Twitter Thread by Justin Jackson



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A lot of bootstrappers think they have a marketing problem:

"I need to get better at marketing."

But, it's more likely that you have a product problem:

"Do customers really want this? Do they care enough about this to switch to a new solution?"

■■ this is why most of my book, @marketingdevs, is about:

1. Choosing the right market
2. Building something they want

"If your product is remarkable, getting noticed is a lot easier." – @peldi

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How to succeed

"If your product is remarkable, getting noticed is a lot easier."
– Giacomo "Peldi" Guilizzoni, founder of Balsamiq

Want to make marketing easier? Build the right product, for the right audience.

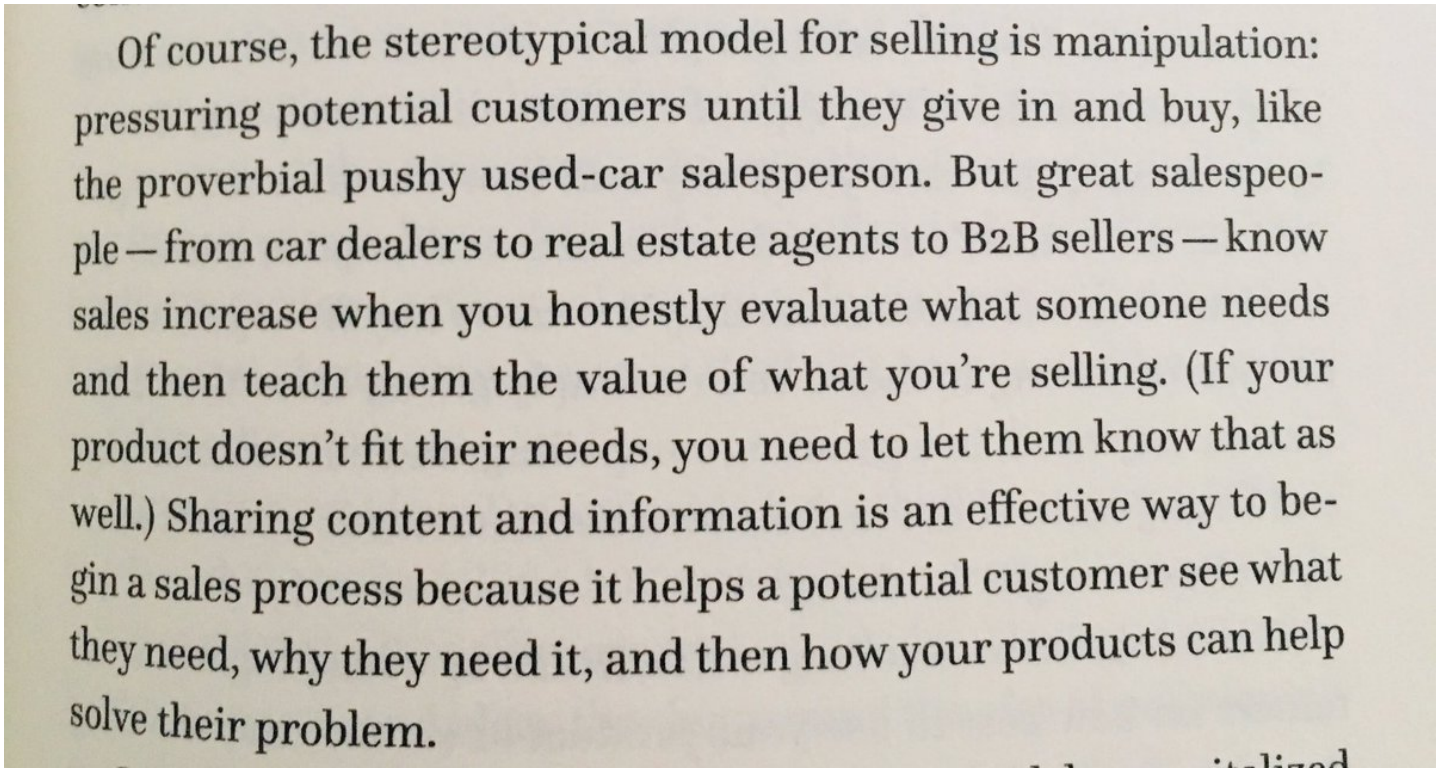
When something is truly exceptional, people talk about it. They want to share it with others.

Think about the last app you bought. Chances are, you heard about it from a friend, reviews in the app store, or on social media.

Great products generate worth of mouth.

I was reminded of this concept again this morning while reading @pjrvs' book (Company of One):

"Sales increase when you honestly evaluate what someone needs and then teach them the value of what you're selling."



Of course, the stereotypical model for selling is manipulation: pressuring potential customers until they give in and buy, like the proverbial pushy used-car salesperson. But great salespeople—from car dealers to real estate agents to B2B sellers—know sales increase when you honestly evaluate what someone needs and then teach them the value of what you're selling. (If your product doesn't fit their needs, you need to let them know that as well.) Sharing content and information is an effective way to begin a sales process because it helps a potential customer see what they need, why they need it, and then how your products can help solve their problem.

To succeed, your product has to offer an outcome that is highly desirable to a large group of customers.

The number of sales your product receives is a multiple of these two variables:

1. How big is the target market?
2. How desirable is the outcome you're offering them?

In order to succeed you'll need to execute these steps well:

1. Pick a good market
2. Discover what they desire
3. Build something that gives them the outcomes they want
4. Do it better than the competition ■

How do you do all this?

"You cannot know what your audience actually wants until you engage with them." – Seth Godin

Hang out with people in their world. Interact with them in the Commons.

And, YES! "Tell people about it" is a crucial step.

https://t.co/CWbJ7vGVmZ

> Might be good to do some marketing at some point too :)
>
> — Ruben Gamez (@earthlingworks) February 17, 2019

What makes a good market?

In my book, I recommend that you look for three attributes:

1. Purchasing power
2. Purchasing desire
3. Critical mass

https://t.co/N0B8rEkV01

The marketing potential of your product is determined early on:

1. The market you choose (how cheap/easy are they to reach? do they pay for things?)

2. The customer desire you choose to tackle (how strong is it?)

3. The product you choose to build (does it satisfy the desire?)

Related:

https://t.co/Thg55fGMh7

> It's ALWAYS the product. How many AMAZING products didn't get great marketing?
>
> — noah kagan (@noahkagan) February 18, 2019