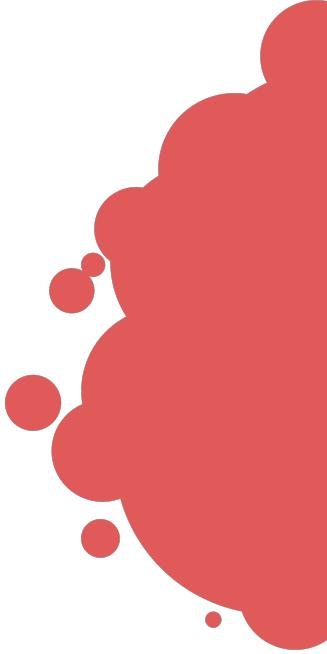


## 4. Acquiring Users

a guide getting new users and understanding  
how they view your product

# First step, Be focused in the type of users you want to use your product.



Understand who your target audience is.



One of the biggest reasons products or start ups fail is because they don't know who their target audience is, or their target audience is too large stopping them from getting their message across.

# **Second step, Advertising**

**One of the fastest ways to grow your user base is through advertising.**

**The 3 most effective advertising strategies are**

**1. Self advertise on online forums(Ex Reddit, Facebook pages etc..)**

If you believe your product provides a solution for a question in the forum then start answer that question with a link to your product that anyone who sees that forum could later use.

**2. Influencers**

Find people who have a large following on social media platforms whit an Audience who best fits your target demographic and get them to make posts taking about your product.

**3. Paid Advertising(Google Ads)**

There are many platforms like Google ads who will advertise your product on social media platforms like Youtube or Facebook.

# Third step, Create a Following

Create a Twitter where you can give quick updates about what's happening with your product.



Create a Youtube account where you can post videos about how to most effectively use your product.



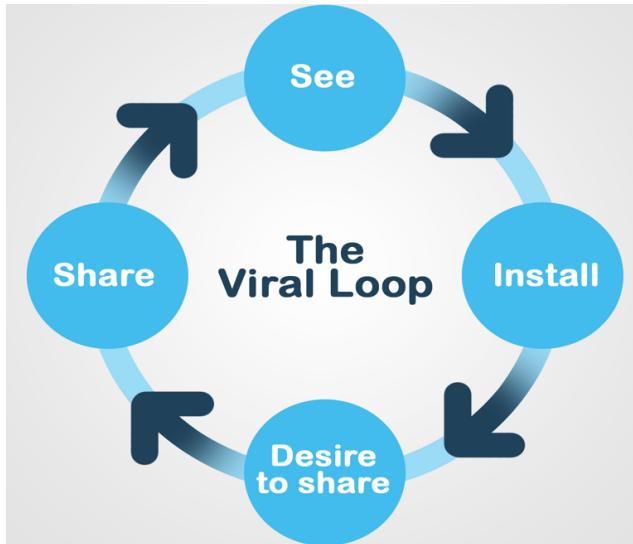
Create an Instagram account where you can post images of your product or show how it's made someone's life easier or better.



Remember the more followers you get the faster your following grows too so it will take a bit of before you gain some traction

# Final step, Watch the the viral loop effect

The more people who see your product will use your product, and the more people who use your product will share your product intern increasing the number of people who see your product.



The most vital part of this stem is to make people want to share your product, so make it intuitive and easy to use, and most importantly make it easy to recommend.

# Good Luck !