How to Rob

What to do if you have no idea?

The #1 Reason why startups fail

B2B vs B2C which one is more profitable

Validate your Idea fast

The best customer acquisition funnel

simple strategies to sell SaaS

micro SaaS products

SaaS marketing strategies

How to find Business Ideas customers want

Bonus material

Learn more at:

MANAKOON.SUBSTACK.COM

How To Rob (RoadMap)

01
WHAT TO DO WHEN YOU HAVE NO IDEAS

- Start with a Problem, example: "Whiteboard interviews sucks"
- Research deeply by creating content and be the authority for this subject
- Leverage content for feedback: do Q&A sessions, ask about personal experiences in this field you might even get new ideas
- Ideas needs to be farmed not hunted

02
THE #1 REASON WHY STARTUPS FAIL

- Always choose something that people are willing to pay for, not willing to use (like pdf2jpg converter)
- B2C: cheap customers, high churn
- B2B: if you help them to make money you will make money too
- Start with a problem
- Excel = business opportunity
- Not the best product wins, but the best marketing and sales

03
B2B VS B2C SAAS WHICH ONE IS MORE PROFITABLE ?

- B2C: something like dungeons & dragons for 8$ per month.
- You will need 33000 free trial per month to make it to 1000 paid user.
- This will only generate 8000$ per month which could not cover all that traffic.
- B2B: you only need 100 paid customer for 80$ a month
- Less churn, less traffic.

04
VALIDATE YOUR SAAS IDEA FAST

- Put the problem in a landing page.
- Can you drive 1000 to 10k interested in that problem ?
- Create an e-mail launching list
- If no one signed up to your email list than no one wants it.
- 5%-10% sign ups is a good result.
- From the email ask what people are willing to pay for.

05
THE BEST CUSTOMER ACQUISITION FUNNELS

Low Touch:
- Drive traffic with SEO, social media and ads.
- Nurture your leads, email list, cookies and facebook ads.
- convert to paid.

High Touch:
- Getting Leads using money.
- Qualify the leads.
- Create Demos.
- Customer on boarding.

How To Rob (RoadMap)

06
SIMPLE STRATEGIES TO SELL SAAS

- Generate inbound leads.
- Qualify your leads early.
- Track your sell metrics.
- Ask for the close after Demo.
- Create a system to follow up.
- Save a list of objections, rejections and their responses.
- Create content for every step of the funnel (even someone that just signed up).
- Sell annual plans and raise your price.

07
MICRO SAAS PRODUCTS

- What is a micro-saas ?
- A small portion of a software that you build inside a predefined marketplace.
- Examples: wordpress-plugin, SAP-plugin, WIX extension.
- Pros: You only need intern SEO with keywords for the chosen marketplace.
- Cons: if the marketplace creates that feature, you're out.

08
SAAS MARKETING STRATEGIES

- "Versus to" or "alternative to" can help you gain visibility.
- Use Capterra, even pay there to get traction and reviews.
- Create an Ad for freemium users when they use your tool.
- Publish statistics about your customers (per country/ per usage).
- Attend in-person events if they cost less than 10% of your MRR.

09
HOW TO FIND BUSINESS IDEAS CUSTOMERS WANT

Main takes:
- You don't need to create the prototype, you can just write it or print it.
- Find the idea, do the marketing to find prospects, perfect your product with the prospects than you do sales.
- Unless someone did give you his credit card, you didn't sell, so get his e-mail at least.

10
OTHER MATERIAL THAT YOU MIGHT FIND USEFUL TOO

- https://www.startupsfortherestofus.com/episodes/episode-589-finding-a-saas-idea-through-70-cold-calls
- https://microconf.com/latest/how-to-validate-your-startup-idea