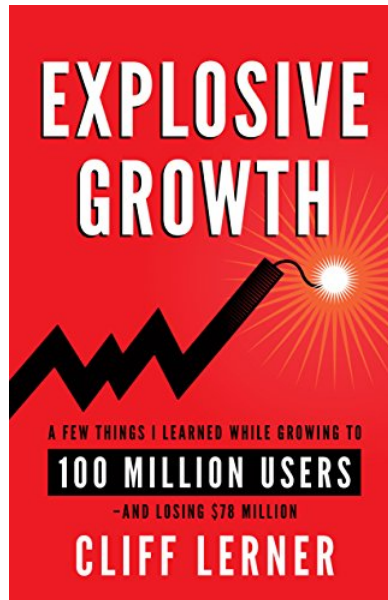


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The Ultimate Playbook For Startup Founders To Grow To 1 Million Users & More. How Does A Startup With Little Funding Grow To 100 MILLION USERS? Cliff Lerner's online dating startup, Snap Interactive, was running out of money when he bet the company's fortunes on a then-unknown platform called Facebook. The app achieved explosive growth, and soon after the stock price skyrocketed 2,000 percent, setting off an extraordinary chain of events filled with sudden success and painful lessons. Explosive Growth is a business book like no other. This compelling and inspiring narrative gives you a step-by-step playbook to achieve explosive growth, combining lively and often hilarious storytelling, proven tactics, and numerous case studies to help your startup achieve explosive growth. Learn how to: IGNITE EXPLOSIVE GROWTH by creating a remarkable product; Identify the ONLY 3 METRICS THAT MATTER; Explore valuable VIRAL GROWTH strategies to grow rapidly; Execute the GENIUS MEDIA HACKS that helped us acquire 100 million users; Create a thriving culture of PASSIONATE EMPLOYEES and constant INNOVATION; The tactics that helped us succeed are all in the book including insights as to how companies such as Tinder, Bumble, Facebook, Twitter, Apple, and Dropbox achieved explosive growth. WHO THIS BOOK IS FOR? ENTREPRENEURS & CEOs: Get our lessons learned growing to 100 million users. Learn how to create a thriving culture with constant innovation. Get on the radars of entrepreneur legends such as Tim Ferriss, Gary Vaynerchuk, and Mark Cuban. GROWTH HACKERS & MARKETING EXPERTS: Learn the viral features and strategies we used to acquire 100,000 users per day. PUBLIC RELATIONS (PR): Get our PR Playbook with our best media hacks, which consistently landed our stories in outlets like the New York Times and Wall Street Journal. PRODUCT MANAGEMENT: Learn which 3 metrics matter the most when trying to build a remarkable product and achieve explosive growth. Praise "Powerful lessons for Startups & CEOs on growth hacking, marketing, and innovation from one of the smartest founders I know." - Andrew Weinreich, Inventor of Social Networking "A must read for founders and CEOs who want to achieve rapid growth while also building a great product and company." - Payal Kadakia, Founder & Executive Chairman of ClassPass "Explosive Growth is without question one of the most useful and entertaining business books I have ever read. Cliff gives you a roadmap to massively grow your startup with specific tactical lessons made memorable through engaging stories. This book is a must-read." - David Perry, Business Development Expert at Google, Adobe, & Amazon "Cliff has lived the rollercoaster of viral apps and startups. His first hand account is both insightful and entertaining at the same time. Amazing read!" - Brian Balfour, Founder/CEO @ Reforge, Former VP Growth of HubSpot

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