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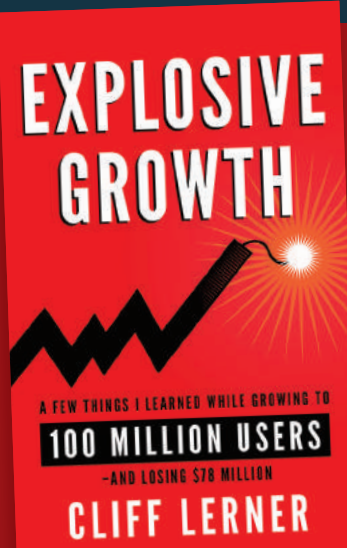
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EXPLOSIVE GROWTH

A Few Things I Learned While Growing To 100 Million Users—And Losing \$78 Million

CLIFF LERNER PUB DATE: NOVEMBER 2017

“POWERFUL LESSONS FOR STARTUPS AND CEOs IN GROWTH HACKING, MARKETING, AND INNOVATION FROM ONE OF THE SMARTEST FOUNDERS I KNOW.”

—ANDREW WEINREICH, INVENTOR OF SOCIAL NETWORKING

- Why I Turned Down Mark Cuban, Tim Ferriss, And Gary V—And Why You Shouldn't
- Why Your Startup Doesn't Have Its Killer Feature (Yet)
- 5 Things I Learned When Our Stock Increased 1,500% In 1 Week
- Your Product Isn't Growing Because It Sucks
- 5 Things We Did To Increase Site Activity By 400% In 90 Days



CLIFF LERNER is an accomplished business leader who left his job as an analyst on Wall Street to become a tech entrepreneur. With little funding, Cliff founded Snap Interactive. His startup would go on to create the first successful Facebook dating app, grow revenues 4,412% in 5 years, and sign up over 100 million users. Cliff resides in New York City and is always on the lookout for his next entrepreneurial endeavor.