to Benefit

Feature: What your product does

Advantage: Why that matters technically

// HIGH-CONVERTING LANDING PAGE — Section by Section

- **1. Headline:** State the #1 benefit. Use a number or specific outcome. < 10 words.
- **2. Subheadline:** Expand on headline. Address who it's for and what they get.
- **3. Hero/Demo:** Screenshot, video, or live demo. Show, don't tell.
- **4. Problem:** 2-3 sentences naming the exact pain your audience feels.
- **5. Solution:** How your product fixes it. Use developer-friendly language.
- **6. Benefits:** 3-5 bullet points. Features -> Advantages -> Benefits (use FAB).
- **7. Social Proof:** Testimonials, logos, stats, GitHub stars, user count.
- **8. The Offer:** Pricing, what's included, bonuses, guarantee.
- **9. CTA Button:** Action verb + outcome. e.g. 'Start Selling Today' not 'Submit'.
- **10. FAQ:** Handle the top 3-5 objections. Reduce friction to zero.

// THE VALUE EQUATION — Price Your Offer Like an Engineer

$$\text{Value} = \frac{(\text{Dream Outcome} \times \text{Perceived Likelihood})}{(\text{Time Delay} \times \text{Effort \& Sacrifice})}$$

Maximize the top (bigger outcome, higher confidence). Minimize the bottom (faster results, less work). That's your pricing formula.

// 7-EMAIL WELCOME SEQUENCE — Set It Up Once, Sell on Autopilot

- **Email 1 (Instant):** Deliver lead magnet + introduce yourself. Set expectations for what's coming.
- **Email 2 (Day 1):** Share your origin story. Why you built this. Build trust and relatability.
- **Email 3 (Day 3):** Teach one quick win. Give them a DRM tactic they can use in 10 minutes.
- **Email 4 (Day 5):** Show a case study or result. Proof that DRM works for developers.
- **Email 5 (Day 7):** Address the #1 objection: 'Marketing feels sleazy.' Reframe DRM as systems thinking.
- **Email 6 (Day 9):** Introduce your paid offer. Soft pitch with value-first framing.
- **Email 7 (Day 11):** Final pitch with urgency or bonus. Clear CTA: buy, join, or upgrade now.

// EMAIL SUBJECT LINE FORMULAS — Get Opens, Not Ignores

- **Number + Outcome:** "5 landing page fixes that doubled my conversion rate"
- **How To + Desired Result:** "How to get your first 100 paying users (without ads)"
- **Curiosity Gap:** "The marketing mistake 90% of developers make"
- **Proof + Specifics:** "How I went from 0 to $2K MRR using one email sequence"
- **Direct Question:** "Are you building in public the wrong way?"
- **Contrarian/Hot Take:** "Stop A/B testing your landing page (do this instead)"

// TRAFFIC SOURCES — Ranked by ROI for Solo Developers

- **1. Content/SEO:** Long-term compounding traffic. Write for keywords your audience searches. Best ROI.
- **2. Twitter/X:** Build in public. Share learnings, ship updates, engage devs. Free but time-intensive.
- **3. Reddit + HN:** High-quality traffic from r/SideProject, r/indiehackers, Hacker News. Don't spam.
- **4. Product Hunt:** Great for launches. Plan it like a campaign, not an afterthought.
- **5. Email List:** Your owned channel. Highest conversion rate of any traffic source. Build it from day 1.
- **6. Paid Ads:** Google/Twitter ads. Start with $5-10/day. Test headlines. Kill losers fast. Scale winners.

// KEY METRICS — Track These or You're Guessing

- **CAC:** Customer Acquisition Cost
- **LTV:** Lifetime Value (LTV > 3x CAC = healthy)
- **CVR:** Conversion Rate (visitors to customers)
- **Churn:** Monthly churn rate (< 5% is good)
- **Open Rate:** Email opens (aim for 40%+)
- **CTR:** Click-through rate on emails/ads

// A/B TESTING RULES — Data-Driven Marketing Decisions

- **Rule 1:** Test ONE variable at a time (headline, CTA, price — never all three).
- **Rule 2:** Run tests for at least 100 conversions or 1-2 weeks minimum.
- **Rule 3:** Test big changes first (headline > button color). Impact > vanity.
- **Rule 4:** Document every test: hypothesis, variant, result, learning.
- **Rule 5:** Winner stays. Loser dies. Then test the next biggest lever.

Ready to go deeper? Start the free DRM 101 Guide at CodeToCash.dev/drm-101
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