

How To SaaS Part III

Stacking The Bricks by Amy



Why you should do a tiny product first

This is an article by Amy Hoy that explains her perspective and where she sets 37Signal as an example. After reading it, you can subscribe to her newsletter to get "the Year Of Hustle" roadmap that breaks down all the aspects of creating a product.

[Stacking The Bricks Article](#)

01



How can you help ?

Once you understand the roadmap, you need to focus on how you can help (I said help because you will be doing everything for free and for a long time).

Write down who you are and how can you help (We advise you to find niches other than the IT world)

Example: Hockey, Expat, Tourism

02



Where to find them ?

You can't directly start by asking people about their problems in that specific niche. You need to create a following first.

And for that, be ready to work on your profiles on different social media platforms and learn how to earn trust. You might have to look for your audience in other channels, like slack or quora too.

Here, this will help you find where they hangout : [SparkToro](#)

03



Develop a marketing strategy

Creating a well-planned marketing strategy will help you reach your target market. I would advise you to start exploring web content, not just social media but everything from Youtube shorts to instagram and podcasts. However, blogs are the most important element.

Here, check this guide for blogging : [The Blogging Guide](#)

04



Validate and Re-loop

Validate your ideas really fast so you can fail or build fast. One rule of thumb to use when it comes to validation: Grow traffic to 10k per month and if the conversion rate between 5%-10% than you can carry on with the niche.

The best funnel to do this is blogs.

Check Jake Ward's publication:

[Jake Ward Blog Launch](#)

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