

Max Mirho - #EntreNerd

# Super-Early Sales and Marketing

(+ tips for platform products)

with help from *Josh Braun*  
and *Brian Schulman*

## Early User Sources:

just to get beta testers and early users, there are a few places to look.

let's use my pittsburgh thrifting platform as an example. My target audiences are thrifters and thrift stores:

- relevant facebook groups

ex: "thrifiers of pittsburgh"

- relevant linkedin groups

ex: "nonprofits of pittsburgh"

(to find thrift stores)

## cont'd:

- relevant subReddits  
(mine is local, so this may not be useful, but maybe r/pittsburgh)
- DMs to interested people on instagram  
(find them through hashtags)  
ex: #pittsburgh and #thrift
- coalitions or organizations  
ex: "greater pittsburgh nonprofit partnership"  
(for thrift stores)

## Local Sources:

- alignable

(mostly useful for B2B selling)

ex: connect with local thrift store owners and message them

- events/conferences for your target audience

ex: local pop-up shops

## Obvious Sources:

- if you have a pre-existing audience on social media, a mailing list, or you run a group, use them
- facebook and instagram ads work well, you can target them by location and audience

I recommend trying instagram story ads first. Create a cute, short engaging video with 3 or 4 seconds at the end to encourage a "swipe-up" after the ad

# General Best Practice Tips, when Selling a New Products

Accessibility  
Customer Discovery  
Your Sales Pitch  
Platform Products

# Accessibility:

that means if you're building with a software base, make sure:

- your URL works
- your website is mobile friendly
- your platform is built on a software everyone already understands
- you've created tutorials for hard-to-understand aspects of your product

If it's hardware:

- your product ships quickly (if possible)
- the instruction manual is easily found

# Customer Discovery:

don't tell your potential customer why they need your product.

start a conversation, ask them questions about what they're doing to currently solve the problem you solve.

as an example, with my thrift platform, I might ask:

"what are you currently doing to get customers in your store? How are those working?"

if they happen to have trouble with that, I can step in with my solution.

## Your Sales Pitch:

talk about the results, not the product.

after you've qualified that they have the issue your product solves, instead of saying "I made this cool thing," say "I have something that will do this for you and your business."

again, using my example, I wouldn't say "I built a platform for you to get more customers."

I would say "I can help you make your thrift store more popular and awesome."

# Platform Products:

the classic platform issue is that you have two customer bases, and need to build one side before the other will willingly come.

that's obvious, but when selling, you don't want to pitch as a platform to either customer:

co-founder of pairi.app, *Paris Mielke* said that they signed on significantly more clients to their marketplace "by instead saying we were selling tools for running their business" rather than marketing it as a 'platform.'