50 Cent(s) worth of advice about how to get users

1. What worked.
2. What still isn't.
3. What can you do?

Presenter: Craig Jones (craig@goformative.com)
Craig is a former teacher now reaching 150,000+ other teachers.

Special thanks to Eric Nelson
what it’s like 90% of the time:
1) Build a good product.
2) Build a community.

there is only one of you
3) Keep the users that you get.
4) Be Scrappy.

https://www.youtube.com/watch?v=fW8amMCVAJQ
5) Have a clear, concise, authentic story.

https://www.youtube.com/watch?v=FAkCRX8Z50U
Let’s play a game!

Talk to your neighbor. Ask them what they do. Tell them what you do. If you have a picture or splash page of what you do, you can show that, too.
Break down your barriers

Brick walls are there for a reason: they let us prove how badly we want things.
What doesn’t work

- cold emails
- spending money (unless you know your economics)
- wasting time at events
- thinking one thing was for sure going to work
- not knowing your audience = selling to teachers/not selling to investors
- not systemizing what works = “nothing’s ever easy”
- having people share the wrong story (bad name)
What specifically will you do to get traction now?

( P.S. What we’re doing right now is a great way to get users )
New ideas? Takeaways?
Helpful Resources (maybe):

https://www.moz.com/followerwonk


https://www.linkedin.com/pulse/you-have-more-than-3-core-values-think-again-dave-kerpen

https://docs.google.com/document/d/1PGpW6owTMxgSwAhaNcmiT4DCK06bA7J5LMqrpS0R2s/edit?usp=sharing

groovehq.com/blog/increasing-traffic-to-our-site

edsurge.com/news/2015-06-03-edtech-conferences-you-need-to-know

4pt0.org/2014/09/15/the-agile-amish/, 4pt0.org/2014/09/24/what-aspiring-education-entrepreneurs-should-be-reading/

*Just Start: Take Action, Embrace Uncertainty, Create the Future* then *Traction: Get a Grip on Your Business*

one-stop shop: www.ventureapp.com/blog/2016/01/13/a-startups-guide-to-user-acquisition