**PRODUCT HUNT**

**TACTICS**

1. Get ready <https://medium.com/@scalosub/how-i-finished-2-on-product-hunt-4040d69a85ce>
2. Ask to be posted
3. Ask for upvoted among your community
4. Monitor the thing all along! “Product Hunt launch day” is a key day!

**SUPPORT**

An invite is required to post a product on Product Hunt

## How do invites work?

Commenting and posting permissions are granted to those that have been nominated by someone in the community. Invites are granted each week to the most engaged and thoughtful contributors based on a variety of factors. Those with invites available can nominate others by submitting their Twitter username on the Invite page.

If you do not know anyone that has an invite, please know that **those that demonstrate active participation on the site (e.g. upvoting products, creating collections) and thoughtful discussion on Twitter (we’re watching!), may also be invited to join**.

## I really want to join the conversation. Why can't I comment?

Anyone can upvote and collect products; however, Product Hunt isn't prepared to open the discussion to the world. We're working hard to scale the product and team so that more product-loving folks can join the conversation. Meanwhile, we're giving existing members in the community the ability to invite new members to join.

## May I privately message other people on Product Hunt?

A small number of journalists have access to Direct Messages, making it easy for them to contact makers they want to write about. Those whitelisted will see a "Message" button on user profiles. If you'd prefer to opt-out of receiving direct messages, disable this feature in [your settings](http://www.producthunt.com/my/settings/edit).

#### **Who are the Influencers?**

Now the most interesting question — I got all the users who posted more than 50 products and then got the average number of votes their products got. Here are the top 5:

1. Eric Willis (@[erictwillis](http://www.producthunt.com/erictwillis/posts)) — 105 with 181 posts

2. Bram Kanstein (@[bramk](http://www.producthunt.com/bramk/posts)) — 96 with 94 posts

3. Eric Torenberg (@[eriktorenberg](http://www.producthunt.com/eriktorenberg/posts)) — 74 with 77 posts

4. Ryan Hoover (@[rrhoover](http://www.producthunt.com/rrhoover/posts)) — 64 with 223 posts

5. Jonathon Triest (@[jtriest](http://www.producthunt.com/jtriest/posts)) — 59 with 79 posts

So what do you think? Not surprising to see two Product Hunt guys among the top 5.

The top poster is Jack Smith(@[\_jacksmith](http://www.producthunt.com/_jacksmith/posts)) with 328 posts and an average of 40. That’s pretty good.

### 7 Things I Should Have Done

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The tactics I tried actually weren’t bad ideas, but the timing and execution was poor. I scrambled to get everything together and didn’t have a focused launch plan. Here’s what I should have done pre-launch:

1. Waited before posting to Product Hunt and creating a launch plan
2. Launching on Tuesday at 7:00am is prime time. What did we do? We posted on a Thursday at 10:30am. No bueno.
3. Created multiple Product Hunt collections (prior to launch) to get them queued up once we were posted to the site. @ mention any of the other startups who were also featured on the collection.
4. Try to get a Product Hunt influencer (100+posts/2000+ followers) to post us to the site. While my friend was awesome in helping us get on there, we didn’t think about the full on influencer effect and how that might help us. Here are a handful: [@ericktwillis](http://www.producthunt.com/erictwillis/posts), [@eriktorenberg](http://www.producthunt.com/eriktorenberg/posts),[@bramk](http://www.producthunt.com/bramk/posts), [@rrhoover](http://www.producthunt.com/rrhoover/posts), [@jtriest](http://www.producthunt.com/jtriest/posts)
5. Send out emails to friends/groups ahead of time, so that they know when we’ll be featured on the site. Give them a heads up of this beforehand so that they have time and can help you out
6. Send tweets to everyone who upvoted us, and thank them for being so awesome. These are people who took time out of their day to upvote you because they thought you were doing something cool and awesome. I can’t stress how important this is.
7. Reached out to Product Hunt ahead of time to ask for commenting ability so that I could have started more of a conversation on the post.