

Action Guide

410: Getting attention for a product launch

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Application Questions

1. How would you describe your end user and your value proposition to them?
2. How do customers find your product?
3. What kind of user-generated content could be helpful to market your product?



Actions to Take

What to Do Now

- Understand what you're selling, the problem you're solving, who your customers are, and how they find your product.
- Listen to customers and use their vocabulary in your messaging.

What to Do Soon

- Use user-generated content for marketing. Look for places users might be spreading content organically and consider investing in sponsored content.
- If you're curious about Product Hunt or think it might be the right place to launch your next product, learn more about it and talk with others who are on Product Hunt.