

# Getting MORE USERS FOR YOUR SaaS



***“Promote yourself with your full chest. No shame in it. Those people complaining won’t put food on your table”***

***“The best time to start selling is while you are still building”***

***Everything I have recommended in this book is based on the things i have seen other SaaS companies do and stuff i have tried as well.***

***Please make sure you have gone through the branding exercises in the “maximising your branding for growth and retention” workbook. It will help you make the most out of this one.***

A lot of times SaaS founders spend months building what they believe to be the next big thing then when they launch, they realise nobody cares. Then there comes the “life is not fair”, and the “I wish I had...” and In worse case scenarios, they begin to hate on others who succeed. If that’s not what you want(you don’t want that right? Riiiiighttt?).

Put together a landingpage for a waitlist and promote it for the next 2-3 weeks like it’s the SaaS you are trying to build. If you can’t get people to signup and wait till what you want to build is ready.

You might as well do something else with your time.

**Time to get  
some users!**

I know it's weird to just message strangers. Listen, you have something that can solve their problems. They don't care if you are a stranger or not. This is why you have to be intentional about the emails you compile. It reduces the amount of "Piss off" responses you will get... drastically. This is why we took the time to identify our target user. So just in case you skipped it 🙄 kindly go back. The exercises in the "maximising your branding for growth and retention" are just as important as the rest of this book.

### Cold Email

#### Finding emails

This depends on who your target market is but typically you can find emails in your target user's bio, if they own or work at a company, you would need their first and last name, the company they own or work for then an email finder. You can also find emails through crunchbase. Again, it all depends on your target user.

#### Composing your pitch

Hi [Name]. I'm currently working on [name of your SaaS]. It [what it does]. I'm happy to hear if you are having [issues they might be having that your SaaS can solve] and would like to explore my solution or not. Even if you are not interested, just tell me. Thank you 😊

#### Coming up with an email headline

I usually ask questions: Does this stress you out?, Does this bother you? Why ask questions? well...

## Take action!

1. Identify your target user
2. Get their emails using any email finder or a scrapper(i recommend hunter.io for sending out the campaign and scrapping. You can also try contactout).
3. Compose your initial and follow up pitches.
4. Craft your subject line
5. Send out the first batch of emails
6. Follow up(after 3 days)
7. Follow up(after 6 days)
8. Follow up(after 9 days)
9. Review Everything (try and figure out what's working and what's not)

### Tip

Incorporate your email headline in your email body somehow(if you can).



Yay! More email.

### Cold Email

Follow-ups:

Hi [Name] i was wondering if you got my previous email.

Hi [Name] i was wondering if you have any questions with regards to my offer.

Hi [Name] checking in one last time, it's been 4 emails now 😊

### Note

Always reply the same email in the thread.

The templates are just templates. try to add your own spin to it.

# Take action!

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So you went to see a dentist and you got a free toy at the end of your session. Oh I forgot, you are an adult now, no more toy. Adulthood is a scam 😞

### **Make a free tool**

This doesn't have to be something complex. Just something your Target user would find helpful. It doesn't have to be directly related to what you built. It just has to be useful to them but you have to find a way to tie what you built back to it.

This will help you generate traffic and it can help you get backlinks as well.

Make sure you get their email 😊

### **Example**

Neilpatel: Ubersuggests

Veed: VYOO

Carrd: Html5up

### **Tip**

Let it have a similar look and feel with your main product

# Take action!

1. Identify your target user
2. Go where they spend time and find out something that bothers them.
3. Make a free tool that solves this problem
4. Make it a part of your website
5. Share it everywhere
6. Get it on a blog your customers use a lot
7. Write about it on medium

Who wants to be a blogger-naire?

### Blogging

You have to find topics your users care about(Things they are looking for at different stages in their journey. ) and make blog posts around them. Not a must, but there should be a parent-child relationship between your blog posts. So one post that talks about a topic(parent), write other posts that are related then link back to the parent post.

### Getting backlinks

1. Pinterest: Create pins that link back to your blog posts
2. Quora: Own answers to questions related to what you do and link back to your website for each answer.
3. Create a free tool(covered this in the previous section)
4. Link to other websites in your posts
5. Link to other Posts on your website
6. Register on as many directories(crunchbase, betalist etc) as you can. Make sure the info you are providing is the same.

### Example

Imagine a no code tool for making websites whose target user is a dropshipper. At the beginning of their journey, they are looking for a product to ship. “How to find a great dropshipping product” is a good blog post to write. Now they are ready to buy and they are comparing different website platforms. You can write a blog post making a comparison between your product and other products).

# Take action!

1. Identify your target user
2. Go where they spend time and find out topics they care about.(could be questions they are always asking)
3. Make a list of what you find and rank them according to how easy it is to find the answers on google.
4. Do some research on the topics
5. Write the blog posts. Include the keyword you want to rank for(don't go on a rampage with the keyword).
6. Get it on a blog your customers use a lot
7. Get some backlinks(use [lowfruit](#) to find keywords that have good traffic but not many are ranking for. Try [lemonet](#) to find, assess, buy and place quality backlinks to boost online rankings and site authority.)

### Tip

Let your blog have a consistent look and feel

What's for launch?

### **Launching**

Launch when you add major features and for each version.

Launch on platforms like LinkedIn, slack and twitter(now X)

# Take action!

1. Identify multiple launching platforms
2. Launch V1
3. Launch V2
4. V3... More launching
5. Launch some more muahahahaha... sorry. Launch V5
6. Keep Launching
7. Join a Slack channel
8. message as many people on the channel as you can about your launch

I'll pay you in likes, said Oliver Twist.

### Social media

#### Content ideas

Actionable tips, helpful resources, share your story; wins, lessons learned and observations in a way that's easy to digest. Live Streaming, daily reflections, sneak peeks into what's coming next, post something funny, QnA, Motivate your audience, problems your users have.

Be authentic and helpful. Be yourself. Unless you are a douchebag, then become a better person and then be yourself... okay 😊

Optimise your bio with keywords. Please don't do it like a bot would.

Be human!

## Take action!

1. Identify your target user
2. Go where they spend time and find out something that bothers them.
3. Brainstorm content for each content idea. Don't overthink this, let it flow.
4. Make a content calendar
5. Post at least once everyday
6. Engage posts from others especially big accounts everyday

### Tip

Make sure your social media posts has a consistent look and feel(the same look and feel we identified before). Stick to your brand voice.

Ad this to your efforts... if you want.

### Ads

Use ads to supplement your efforts.

If you struggle, Try these in this order:

1. Change the creative (the images and pictures in your ads)
2. Change the body copy in your ads
3. Change the headline - the “wrapper” of your offer
  - 3a. Free 6 Week Lean Challenge to Free 6 Week Tone Challenge
  - 3b. Holiday Hangover to New Year New You
4. Change the duration of your offer
5. Change the enhancer of your offer (your free/discount component)
6. Change the monetization structure, the series of offers you give prospects, and the price points associated with them

Note: Pulled from ALEX HORMOZI's \$100M OFFERS

## Take action!

1. Boost your best performing posts for each week.
2. Run an ad promoting your free tool or anything else that you can give in exchange for an email
3. Run ads that boost awareness as well

The ugliest one. Funnels!

## Funnels

Think of funnels as the ugly dude that seems to get all the girls.

It doesn't have to be "on brand" and has a lot of convincing copy.

Don't use your website for this. There are different funnel platforms you can try.

This video explains it better than i can

[Click to watch the Funnels video](#)

# Take action!

1. What kind of SaaS are you running?
  - **Low-cost, self-serve SaaS**
  - **Mid to high-ticket SaaS**
  - **Enterprise-level SaaS**
2. What type of funnel can you try?
  - Low-cost, self-serve SaaS: **Free Trial Funnel, Lead Magnet Funnel**
  - Mid to high-ticket SaaS: **Webinar Funnel, Self-Liquidating Offer Funnel**
  - Enterprise-level SaaS: **Application Funnel, Webinar Funnel**
  - Launching a new product or major feature: **Product Launch Funnel**
3. After choosing a funnel type, head to chatgpt and type this prompt:  
**Develop a [funnel type goes here] structure for my [describe your SaaS, who it's for(my target audience) and what it does].**
4. Get going! Implement right. Don't talk yourself out of something you haven't tried.

***I'm happy for you, you have the confidence to do what most people are scared to. My hope and prayer is for you to succeed. I'm also going to be very happy if what you just read helped you. Thanks for contributing to the lives of others by creating a solution that takes away their pains and frustrations. I'm Akwuiwu Onyemauchekwu Mel and I wish you the best of luck! You will be in my prayers.***



