>_ THE DEVELOPER'S DRM CHEATSHEET

Direct Response Marketing Frameworks for Vibe Coders & Indie Developers
// CodeToCash.dev — Your marketing algorithm, on one page

1/ 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 res...

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

// AIDA — The Classic Framework
Attention: Grab them with a bold headline or striking stat
Interest: Show you understand their exact problem
Desire: Paint the transformation they want
Action: Tell them exactly what to do next

// PAS — The Workhorse Formula
Problem: Name the exact pain your audience feels
Agitate: Deepen the cost of doing nothing about it
Solution: Present your product as the logical fix

// BAB — Before-After-Bridge
Before: Describe their current painful state
After: Show the dream outcome they want
Bridge: Your product is how they get there

// FAB — Feature to Benefit
Feature: What your product does technically
Advantage: Why that capability matters
Benefit: The real outcome the user gains

3/ HIGH-CONVERTING LANDING PAGE — Section by Section

- **Headline:** State the #1 benefit. Under 10 words. Hook in 3 secs.
- **Subheadline:** Who it's for + how you deliver the outcome.
- **Hero/Demo:** Screenshot or video — show it actually working.
- **Problem:** 2–3 sentences naming the exact pain your user feels.
- **Solution:** Your product as the clear, inevitable fix.
- **Benefits:** 3–5 bullets: Feature → Advantage → Benefit (FAB).

THE VALUE EQUATION — Price Your Offer Like an Engineer

```
const Value = (Dream_Outcome * Perceived_Likelihood) /
              (Time_Delay * Effort_Sacrifice);
```

- **The Offer:** Pricing, what's included, guarantee.

WIREFRAME

4/ 7-EMAIL WELCOME SEQUENCE — Set It Up Once, Sell on Autopilot

- **Email 1 (Instant):** Deliver lead magnet. Introduce yourself...
- **Email 2 (Day 2):** Share your origin story — why you built t...
- **Email 3 (Day 4):** Teach one quick-win DRM tactic they ca...
- **Email 4 (Day 6):** Case study: a real developer who used ...
- **Email 5 (Day 8):** Address objection: 'Marketing feels sleaz...
- **Email 6 (Day 11):** Introduce your paid offer with value-first...
- **Email 7 (Day 14):** Final pitch with urgency or bonus. One ...

EMAIL SUBJECT LINE FORMULAS — Get Opens, Not Ignores

Number + Outcome:
"5 landing page fixes that doubled my CVR"

How To + Desired Result:
"How to get 100 paying users without ads"

Curiosity Gap:
"The mistake 90% of developers make"

Proof + Specifics:
"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 page (do this instead)"

TRAFFIC SOURCES — Ranked by ROI for Solo Developers

1. **Content/SEO:** Long-term compounding traffic to the exact terms your audience searches.
2. **Twitter/X:** Build in public to share your journey, attract followers organically.
3. **Reddit + HN:** High-quality traffic from r/SideProject, r/indiehackers, Hacker News.
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.
6. **Paid Ads:** Google/Twitter ads. Start $5–10/day. Kill losers fast. Scale winners.

KEY METRICS — Track These or You're Guessing

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

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>_ CodeToCash.dev/drm-101

Subscribe for one actionable DRM tactic every week // codetocash.dev/newsletter

1/ THE VALUE EQUATION — Price Like an Engineer

```
const Value = (Dream_Outcome * Perceived_Likelihood) /
              (Time_Delay * Effort_Sacrifice);
// Maximize top (green variables). Minimize the bottom (red variables).
// That's your pricing formula.
```

2/ HEADLINE COPY TEMPLATES — Paste & Adapt

"[Outcome] without [Pain Point]"
"Deploy in seconds without writing DevOps config"

"The [Adj] way to [Desired Outcome]"
"The fastest way to go from idea to paying users"

"Stop [Pain]. Start [Outcome]."
"Stop guessing. Start converting."

"[N] [Audience] use [Product] to [Outcome]"
"1,200 devs use this to hit $1K MRR faster"

"[Do Thing] in [Fast Time], not [Slow Time]"
"Ship a landing page in 60 min, not 2 weeks"

"Finally: [Outcome] for [Specific Audience]"
"Finally: marketing that makes sense for developers"

3/ CTA BUTTON FORMULAS

Formula: [Strong Verb] + [The Value They Get]
Bad: "Submit" "Sign Up" "Click Here" | Good: "Start Building Free" "Get My Dashboard" "Ship My First Product"

Start Building Free	Get My Dashboard	Launch My Campaign
Ship My Product	Claim My Guide	See It Working

4/ LAUNCH CHECKLIST — Ship With Confidence

✓ **Offer** Clear outcome, priced with the Value Equation.
✓ **Email Sequence** 7-email welcome series live and tested.
✓ **Analytics** Plausible or PostHog tracking conversions.
✓ **A/B Test Queue** 3 headline variants queued to test post-lau...

✓ **Landing Page** 10 sections complete. CTA above the fold.
✓ **Lead Magnet** Free resource that solves one immediate prob...
✓ **Traffic Plan** 1 primary channel + 1 launch spike (PH or HN).
✓ **Newsletter** First issue drafted. Signup form live everywhere.

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

CAC
Customer Acquisition Cost

LTV
Lifetime Value
Target: LTV > 3x CAC = healthy

CVR
Conversion Rate
visitors → customers

Churn
Monthly churn rate
< 5% is good, < 2% is great

Open%
Email open rate
aim for 40%+

CTR
Click-through rate on emails/ads

6/ METRIC BENCHMARKS — Know Where You Stand

Email Open Rate < 20% = Problem | 20–40% = Average | 40%+ = Great

Landing Page CVR < 1% = Rewrite copy | 2–5% = Good | 5%+ = Great

Monthly Churn < 2% = Excellent | 2–5% = Healthy | 5%+ = Fix now

LTV : CAC Ratio < 1:1 = Losing money | 3:1 = Healthy | 5:1 = Scale

Email CTR < 1% = Fix subject/body | 2–4% = Good | 4%+ = Great

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

✓ Test ONE variable — headline, CTA, price, or layout. Never combine tests.
✓ Run for 100+ conversions OR 1–2 weeks minimum. Don't judge early.
✓ Test big levers first. Headline rewrite > button color change.
✓ Document: hypothesis → variant → result → learning. Always.
✓ Winner stays. Loser dies. Move to the next lever. Repeat forever.

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