Twitter Thread by Traf



Traf
@traf

A few things I've learned this year from building a small, profitable internet business from zero to $100k ARR in 8 months.

Ride the wave:

People often ask what we do for marketing, and I don't really have a good answer. You don't have to push your product as hard if you're building for a vocal community of passionate people within a growing market. They'll do most of your marketing for you.

Scratch your own itch:

If you don't experience the problem you've set out to solve, you'll have a slight disconnect between what your problem actually is, who's experiencing it, and how to reach them. I'll probably never do another user test in my life.

Get specific:

The web hosting space may be crowded, but the web hosting space for Notion is not. I used to think a niche would limit the total size of my business, but If we capture 1% of all Notion users, we'd be making at least $720k/month—far beyond what's enough for me.

Use side projects as marketing:

Some of our record signup days came from one of my side projects. The only mention of it was a link to it in the footer of the page. Your side projects don't have to be clearly correlated in order to still correlate.

Use design to your advantage:

Although utility should come first, good design can be a huge advantage. Don't underestimate the power of good fonts, colors, layout, imagery, and white space to provide clear value and reduce friction wherever you can.

Scale at your own pace:

Opportunities to scale are everywhere, whether it'd be hiring, taking outside investments, or spending on ads. Either of those

would have added more to my todo list which I have no interest in. Don't be afraid to grow at the pace you're comfortable with.

If you don't know by now, the business I'm talking about is @super_. Couldn't be more excited for what's to come in 2021 ■■