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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

traction a startup guide to getting customers We've interviewed more than forty founders, studied many more companies, and pulled out the repeatable strategies and tactics they

Traction - Use data to build a better startup faster

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Traction: A startup guide to getting customers Chapter 1: Introduction. Before we get started, let's define what traction is. Traction is a sign that your company is taking off. It's obvious in your core metrics: if you have a mobile app, your download rate is growing rapidly. If you're a search engine, your number of searches is skyrocketing.

Traction: A startup guide to getting customers - Peter J

[PDF]Free Traction A Startup Guide To Getting Customers Gabriel Weinberg download Book Traction A Startup Guide To Getting Customers Gabriel Weinberg.pdf Your First Customers Tue, 13 Nov 2018 06:56:00 GMT With the Entrepreneur's Guide to Finding Your first Customers, Jack Kaufman and Aii Pienaar have created a comprehensive,

Traction A Startup Guide To Getting Customers Gabriel Weinberg

Traction is growth. The pursuit of traction is what defines a startup. After interviewing more than forty successful founders and researching countless more, we discovered that startups get traction through nine different channels. Many successful startups experimented with multiple channels until they found one that worked.

9781591848363 Traction FM pi-xvi

So a traction channel would be like PR, SEO, offline advertising, online advertising. What we basically did is provide the framework and the approach, like the strategy section in the beginning of the book, and then we

do a deep dive on every potential channel that a startup could use to get traction in the remaining 19 chapters of the book.

TEL EPISODE #035: Traction: A Startup Guide to Getting

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Traction Book "A Startup Guide to Getting Customers

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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.

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