

## Twitter Thread by Justin Jackson



**Justin Jackson**

@mijustin



**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](#)

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."

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