Twitter Thread by Ben Orenstein



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If you're a developer who wants to create an info-product or SaaS some day, the best thing you can do now is to build an audience of people who like and trust you.

The best way to do this (in the words of @adamwathan who is amazing at this), is to *be useful on the internet*.

Help people out. Teach them things. Make them more awesome. Eventually, get their email address and send them even more awesomeness.

Blog posts, podcasts, conference talks, open source work: all good. Just be useful. On the internet. Then get emails.

There's nothing quite as valuable as an email list of 1,000 people who know you make good things.

The bad news is this will probably take you a few years. The good news is every step along the way will provide positive benefits to you. So get started!