

THE TOP 10

#EXPLOSIVEGROWTHTIPS

FROM *EXPLOSIVE GROWTH: A FEW THINGS I LEARNED GROWING TO 100 MILLION USERS*

EXPLOSIVE GROWTH



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Learn more about these tips and all 80 #ExplosiveGrowthTips in *Explosive Growth*, available on Amazon.com

1

BE AT LEAST 10X BETTER

A marginally better product is worthless. It needs to be at least ten times better. *Have you quantified how much better your product's core offering is than the competition?*

3

MOVE FAST AND BREAK THINGS

Facebook's motto means that you should take lots of chances & focus on getting quick results instead of building the perfect feature. Failing = Learning. *Do you have a plan to validate several quickly?*

5

KNOW YOUR A-HA MOMENT

Your A-ha moment is the instant a user recognizes the massive value your product delivers to the user. Identifying and then optimizing it is vital to your success. *What is your product's A-ha moment?*

7

TEST INTEGRATIONS ON PLATFORMS

Many of today's billion-dollar companies succeeded by growing on top of other platforms. All you need is one value-enhancing integration, and your product will grow explosively. *Are you testing platform integrations?*

FOCUS ON RETENTION, NOT GROWTH

Growth without retention is worthless. However, retention without growth is a problem any entrepreneur should love to have, because it means users love the product (verified by the Net Promoter Score - NPS). Don't spend money marketing a shitty product. *Do you know your NPS and 30-day retention rates?*

2

HIRE FOR CULTURE FIT OVER TALENT

Your first few hires will set the tone for your culture. And your culture will have an outsized impact on your success. *Do your co-workers have the same values as you?*

4

GET QUALITY USERS OVER QUANTITY

At first, focus on quality users. Early adopters (true fans) will provide the necessary feedback to improve your product, and also tell their friends. *Do you have a plan to get at least 20 fanatical users?*

6

HAVE A REAL-TIME DASHBOARD

Building products and testing features without robust analytics is like driving blindfolded - it won't end well. *Do you have an effective real-time dashboard with your key metrics?*

8

MAKE SOMETHING REMARKABLE

Being remarkable is not subjective. People are either spreading the word, or your product probably sucks. Don't waste time and money marketing an ordinary product, you'll fail. *Is your product truly remarkable?*

10

HAVE AWESOME MENTORS

You'll become the average of the people you spend the most time with. A high-quality inner circle is crucial for success. *If you became the average of the 5 people you spend the most time with, will you be OK with that result?*

BONUS TIP

FOCUS ON THE ONE GOAL SOLVES MOST OF YOUR PROBLEMS

Be obsessive about achieving it.

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