

TRACTION

A Startup Guide to Getting Customers

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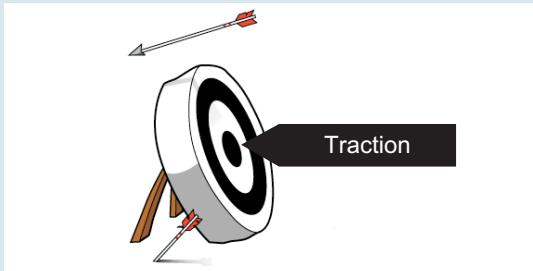
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The Web site for this book is at www.TractionBook.com.

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MAIN IDEA

All startups have a product. What differentiates the winners from the losers, however, is successful startups generate "traction" – real customer growth and momentum. The pursuit of traction in the marketplace should be the central aim of anyone who is trying to get a startup off the ground.



So how do you generate traction? There are at least nineteen channels which have been used successfully by other startups. It's pretty much impossible to tell in advance which of these channels will end up working for you so usually you have to roadtest a few and then build on what works.

A good framework for identifying which traction channels you should be using is the "Bullseye Framework" which looks like this:

- 1 **Brainstorm** – identify how each traction channel could work for you
- 2 **Rank** – compare the various traction channels using consistent criteria
- 3 **Prioritize** – identify the three traction channels which look most promising
- 4 **Test** – start using those three channels and measure what results
- 5 **Focus** – commit all your resources to the best-performing traction channel

How to think about Traction Pages 2 - 3

Generating traction has to be an obsession for startups. Apply five principles:



- 1 Use Bullseye to get started on generating traction
- 2 Always spend 50% of your time on traction
- 3 Be prepared to pivot on evidence of more traction
- 4 Watch for channel saturation – it's coming
- 5 Always have a traction goal which moves the needle

The Nineteen Traction Channels Pages 3 - 9

1 Viral marketing Get existing users to refer other new users	2 Public relations Get your name out there using traditional media	3 Unconventional PR Do publicity stunts which draw media attention	4 Search engine marketing Pay to have your ads show up in results
5 Social/Display ads Advertise on popular sites like YouTube, Facebook	6 Offline ads Pay for TV spots, radio commercials, flyers, etc.	7 Search optimization Make sure your website shows up in searches	8 Content marketing Use your blog to generate new customers
9 Email marketing Use email to convert prospects and sell	10 Engineering as marketing Give away free tools which generate leads	11 Targeting blogs Create awareness through blog posts	12 Business development Create useful strategic relationships
13 Sales Create scalable direct sales processes	14 Affiliate programs Offer a commission on new business	15 Existing platforms Use Facebook, App store to generate leads	16 Trade shows Show off latest products and sell directly
17 Offline events Sponsor or run conferences or events	18 Speaking engagements Give addresses which create buzz	19 Community building Create groups of passionate users	

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