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## **Traction A Startup Guide To**

Traction As a startup founder coming mainly from the technology side, I needed a good practical hands-on guide to go beyond the overwhelming number of generic sales and marketing books.

The value in this book is that while we know the general principles of sales & marketing it's great to have a resource that provides scope, structure and a methodology for identifying and testing the most impactful traction channels for a company - particularly a new start.

**Traction: A Startup Guide to Getting Customers by**

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## **Gabriel ...**

Traction will teach you the nineteen channels you can use to build a customer base, and how to pick the right ones for your business. It draws on inter-views with more than forty successful founders, including Jimmy Wales (Wikipedia), Alexis Ohanian (reddit), Paul English (Kayak), and Dharmesh Shah (HubSpot).

## **Amazon.com: Traction: How Any Startup Can Achieve ...**

Traction is a guide to getting customers, written for startup founders, marketers, and those interested in how today's startups grow and get traction. This book shows you how the founders of several of the biggest companies and organizations in the world like Jimmy Wales (Wikipedia), Alexis Ohanian (Reddit), Paul English (Kayak.com) and Alex Pachikov (Evernote) have built and grown their startups.

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Amazon description Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard.

### **Traction: A Startup Guide to Getting Customers**

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### **Traction -- A Startup Guide To Getting Customers (Chapters ...**

For a startup, Traction is the point where you have a known cost of customer acquisition that's higher than the cost of your product. It's that critical point where you can finally start to scale your business.

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## **Amazon.com: Customer reviews: Traction: A Startup Guide to ...**

Traction: A Startup Guide to Getting Customers by Gabriel Weinberg and Justin Mares “Almost every failed startup has a product. What failed startups don’t have are enough customers.” “Traction is a sign that something is working. If you charge for your product, it means customers are buying. If your product is free, it’s a growing...

## **Traction: A Startup Guide to Getting Customers - The Key Point**

What is early startup traction? Factors of getting early traction; 5 tactics for early startup traction can do Right Now. 1. Ensure You Have Product-Market Fit; 2. Start A Pre-Launch Campaign; How to Boost a pre-launch campaign for early startup traction. 3. Crowdfund Your Product; 4. Build An Email List; 5. Integrate A

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Referral Program; Conclusion

## **How To Get Early Startup Traction - The Complete Guide**

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Start With An Awesome Product Incredibly obvious but the best way to start gaining traction is by offering an amazing product. Sure, other elements like packaging and customer service will help...

## **11 Tips For Startups To Gain Initial Traction**

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A summary of the book. Traction. A startup guide to getting more customers. By Gabriel Weinberg. Summary by Kim Hartman. This is a summary of what I think is the most important and insightful parts of the book.

### **Traction - Kim Hartman**

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In the world of business and startups, traction is king. In this



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chapter, we'll offer tips on generating startup traction and social proof. Traction is a startup's claim to validity, or as Union Square Ventures managing partner Fred Wilson puts it: "Traction is certainly one of the most overused words in the venture capital vernacular.

### **Hot to Get Startup Traction and Social Proof, Fundable.com**

Traction is a guide to getting customers, written for startup founders, marketers, and those interested in how today's startups grow and get traction.

### **Traction: a startup guide to getting customers | Gabriel**

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Pitching to investors can be tough, so it's important to nail your presentation. Learn do's and don'ts for an investor pitch deck as well as the most important elements it must include.

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