**Growth Hacking**

**Examples:**

“1. You can reach out to the sites you know your potential customers read with a pitch e-mail: “This is who we are, this is what we’re doing, and this is why you should write about us.”\*

2. You can upload a post to Hacker News, Quora, or Reddit yourself.

3. You can start writing blog posts about popular topics that get traffic and indirectly pimp your product.

4. You can use the Kickstarter platform for exposure and bribe your first users with cool prizes (and get some online chatter at the same time).

5. You can use a service like Help a Reporter Out (www.helpareporter.com) to find reporters who are looking for people to include in stories they are already writing about your space.

6. You can literally find your potential customers one by one and invite them to your service for free or with some special incentive (that’s how small we’re talking).

7. You can create the aura of exclusivity with an invite-only feature (as Mailbox did).

8. You can create hundreds of fake profiles to make your service look more popular and active than it actually is—nothing draws a crowd like a crowd (as Reddit did in its early days).

9. You can target a single service or platform and cater to it exclusively—essentially piggybacking off or even stealing someone else’s growth (as PayPal did with eBay).

10. You can host cool events and drive your first users through the system manually (as Myspace, Yelp, and Udemy all did).

11. You can bring on influential advisers and investors for their valuable audience and fame rather than their money (as About.me and Trippy did—a move that many startups have emulated).

12. You can try to name a Planned Parenthood clinic after your client or pay D-list celebrities to say offensive things about themselves to promote your book (OK, those two were me).”

**Growth Hacking Resources**

**Blogs and Personalities:**

**Andrew Chen’s essays**

http://andrewchen.co

**Noah Kagan’s blog**

http://okdork.com

**Patrick Vlaskovits**

http://vlaskovits.com/blog

twitter.com/pv

**Jesse Farmer**

http://20bits.com

**Sean Ellis**

http://www.startup-marketing.com

**Paul Graham’s essays**

http://www.paulgraham.com/articles.html

**Aaron Ginn**

<http://www.aginnt.com>

**Josh Elman**

https://medium.com/@joshelman

Or follow these guys as they answer questions

<http://www.quora.com/Growth-Hacking>

**Books:**

The Lean Startup by Eric Ries

The Lean Entrepreneur by Brant Cooper and Patrick Vlaskovits

Founders at Work by Jessica Livingston

Viral Loop by Adam L. Penenberg

Contagious by Jonah Berger

Lean Startup Marketing by Sean Ellis”

**Presentations, Shows, and Classes:**

<http://www.creativelive.com/courses/smart-pr-artists-entrepreneurs-and-small-business-ryan-holiday>

(a ten-hour course I made with creativeLIVE on marketing, attention, and free publicity)

<http://www.slideshare.net/mattangriffel/growth-hacking>

<http://quibb.com/links/growth-hackers-conference-all-the-lessons-from-every-presentation>

<http://www.slideshare.net/yongfook/growth-hacking-101-your-first-500000-users>

<http://www.slideshare.net/gueste94e4c/dropbox-startup-lessons-learned-3836587>

<https://www.growthhacker.tv>

<http://www.slideshare.net/yongfook/actionable-growth-hacking-tactics>

<https://generalassemb.ly/education/user-acquisition-growth-hacking-for-startups>

<https://www.udemy.com/growth-hacking-lean-marketing-for-startups>

<http://www.slideshare.net/vlaskovits/growthhacker-live-preso-by-patrick-vlaskovits-pv>

<http://www.slideshare.net/timhomuth/think-like-a-growth-hacker>

<http://www.fourhourworkweek.com/blog/2011/09/24/how-to-create-a-million-dollar-business-this-weekend-examples-appsumo-mint-chihuahuas>

<http://www.growhack.com/case-studies>

**There Is Even a Growth Hackers’ Conference:**

<http://growthhackersconference.com>”

Excerpt From: Ryan Holiday. “Growth Hacker Marketing.” Apple Books.