

101 WAYS TO

Grow Your Startup

RISHABH DEV

Director at Mapplinks

"the essential handbook for modern
marketers and entrepreneurs"

101 WAYS TO GROW YOUR STARTUP

AN ALTERNATIVE STARTUP MARKETING GUIDE

BY RISHABH DEV



"A book for the desk of every marketer and entrepreneur"

GET ~~BUSY~~ GROWING

Learn these 101 offbeat, unconventional, and alternative secrets of rapidly growing your startup or business.

10 years of startup growth success inside one book. Use the methods in this book to grow your startup with minimal resources and investment.

Inside the book:

- 101 Growth Hacks
 - Step-by-Step Guides
 - High ROI Tools
 - Growth Case Studies
 - Industry Examples
-

THE AUTHOR

Founder of Mapplinks and Director at Mapplinks Academy, Rishabh has been helping startups achieve rapid and scalable business growth by combining lean methodologies, agile and offbeat marketing, with technology.

In this book, you will learn 101 ways to grow your startup or business.

With this book, you will:

- Get step-by-step execution instructions
 - Learn offbeat marketing methods
 - Get genuine but quick results
 - Execute a lean approach to growth
 - Eliminate traditional marketing waste
 - Get higher ROI with lower budgets
 - Focus on real results minus the BS
-

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INTRODUCTION

“You must understand that there is more than one path to the top of the mountain.” -Miyamoto Musashi, The Book of Five Rings

The core fabric of Entrepreneurship is about stepping outside "the only way" mindset. This limiting sucker mindset is thinking there is only one way to do something. Or thinking if something has "always been done this way", it is probably the right way and the only way to do it.

If you're on your entrepreneurial journey, you already think there's a better way. And here's some good news: You're right and they're wrong! And you already know this as you walk by the loads of naysayers, finding your own way to the top.

You understand there is always more than one way. In fact, there are many ways - alternative ways, faster ways, smarter ways, more impactful, creative, offbeat, and better ways.

This is as true for reaching the top of the mountain as it is for becoming a great entrepreneur.

This is true for solving any problem - For filling the void, identifying your market, creating value, designing solutions, building products, and for - our focus for this text - growing your startup or business.

And that's exactly what this text is about. It is a proof of the many ways that exist. And to train you in the art of walking those ways. To help you get to the top faster, with lesser time and resources.

And that is the core mindset of a growth hacker, or of any worthy entrepreneur or marketer.

And now, let's begin the journey.

HOW TO USE THIS BOOK

In this book, you will learn 101 WAYS to grow your startup.

Think of this as your handbook to startup growth strategies. Each method includes step-by-step execution instructions to get you working.

You can start this book with any of the 101 methods and you don't have to read it in serial order. You can learn and execute each method independently.

So pick the ones most relevant to you now and get started.

In the various phases of your startup, You will have different goals to achieve at different times. Hence, the longer you use this book, the more value you can get from it.

Refer to it now and return to it each time you have new goals for your startup growth.

Now that we're on the same page, let's start exploring these 101 methods.

- Keep learning, Keep growing.

Chapter 1

Piggybacking your Competitor's Twitter to Generate Highly-Qualified Leads

INTRODUCTION

The one place we never look for customers is inside the customer bag of our competitors. In this hack, we will use our competitor's network on Twitter and leverage their support inquiries to grow our startup or business.

Let me explain this with an example. Say you're the founder of a travel booking company (assume Expedia) and you want to target your competitor's (say Booking.com) network. In this case, we will leverage their network on Twitter.

HOW TO:

Step 1: Find Booking.com's support handle on Twitter. (If there's no dedicated handle for support, head to the main handle).

Step 2: Go to their 'Tweets & Replies' tab and find negative reviews & negative tweets about Booking.com. Additionally, you can use the advanced search on Twitter and filter tweets with negative emotions or sentiment.

Step 3: Respond to all these negative tweets offering a solution to their problem if they switch to your booking website instead. To top it up, offer a welcome discount for all these users to book the same ticket from your website. (Users want a cheaper ticket for sure).

FURTHER INFORMATION

This is a simple OPN growth hacking workflow which you can replicate for any business. Always measure results and see what works best. In this case, you can A/B test different competitor's networks, different messaging, different copy and outreach methods. Then measure results and scale what works the best.

We selected Twitter as a channel here because of its popular use as a support channel. This makes sure we have many inquiries to work with.

It's also a good idea to pick your biggest competitor to get a lot of leads fast and then target your smaller competitors.

You can also send direct tweets to the unhappy customers of your competitors outside of their feeds to protect your identity.

Chapter 2

Boost Content Engagement by 60% Using 10-Minute Video Creation & Publishing

INTRODUCTION

We all talk about video in our content strategy but using this workflow you can have a video for almost every piece of content you write without spending much time or effort on the same.

HOW TO:

Step 1: Write a blog with lists or pointers as you usually would.

Step 2: Go to www.lumen5.com, add a link to your blog and the platform automatically generates a quick video to go with your blog. (using AI algorithms).

Step 3: Embed the video back into the blog before publishing it.

Step 4: Share the blog and video separately across social media channels and emailers. Measure the increase in the engagement, time-on-page, and retention.

FURTHER INFORMATION

You can also use this workflow for curated content. Remember to promote the video separately as well as part of the content.

You can have your videos ready and published within 10 minutes and we've recorded an overall increase on our content engagement metrics up to 60% when using this workflow.

Chapter 3

Go Viral with New Social Followers and Email Subscribers Using this Contest Workflow

INTRODUCTION

Contests are the best way to drive engagement on social media and in this hack, we'll take this a step further by using contests to gain a lot of email subscribers!

HOW TO:

Step 1: Create a contest incentivising people to participate and refer their friends to participate to increase virality. Announce the contest on your social media channels using creatives. (photos or video).

Step 2: Outreach to contest handles on Twitter (Find them using Advance Search) and contest pages and groups on Facebook. These contest pages will do the marketing for you and you're leveraging their OPNs.

Step 3: You will start seeing engaging on your contest creatives on your channel from these handles. Start engaging with people who're interested and ask them to invite their friends.

Step 4: Repeat weekly or monthly to boost engagement. Also, instead of giving out gifts, giveaway your product or discounts on your products.

Step 5: Announce the contest winners on your email newsletter instead of the social media channel.

FURTHER INFORMATION

The last step will make sure people sign up for your emailer. Just keep it relevant so they don't unsubscribe later.

If this workflow works well for you, repeat the contests once every 3-6 months to peak your email subscribers.

Chapter 4

Leverage Other People's APIs for automated content curation

INTRODUCTION

Creating content needs a lot of investment in terms of both time and money. Curation is the preferred strategy in some cases and it can be automated easily. You can find APIs of channels who are already creating content in your niche and use them to curate content on your platform.

HOW TO:

Step 1: Find major social networks, forums, portals, blogs, and websites which produce content targeted to the same TA as yours. You might pick a general website and filter the content to match your categories.

Step 2: Integrate APIs or widgets of multiple channels like these on your blog.

Step 3: Now you have unlimited content on your blog which is being fed in through these APIs. Always mention the original link to avoid any duplicate content issues.

Step 4: Improve conversions further by having users sign up for a digest from your blog with the best content from all the channels to their inbox.

FURTHER INFORMATION

This workflow has helped a lot of our clients who're focused on content. If you have a platform which focused on UGC (User Generated Content), find an API (not from your competitor) which feeds you UGC and just plug it into your website. This also helps solve a major chicken-egg problem which marketplaces often face.

Chapter 5

Get huge lead databases based on companies using a specific technology

INTRODUCTION

Probably the best hack if you want a mass email database of valid email IDs. This works best if you can segment your target audience by their web technologies. (Example: Magento, WordPress, Shopify, etc)

HOW TO:

Step 1: Target your prospects by the technology they use. Example: If you're targeting e-commerce websites, the tech they might be using could be Magento, WooCommerce, or Shopify. You can find this by using a service called BuiltWith.com.

Step 2: On the same website builtwith.com use the link <https://trends.builtwith.com/websitelist/Shopify> to get the lead information of all the websites using Shopify. This also gives you access to full meta information about results, which includes people names, titles, emails, location, and telephone data.

Step 3: Repeat the same for other technologies, just use the same link but replace the name of the technology. Example - <https://trends.builtwith.com/websitelist/WordPress>.

FURTHER INFORMATION

As I mentioned earlier, this works really well if you know what web technologies your TA is using. Otherwise, go figure that out and then run this workflow.

Chapter 6

Show up inside High Ranking Search Results for Specific Keywords

INTRODUCTION

SEO is the most important channel for your startup growth and it takes a lot of time and effort to RANK on the top search results for your target keywords. But we will doubt the default practice of SEO and show up inside the highest ranking search results for your target keywords! And it's not very difficult. Here are the steps:

HOW TO:

Step 1: Analyse the search rankings for the keywords in the first 3 search result pages.

Step 2: Filter the results for the keywords from the first 3 pages which are from publications, listings, review websites and blogs and make a list of these.

Step 3: Outreach to these websites to add your link to the list by contributing content to the same. (much faster than ranking your own blog or site).

Step 4: Additionally, place banner or link ads on these pages through direct advertising in these publications. (which is much cheaper than going through something like Google Adwords).

This will get you the same visibility that you would get by ranking on the first few result positions, and maybe even more since you're now "showing up" inside multiple search results.

FURTHER INFORMATION

We're basically hacking into Other People's Search Rankings (OPSR) in this case. They've already spent their time, money, resources and efforts to achieve the rankings and we need to LEVERAGE the same. You can also get SEO link juice by placing yourself on these results which will improve your own domain's long-term rankings too!

This works for all kinds of startups. And once you have a successful workflow, you can automate it using tech.

Example: In Step 3, a JavaScript can open the contact forms of all these websites or track the Social Media profiles and then an auto-fill bot can send the query to all these publications on your behalf.

Chapter 7

Get Content Shares from Influencers without Paying them

INTRODUCTION

When it comes to scouting influencers, It's either the money or the ego.

For this hack, we'll use the Ego.

HOW TO:

Step 1: Choose a blog topic for your niche which can include your CTA.

Step 2: Make the topic about Influencer Opinions. Example, "Top 25 Digital Marketing Influencers share their thoughts about Inbound Marketing".

Step 3: Create a typeform or Google form asking Influencers for their opinion. Note: Your question has to be specific, so they can answer it in under 50 words (the less, the better).

Step 4: Tweet or email the link of the form to top influencers.

Step 5: Curate all the inputs from the influencers and for the ones who don't fill the form, pick one of their public tweets on the related topic.

Step 6: Once published, don't ask them to promote your content. Just thank them for helping you out and send them a link an hour or so after you publish it.

FURTHER INFORMATION

You will be surprised at the amount of engagement a single influencer share can get you. Try this out and if it works for you, jump into a more intense influencer marketing campaign.

And next time, make sure you reward the influencers for their contribution!

Chapter 8

Turn Your Website Visitors to Conversions with this Simple Hack

INTRODUCTION

An 'Exit page' is the last page accessed during a visit. That's where the visitor ends the relationship with your website. Most marketers ignore Exit Pages. But what if you could turn those people who are about to leave into email subscribers? Customers? Lifelong fans?

Here's how:

HOW TO:

Step 1: Go to Google Analytics and find the most popular Exit Pages on your website.

Step 2: Go to your website and create a Popup (an "Exit Popup") and set up the popup on all the exit pages.

Step 3: Offer a free calculator or worksheet or cheatsheet (or even your Side-Project if you have one) in exchange for the user's email ID.

FURTHER INFORMATION

You can use one of these tools to create an exit popup:

- GetRooster (<http://www.getrooster.com/>)
- GetSiteControl (<https://getsitecontrol.com/>)
- ExitMist (<http://exitmist.com/>)

Exit popups can increase Visitor to Conversion Ratio by almost 100% or even up to 300% in some cases. A/B test from your exit pages to get the best results.

Chapter 9

Find the Right Content Topics for Lead Generation using Quora

INTRODUCTION

80% of the views come from only 20% of your content. Why? Because only 20% of our content is useful for your target audience. This workflow helps you focus on that 20% and increase it to improve ROI.

HOW TO:

Step 1: Go to Quora.com and find popular questions around your topic.

Step 2: Schedule links on Twitter (or any other channel) to a bunch of Quora posts on Buffer with their questions as the body of your Tweets.

Step 3: If a tweet gains 3x above average interaction rates, write the post answering the question on your blog or website.

Step 4: Post the link of the answers (your blog links) to those questions on Quora.

FURTHER INFORMATION

This workflow helps you validate your content ideas but not only that, you don't have to think about content ideas anymore.

You already know what content would work!

Chapter 10

Scrape the Email IDs from any Website and Fill your Email Funnel

INTRODUCTION

This one's my current favorite and has already started getting me Unicorn-Like Results.

HOW TO:

Step 1: Define a list of keywords on any website based on your target audience.

Example, It might be "Project Managers" on LinkedIn (B2B) or "Food Blogger" on Instagram (B2C). It could be any other website or forum as well and LinkedIn and Instagram are just examples.

Step 2: Go and get the SERPDigger tool. This is a chrome plugin we would need to use to Scrape all these email IDs. It's a small but highly rewarding investment.

Step 3: Once you run the tool in Step 2, you will have a .CSV file with all the email IDs.

FURTHER INFORMATION

After trying many email scrapers, this is the best one I've found!

The best part about this tool is that the results are validated on the basis of keywords you use. This means you have highly targeted specific keyword-based results.

Chapter 11

Simple Trick to Increase Blog-to-Social Media Conversions

INTRODUCTION

Want your users to share your content on social media? Here is a very easy way. You should do this for all your blogs.

HOW TO:

Step 1: Write your blog posts as you usually do.

Step 2: Instead of inserting photos and images on your blog post directly, post them on your social media channels.

Step 3: Embed them on your blog using the embed code from the respective social media post.

Now when a visitor lands to your blog page, they will see options to share the photos and will be more inclined to share that if they would see the normal photo uploaded on the blog.

FURTHER INFORMATION

Also do this for the blogs you've already published. If you have too many of them, go to Google Analytics and check your landing pages.

Find the 20% blogs which get you the most traffic on your website and deploy this workflow on those. Measure results and then deploy it to the top 40% and so on.

Chapter 12

Content marketing, social proofing, branding and lead generation through Micro-Influencer Marketing on Instagram

INTRODUCTION

Instagram is a high-return social channel, especially for the B2C focus. It is a great channel to tell visual stories, so missing out on Instagram is not an option.

Instagram profiles with around 1000 followers have the highest engagement rates which reduce as the number of followers increases. This means profiles with 10,000 to 100,000 followers have much lower engagement rates than profiles with 1000 to 2000 followers. This is good news because it's easier and cheaper to use micro-influencers than macro-influencers. Here's how you can leverage micro-influencers:

HOW TO:

Step 1: Make a list of micro-influencers. (Micro-Influencers are easily-approachable and Budget Alternatives to Advertising or Macro-Influencers).

Step 2: Outreach to micro-influencers in your domain through Instagram or Email (Many influencers will have their email ID in their bio or a link with their email ID on their Instagram profile) to promote your brand.

Step 3: Finalise a Cost Per Engagement (CPE) or Cost Per Action (CPA) price with them instead of a flat fee model.

Step 4: Track performance metrics through actions.

FURTHER INFORMATION

This is a simple OPN growth hacking workflow which focuses on the fact that many micro-influencers are more effective than a single macro-influencer.

since data shows that Instagram reach reduces with the number of followers of an account.

We have found Influencers to have around 45% response rate to Instagram DMs and emails which makes this workflow even more effective.

Chapter 13

SEO Hacking Workflow to Rank on Google within Weeks

INTRODUCTION

Another fast method to rank for your search keywords. It's not as easy as the Workflow in chapter 12 but, using this workflow, you can actually start ranking for the keywords with your own content.

HOW TO:

Step 1: Find the keywords you want to rank for.

Step 2: Research the search results and find the highest ranking content in your niche.

Step 3: Write a new version of the best of the highest ranking content. For example, if there's a blog about "Top 10 Ways to Grow Your Online Gifting Store", write a blog on "Top 25 Ways to Grow Your Online Gifting Store".

Step 4: Time for the fun part! Go to this website: <http://openlinkprofiler.org/ratelimit/domain.com> and change the domain to your competitor's domain which is ranking for the search results.

Step 5: The website will give you a list of all the content which is linking back to their content (which is ultimately helping them rank on search).

Step 6: Reach out to everyone who's linking back to the top results.

FURTHER INFORMATION

Send them the following email:

"Hi firstname, ... I just wrote a similar article you mentioned. It's like [Name of the article] but more thorough and up to date [URL]..."

Usually, around 20% will link back to the article which is usually enough for you to land up on the first page for the search results!

Chapter 14

Use this Secret Google Search Phrase to Generate B2B Leads

INTRODUCTION

If you have a target company or business that you want to approach, here is a simple hack you can use to find the best way to reach them.

In this hack, we will use "Our Locations" pages aka OPLP = Other People's Location Pages to scrape email addresses for B2B prospecting.

We will use a special Google search string to find email addresses of concern gatekeepers from any specific location.

HOW TO

Step 1: Go to Google.com and search the exact phrase, **"Our Location" And "Email"**.

Step 2: In the SERP you will find the locations page of companies, where the company has listed all of their offices, along with email IDs of each of their offices.

Step 3: Now it's time to extract these emails, open New tab, and Go-to https://tools.verifyemailaddress.io/Apps/Email_Extractor/.

Step 4: Select the 'web page' tab and copy paste the URL of the page and click extract.

Step 5: The tool will extract the emails in a .CSV file.

FURTHER INFORMATION

You can add more search strings to have specific results. For example, If your target companies are web development agencies, **"Our Location" AND "Email" AND "Web development"**.

Chapter 15

Get PR for your Startup or Business by Connecting Directly to Journalists

INTRODUCTION

Businesses look at PR as an expensive affair and the fees that the PR agencies charge will make you believe that. The hack to get PR at a low cost is to skip the publications and connect directly with the journalists. Use relationship building over huge budgets.

HOW TO:

Step 1: Google your competitor's name or a keyword describing what your startup does.

Step 2: Toggle to the News tab. You will see a huge list of the most recent related articles.

Step 3: These are the journalists you want to pitch. (Remember: More than 80% of journalists prefer being pitched by email).

How to get their emails:

- Method 1: Use EmailHunter.co, Lead411.com, or AnyMailFinder.com.
- Method 2: Find them on LinkedIn. Look at the "Summary", most of them will have a direct email address to connect.
- Method 3: If they have a personal blog, subscribe to the newsletter to get their email address.

FURTHER INFORMATION

There is another way to build a database of journalists' email IDs using one of the tools mentioned in Chapter 10. Try it out!

Chapter 16

How to Reach 100% of your Facebook Page Fans to Take Action for your Business

INTRODUCTION

Facebook's content reach has been reducing over time as their Stock Price has increased. No kidding, there's actually a graph which shows how the Facebook business page reach has come down each month as their stock price went up. Your post is reaching out to around 5% of your fans and it doesn't make sense to fight for visibility on the news feeds.

Using this growth hack, we could actually get visibility on our fans notifications which have a 100% open rate!

HOW TO:

Step 1: Create a dummy Facebook app with the same name as your Facebook business page appended by the app in the suffix. (Just for convenience).

Step 2: Link the app to your Facebook page (Why are we doing this? Because apps can send notifications to people but business pages cannot. Remember Candy Crush?)

Step 3: Whenever you have a link to be shared which needs action from your followers, send the notification to your Facebook fans through the app instead of posting it through your page.

FURTHER INFORMATION

This can be a unicorn hack if used properly (Just like all the other hacks in this book!)

Chapter 17

Simple Hack to Ensure your Marketing Emails Hit the Inbox

INTRODUCTION

A lot of times, you write a very good email to your prospects and you are all ready to get more sales. But the email lands in the spam of your prospect. It's probably the worst thing that can mess up your email campaign open rates. Let's find a way around and ensure that the emails go directly in your prospect's mailbox.

To start, we need to understand why your emails go to spam. It is either because your content looks spammy, or because you don't have the required certificates. It could also be because there are broken links in your email or if you're listed in any top DNS-based Blocking List, which free email providers refer to.

The trick is to check your emails before sending them and make sure they will end up in the inbox of your prospects.

HOW TO

Step 1: Go to www.mail-tester.com.

Step 2: You will see an email address, copy that.

Step 3: Now open your email box in a different tab, and send that email to the address you copied.

Step 4: Go the previous tab and click, "Check the score".

Step 5: Resolve the problems stated by the tool, if any, before sending out the campaign.

FURTHER INFORMATION

The tools may change, but the basic idea of this hack is to take that extra step to find the real reason behind the problem.

Chapter 18

Quick Link Building Hack Using OPW Broken Links

INTRODUCTION

Link building is like gathering votes for your website for Google rankings. It is one of the most important parameters in SEO. To rank for important keywords, you will need as many backlinks as possible.

The idea is to go on top-ranking websites, find broken links and then notify the publisher or author about it.

To complete the workflow, you then send your content replacement so they consider replacing those links with your links.

Here's why this works: No one wants a broken link on their website. Many authors write content and tag the relevant links in their articles, but a lot of blogs or online platforms shut down, making the links irrelevant and broken. The author rarely checks his content again, so here we are actually doing a favor by informing the author about the broken link.

HOW TO

Step 1: Use a Chrome extension like LinkMiner. Download and install LinkMiner. We will use this to find missing links on specific domains.

Step 2: LinkMiner will help you look at all the outward links and will test which ones are broken or non-functional.

Step 3: Look for '404 errors'. [A 404 error means that the page you were trying to reach on a website couldn't be found on their server].

Step 4: If you don't have relevant content to the broken link, write valuable content.

Step 5: Tweet or Email the author about the broken links and also let them know about your content. When they get rid of the broken link, they have your content to link to now. That's the backlink you wanted.

FURTHER INFORMATION:

Link Miner has an added feature where it scrapes all the links and make a .CSV file of it. This helps you sort multiple broken links.

Chapter 19

Automate your Social Media Content Calendar with Auto-Pilot Content Curation

INTRODUCTION

This helps you stop worrying about your content calendars so you can focus on the real stuff (which is growing your startup, of course!)

HOW TO:

Step 1: Make a list of the top publications which regularly publish content in your niche or content relevant to your target audience.

Step 2: Go to Hootsuite and find their "RSS" Feed for the Scheduler.

Step 3: Include the RSS links of all the publications from Step 1.

Step 4: Decide the content frequency and add hashtags using the RSS tool inside Hootsuite (From Step 2).

Step 5: Choose the social networks to post this content to.

FURTHER INFORMATION

That's it! It's that easy. Now you have a constant content pipeline for social media shares.

Chapter 20

Get the First 5000 Downloads of your New Mobile App

INTRODUCTION

We are going to use ProductHunt to boost your new mobile app downloads. ProductHunt is a website where you can launch your products, whether your product is new or an existing one.

At Mapplinks, we used ProductHunt to launch multiple mobile apps for our clients and projects. We usually hit an average of 5000 downloads from each PH launch.

In ProductHunt, either you can launch your app or a 'Hunter' can launch it for you.

A 'Hunter' is someone who submits your product on Product Hunt, it's always better if a hunter launches the product.

When you use a 'Hunter' to launch your app, you're tapping into their network of influence leading to a larger number of downloads, more than what is reachable within ProductHunt.

HOW TO

Step 1: Go to ProductHunt and go on the 'Topics' section.

Step 2: Select the category in which your product is. Ex. 'Marketing'.

Step 3: Look out for trending products in your category and check the hunters of these products.

Step 4: Go on their profiles, find their twitter account.

A quick hack to find their Twitter profiles instantly is to look for the same username that they have on ProductHunt. 90% of the time, if you take their PH profile URL and replace producthunt.com with twitter.com in the URL,

you'll find their Twitter profile. This is because most influencers and early users on ProductHunt signed up on PH from Twitter.

Step 5: You can schedule a series of Tweets to these influencers asking them to hunt your product on PH.

FURTHER INFORMATION

It's not about launching your product on Product hunt but it's about getting users from followers of your hunters. Hunters are influencers in Product Hunt, a tweet goes out from their profile when they hunt for your product. Do choose your hunter wisely, look for someone who has influence over Product Hunt and Twitter as well.

Hunters are also actively looking for products relevant to their TA to hunt. So as long as your product solves a problem, does what it says, and is relevant to the hunter's TA, you will get hunted! And if your product doesn't meet these requirements, you shouldn't even be doing growth hacking!

CASE

At Mapplinks, we launched a side project app named - Margin Markup calculator, a useful tool for Sales teams to calculate margins and markups quickly. Using the above hack, we got the initial 10,000 downloads from Product Hunt itself.

Chapter 21

Get Unlimited New and Relevant Guest Blogging Opportunities

INTRODUCTION

Guest blogging is not dead.

Guest blogging is a win-win engagement for both the publisher and the blogger. Collaboration leads to growth and everyone wins. But this can be a tough task.

The most important step is to first one: To find relevant publishers looking for guest blogs. This hack solves that problem.

We will use three search strings for this hack, where we will submit your blog in directories and post to relevant blogs.

HOW TO

Step 1: Go to Google and search, **“Submit your blog”**.

This will get you to the links where you can submit your blog to a specific website or directory or a publication.

Step 2: Open the relevant links in the SERP and submit your blog entry.

Step 3: Now we will use a second search string for guest blog posts in your domain.

Go to Google and search, **“Submit your post” AND “your keyword”**.

Ex. “Submit your post” AND “Digital Marketing”.

Step 4: Open relevant links in SERP, you will land-up on pages of publishers where you can submit your blogs. Write a good post on the topic mentioned in the page and submit.

Step 5: Go to Twitter and Search, “Looking for” AND “Guest bloggers”, you will land up on tweets where people are looking for guest bloggers.

Step 6: Now sort relevant tweets, reach out to them and submit your blog.

FURTHER INFORMATION

To get traffic to your website, the most important part of guest blogging is submitting to the right audience. Otherwise, it is just branding and vanity metrics for your startup’s growth journey.

So in this hack we’re basically looking for keywords which bloggers will put in their blog if they want guest blogs, which is eventually nothing but thinking in their shoes.

CASE

25-27% of the traffic on my websites is driven by my guest blogs. I’ve designed a pipeline using the Google search string and Twitter search string which drives around 10 new guest blogging opportunities every month. These are very few blogs, less work, but bigger publications. You can start with smaller publications and use the published blogs as case studies for bigger ones as you climb up the ladder.

Chapter 22

Steal your Industry's Best Facebook Ads

INTRODUCTION

While this book gives more importance to achieving growth without a lot of advertising, it's good to know how to run the best performing ads if you decide to do so.

If you are running Facebook Ads for a specific purpose, like conversions or clicks, then you have to keep on optimizing Ads. Either you will hire an expert or an agency to analyze and optimize your Ads or use specific tools.

These ways, the default ways, only lead to a loop where to keep investing money.

So a better way to find Ads that work for you is to look for the best ads in your industry and to borrow and steal ideas from your industry to make Facebook Ads work for you.

HOW TO

Step 1: Go to www.adespresso.com/ads-examples, this is a free tool and they have a huge collection of high performing Ads.

Step 2: Search for a specific keyword and select the relevant Ad Placements, Industry, Objective, and Attribution.

Step 3: Now you will have a set of high performing Ads, click on anyone.

Step 4: Check the copy of the Ad, the type of image which worked for them and even you can visit the link in the Ad to study their landing page too. Note down the Special Attributes, where you understand the type of content whether it is a video, a human photo or an animation. Notice the pattern of Ads that are working and create similar ones for you too.

FURTHER INFORMATION

After you are done with Optimizing your Facebook Ads, you can optimize your landing pages with the same tool. Just click on the link in the Ad and you will be directed to the landing page of your competitor's Ads then you can steal or borrow ideas from that page and optimize your landing pages too.

The idea is not to reinvent the wheel and use what has already driven results for others in the same industry and target audience.

Chapter 23

A Simple Way to Boost Twitter Followers & Engagement

INTRODUCTION

Twitter and Instagram work on an Engage-for-Engage model., If you follow someone, they will probably follow you back. It's the simple scratching-each-others-backs way of marketing.

In this hack, We will favourite tweets for specific keywords and when the recipients see our 'favorite' notification, a percentage of them will engage back with our account.

But the hack is in choosing the right people to engage with and using automation to scale of the workflow.

For the automation, We will use a javascript to auto favourite the tweets on a specific page.

HOW TO

Step 1: Search a hashtag or a keyword from your domain.

Step 2: Right Click on the browser and click on inspect. Go to the console tab and paste the following javascript code and click enter.

“

```
var inputs = document.getElementsByClassName('HeartAnimation');
for(var i=0; i<inputs.length;i++)
{
    inputs[i].click();
}
```

“

Step 3: Now keep scrolling, it will keep favoriting until there is a bug.

FURTHER INFORMATION

This gives you visibility, people start noticing you in their notifications, eventually could follow or engage. It helps you with your branding. Do not overdo this, run this hack once a week.

Stop immediately if you get a warning from Twitter else you will risk your account being suspended.

Note: Go to Page 163 to receive the script in your email box.

Chapter 24

Simple Readability Hack to Improve UX and Boost SEO

INTRODUCTION

I always advise Marketers and Entrepreneurs that Growth Hacking can be done in two ways. The first is to do different things than other marketers. The second way is to do what other marketers are doing but do it differently. For instance, you can either switch from Facebook to a completely new platform which isn't exploited by other marketers or you can find new opportunities within Facebook that marketers have ignored. Both these approaches help to reach your goals faster and cheaper and hence are both ways of growth hacking.

When you look at SEO or UX, a lot of people speak about the design, technical optimization, website speed, keyword density, which is all great. But one thing which Marketers ignore a lot, and I have seen this personally over the years, is readability.

It becomes a "Growth Hack" when you do something that others are not paying attention to.

So there is a clear difference between your content and everyone else's content, as you have looked at a very obvious but small detail which others are not looking at. And hence this hack has made its way into the book.

So three simple steps to improve the readability and get the edge above all the other competitors around you in terms of both UX and SEO are as follows:

HOW TO:

Step 1: Check your website readability using a simple tool like Readable.

Go to: <https://www.webpagefx.com/tools/read-able/>

How easy is it for people to read or understand your content, your blog page or article? That's the question which the tool will answer.

Step 2: Pick any web page to perform the analysis, and put that URL in the tool. Click the 'Calculate Readability' button.

Now you will have all the readability stats with you.

Step 3: Check Readability factors and make necessary improvements.

Before you do that, let's understand the various scores in the readability report created by the tool. There are two sections, the 'Readability Indices' and the 'Text statistics', we will check the text statistics first.

Text Statistics will give out the score on the following parameters:

- No of Sentence
- No. of words
- No. of complex words
- Percent of complex words
- Avg words per sentence
- Avg syllables per word

To start with, keep the 'Percent of complex words' between 10-12% - this will keep your content simple which anyone could understand. Also, too long sentences are not good, try to keep them short. If you read a simple instructable book, it has 6-8 'Avg words per sentence'.

When you optimize these ratios, you will see that your ease of reading will become higher, as you are using simpler words and short sentences.

Readability Indices will give out the scores of the following parameters:

Along with scores, you will also see a colored scale in this index, green equates a good score, yellow is average and red means bad. As soon as you have

something on the red scale, go down and check the formulae and make improvements accordingly.

1. Flesch Kincaid Reading Ease -

This is based on a 0-100 scale. A high score means the text is easier to read. Low scores suggest the text is complicated to understand. A value of 60-80 should be easy to understand for a 12 to 15-year-old.

2. Flesch Kincaid Grade Level -

This equates the readability of the text to the US schools grade level system.

3. Gunning Fog Score

4. SMOG Index

5. Coleman Liau Index

6. Automated Readability Index

You don't have to know the detail formulae of all the indices. You will realize that as you reduce the number of complex words and make sentences shorter, every parameter will turn into a green index and increase your content readability for users and for Google.

Make sure all these are either in green or Yellow color scale and as soon as you have anything in the red scale, check the formulae of the index.

Once you have optimized it all, republish your content.

Also if you have content which is not yet published, you can click on the 'Test by Direct Input' button. Just copy/paste your content and test it for readability.

FURTHER INFORMATION

The alternative tool for the above one is Hemingway App (URL: <http://www.hemingwayapp.com/>). You have an editor in this tool, it's gonna test grade your readability to good. As long as you have a good scale, you are good to go with the content. It's also gonna show you why it has ranked

something good or not. The app highlights lengthy complex sentences and common errors. It also shows you the reading time of your content. You can correct all the suggested improvements by this tool and publish your content which will be better than others in terms of user readability and SEO.

Chapter 25

Get Highly Relevant Media Coverage for your Startup

INTRODUCTION

“Keep your friends close, but keep your enemies closer” is what Don Corleone taught us about Competitors.

That’s exactly the advice you need to embrace before you execute this hack.

We will use your competitors to find the best-targeted media publications where will find the exact target audience for your startup or business.

HOW TO

Step 1: Search for your competitor on Google and go to the ‘News’ Tab. The news tab will directly take you the media coverage sites so you don't have to check the SERP for media websites.

Step 2: See the articles about your competitor’s which have got featured. **Step 3:** Reach out to the authors of these publications and ask them to add your product in their articles. You can even sponsor the article if needed.

FURTHER INFORMATION

The biggest problem with PR or Media Coverage is that most startups or business like to get their product featured on startup or Entrepreneur websites or Small Business websites.

These websites have most other founders, startups, and business owners as their target audience which may or may not be the target audience for your product or service.

This ends up mostly just being done for vanity akin to the number of likes on your Facebook page.

Instead, focus on PR on publications made for your TA and not made for other business owners.

Chapter 26

Get Unlimited Leads from LinkedIn for Free

INTRODUCTION

Marketers go big on lead generation through LinkedIn... And there's a good reason why!

LinkedIn is the way to go for business networking and finding the right people. The usual workflow marketers aim for is to connect and acquire email IDs.

This could be done 'the marketing way' by writing a series of messages or ego-boost-for-ego-boost strategies.

However, I will share this hack with you which I've been using to extract email IDs and scrape LinkedIn for Email IDs.

I will share with you a magic Keyword to scrape Email IDs from LinkedIn. This single magic keyword will help you generate an UNLIMITED number of targeted leads from LinkedIn! The Magic Keyword is in the steps below.

HOW TO

Step 1: Go to LinkedIn and Login.

Step 2: Search for the **"Email ID below"** and click on the tab for Content. This is going to give you a huge database of Email IDs for a specific purpose.

Step 3: Check the posts and you will find emails in the comments. People on LinkedIn generally tend to give their email ID easily than Facebook.

Step 4: To make this more specific for your domain, search for the **"Email ID below" AND "your domain-specific keyword"**. You will have Posts about your domain and a huge list of Email IDs in the comment.

Step 5: Now to scrape Email IDs in bulk go to

https://tools.verifyemailaddress.io/Apps/Email_Extractor/.

Step 6: Copy the text from the LinkedIn Search Page and paste it in the tool, and it gives you all the Email IDs in a .CSV file. Or you can also click on the Web page Tab and put the URL of your search result.

And there, you have your unlimited leads ready from LinkedIn.

The magic is in the search string!

Chapter 27

Quickly Boost your Facebook Business Page Likes

INTRODUCTION

You probably understand your 'likes' are just vanity metric and probably have no real value by their mere collection.

However, if you've got a TA match, fans mean much more than likes. As they are potentially part of your sales funnel.

In this hack, we will use the most engaged Facebook groups in your niche to invite people on Facebook messenger to like your business page.

This works because targeted groups mean a TA match and inviting them on messenger means extremely high view and open rates. Which essentially means better conversions.

The best part about this hack is you can really do this in bulk. And what more: No javascript needed.

Surprisingly, this is an inbuilt feature of Facebook. Untapped my most.

So, here goes

HOW TO

Step 1: Join an engaged group in your niche.

Step 2: Start engaging with people in the group and add them as friends on Facebook.

Step 3: Go to your business page and in the right column click on the 'invite friends'.

Step 4: In the not invited column, click on friends and you will see the names of groups which you are a member of. Click on any of the groups and it shows you the option to invite all the friends in that specific group.

Step 5: Click “Select All”, and tick on “Also send each invite in Messenger”. Now just wait for your likes going up.

FURTHER INFORMATION

Always tick on the “Also send each invite in Messenger” every time as this is personalization. It goes directly in their messenger inbox and feels like a personal invite than just bulk invite all.

CASE

Note: The features we’re leveraging in this book work perfectly at the time of writing the same. When you use these hacks, you may have to work your way around the changes made by the respective platforms, if any.

Chapter 28

Steal SEO Keywords & Strategy of your Competitors

INTRODUCTION

The best strategy in SEO is the one which works.

And if it's working for a competitor, it's probably going to work for you too.

What's better is once you know what they're doing, you can do even better with all the clever growth hacks you learn in this book!

The Keyword strategy is the backbone of your SEO and also your competitor's SEO. Knowing what keywords your competitors are targeting, you can adjust your tactics accordingly and beat them in their own game.

When you finalize your target keywords, you follow a process for On-Page SEO where you try to fit the targeted keywords in Title, Description, and Heading of the blog. You also try to have the maximum frequency of these keywords on the page.

Just like you, your competitor will follow the same process and with the help of a tool, you can check the above parameters and locations for keywords and make a sense of targeted keywords.

In this hack, we will reverse engineer our SEO using our competitors' strategy.

HOW TO

Step 1: Find all the blogs or pages posted by your competitors in the last 30 days, make a list of these pages.

Step 2: Go to www.seocentro.com, and click on SEO Analyzer.

Step 3: Paste the URL in and click Submit. The tool will analyze the page and give you a result.

Step 4: Click on 'Keywords'

Step 5: In the Top Keywords Section, note the high-frequency keywords which also appear in title, description, and headers. These are the keywords targeted by your competitors for that specific page.

Step 6: Go to SEO Section of the analysis, have a look at the page structure in terms of Heading and Subheadings. You will be able to make sense of their strategy.

Step 7: Now repeat Step 2 to Step 5 for all the other URLs and you will have the list of keywords targeted by your competitors.

FURTHER INFORMATION

SEO Centro is a good tool but I do not recommend it to use as your primary SEO analysis tool. It may miss out on various new parameters added by Google due to lack of or slow updates. But for this specific hack, it really works great.

Chapter 29

Boost Conversions with Free Chatbots on your website

INTRODUCTION

Chatbots are really cool and they boost your conversion rates.

You will find that a majority of websites don't have chatbots despite all the buzz. This is usually because admins or business owners think it costs a fortune to get one of these developed.

But there is a way to create a Chat Bot for free, quickly.

There is no need for a developer and no coding required. Here's how:

HOW TO

Step 1: Go to www.collect.chat. It is a premium tool but it has a free version using which you can launch your chatbots using templates, collect leads and get feedback right from your website.

Step 2: Sign up and start building a bot.

Step 3: You will have a builder in the dashboard, which allows you to create a chatbot but then you can save some time. Just use templates and edit whatever required to launch.

You can choose, color, widget position, widget button text, upload your own avatar and have a quick demo of your chatbot.

Step 4: Edit the script as you want!

Step 5: Embed this on your website, it's very easy. If you have a Wordpress website, just copy the script and put it in your head tag. You don't need a developer to do this.

FURTHER INFO

You can install the chatbots in platforms like Wix, Shopify, even embed it on Medium Blogs and share it on Social Media.

CASE

There have been a lot many companies who have had great results by building Chatbots, sharing a few of the case studies in here

1. **Anymail finder:** 9 out of 10 big buyers came from Chat Bots and their 60% revenue comes from Chatbots
2. **MongoDB:** Increased net new leads by 70% in three months
3. **Perfecto Mobile:** Increased website conversion rate by 230%

Chapter 30

Sell Like a PRO with Influencer Marketing

Contributed by: Nick Berns from Blue Light Web

INTRODUCTION

Influencer Marketing is where you tie up with an influencer, and they promote your products or services to their followers. Many startups are enjoying huge success with Influence marketing, owing to the fact that you can reach out to your targeted audience and comparatively in very low price.

But there have been failed influencer Marketing Campaigns too and the number one factor is the selection of the Influencer. Selecting the right Influencer is the most critical part of the campaign but mostly underlooked by Entrepreneurs and Marketers.

To select the right Influencers for your campaign, you need to look at the following metrics in the following order of priority.

First check if the Influencer has a similar **niche** as your business

Look at the **Engagement Rate** of the Influencer

Number of **followers** of an Influencer

Finding the Engagement rate and finding Influencers to compare is a task. Let me help you make it easy. We are going to use two simple tools.

HOW TO

Step 1: Go to www.influence.co and search your product niche. You will have a list of Influencers.

Step 2: Now at the top of the page, filter the list using Location and the minimum and maximum followers count. Remember to pick an ideal min and max no of followers. More followers, the lesser the engagement but more the

cost. And cost wise, in Influencer Marketing, 1 + 1 is mostly greater than 2. Add the Influencers recommended by the tool in your list of Influencers.

Step 3: Now you will have a list of Influencers according to your niche and min-max followers, it's time to check the most important metric i.e. Engagement rate.

Step 4: Go to www.phlanx.com and look for the Engagement calculator for your specific social Media platform. Ex. 'Instagram Engagement Calculator'

Step 5: Check the engagement rate of all the Influencers from the list and choose the one with high engagement. Look for at least 3% as the engagement rate.

FURTHER INFORMATION

You can also follow specific Influencers and relevant tags in your domain to find out good Influencers.

Engagement rate is the ratio of the total number of likes, comments, shares to the total followers. In simple terms, it is a measure of how engaged are the followers of an Influencer. I personally only look at the Engagement rate and do not worry about the number of followers at all. You shouldn't either.

Chapter 31

Generate the Perfect Content Topics with this Simple Hack

INTRODUCTION

Let's talk about Content Marketing in this chapter. Title of your content is the most important aspect of your Click through Rate (CTR). And CTR matters a lot for SEO and your visibility across the internet. So it's very important to use the best topic and title for your blog.

We are going to pick a keyword and use a Content Idea Generator tool which will give us content topic ideas and their titles to write about.

HOW TO

Step 1: Go to <https://www.portent.com/tools/title-maker>.

Step 2: Fill your keyword, it can also be your primary target keyword from your SEO strategy. Ex. Watches and the tool shows the titles.

Following are the titles given out by searching "watches"

"16 Facts about Watches that will impress your friends"

"The Insider Guide to Watches"

"Why Mom was right about watches"

Step 3: Now select any one of the titles and use to create content around it.

FURTHER INFO

Repurposing content is the new norm now and this tool can help you generate titles and topics to repurpose your content on LinkedIn, Medium, Tumblr, Pinterest, Reddit or Quora.

You should find new channels to re-purpose and re-publish content based on your TA.

Chapter 32

Up your #INSTAGAME Using the Right Instagram Hashtags

INTRODUCTION

Instagram uses Hashtags to efficiently deliver the right content to the right people.

Similar to keywords in SEO, hashtags are to be used wisely as they will help you reach your target audience. So selecting the right Instagram hashtags is very critical and this chapter is all about that.

Let's first understand the limits of Instagram Captions. At the time of writing this book, Instagram had a limit of up to 30 Hashtags and 2200 characters on the entire caption field. These limits may change and could be different now. But what I really want to convey here is that platforms will always have some limits and you better know them so that you can work around those limits and grow.

And yes, you can work around these limits too with certain hacks but first, we must find the best hashtags.

Here's how:

HOW TO

Step 1: Go to www.top-hashtags.com and search for a specific keyword in your domain.

Step 2: The tool will give you more similar hashtags and their respective number of posts. Now select a mixture of relevant tags and make a list of them.

Step 3: You can do this research once and then keep using the same hashtags later. However you will have to save them somewhere in the phone and copy paste later. But to make this task easier, follow step 4.

Step 4: Go to www.infuse-app.com and save your selection ones by a specific selection name and when you post on Instagram, this app will recall all the hashtags from the collection in one click.

FURTHER INFORMATION

It's not necessary to use all the 30 Hashtags in a post. You have to experiment and find the right set for you. I used to have 20 hashtags and then my engagement declined and so I reduced it to 10, and that works great for me.

For a client, we found 3 hashtags to be the magic number and volume. Experiment and pick yours accordingly.

Here's a tip: Don't pick all the popular hashtags, as a large number of people are following those hashtags which mean millions of people will be using the same hashtags.

Chapter 33

How to Build your Beta Product or MVP in 15 Minutes

INTRODUCTION

Ideas are nothing without execution, but it's too late to just say that. Now Ideas are nothing without fast execution. Almost everyone, irrespective of what they do, has at least one good idea, but what differentiates the successful ones from the other is the speed of execution.

Likewise, we all get Ideas and keep hovering on them for months and years, but what if we at least test some of our ideas by making MVP or for the matter of this chapter a Pre-MVP.

You would think it will take a lot of time.

But we're going to change that.

Here's how:

HOW TO

Step 1: Go to [Typeform.com](https://www.typeform.com) and setup your account.

Step 2: Build your first form and ask relevant questions around your idea hypothesis.

Step 3: Send it to 100 people in your Target Audience.

Step 4: After 3 days, analyze if at least 10 people have filled your form. If they do, start working on that idea.

FURTHER INFO

MVP is a minimal viable product, it is to have as less information as possible having to spend as little time as possible while you get enough data and results to analyze your idea.

The GH to product development is to have a Pre-MVP which is building a type form and then go into a full MVP.

Make this your first step in your startup. Even if you want to test new ideas in your existing startup, make this your first step!

Execute Fast, Fail Fast, Improve Fast.

Chapter 34

Find Business Emails for any Company Website for Free

INTRODUCTION

We all love Email IDs.

Usually, Email ID's are the first step in your funnel, and that's the best way to get in touch with a company or business.

If you know the companies that you want to target and their websites, then this hack can help you find email IDs of all their employees for free.

HOW TO

Step 1: Make a list of the Companies you want to target.

Step 2: Go to <http://leadsfinder.io/> and type companies name in the box.

There are many tools that get you email IDs but this is free as it is built using a crowdsourced database. The tool is not very popular now, so you will have the first mover advantage.

Step 3: Get the email IDs of employees of these companies.

Step 4: Import this list into your email Marketing Campaigns and start sending emails. Send 2-3 Emails as free content or value addition and then they start buying from you.

FURTHER INFO

Tools make your work easy and you should look at tools which not a lot of people know about and that gives you an edge over others.

The problem with finding Email IDs of big companies is that you don't know who is responsible for what.

There is one more tool from leadsfinder.io which is Name2Email. It's a side project from them and an extension which works within Gmail. You just need

to write the name and Company name in your 'To' section and it will pop up a few email IDs from their database to send the Email.

Do check it out and let me know by Email if it works for you!

And don't ask for my email.. find it using this hack.

Chapter 35

Easy Hacks for Link Building on Steroids using Search Operators

Contributed by: Nick Berns from Blue Light Web

INTRODUCTION

All the Search Engines and Social Media Networks are actually big databases and you can run queries on. Think of them as big databases for your growth. If you can work with dynamic operators, you can leverage these databases, filter out all the noise and connect with your target audience.

This chapter is a deep dive on this topic. I have compiled a list of Search Strings for you, which I call, "Link building on Steroids", as I primarily use it for Link building. So Whatever business you have whether service or product you will be able to perform link building, brand awareness essentially getting in touch with the right audience.

LIST OF SEARCH STRINGS

Find Industry Specific Questions

industryName + site:quora.com

industryName + site:wiki.answers.com

industryName + site:answers.yahoo.com

How to use this:

Search with your specific Industry and you can connect & answer questions from your target audience. The operator we are using here is, **site:** which will only return from that specific website.

Find Websites Which Review Products

ProductName + intitle:review

ProductName + intitle:ratings

ProductName + intitle:comparison
ProductName + intitle:price comparison
ProductName + intitle:compare
ProductName + intitle:recommended

How to use this:

Intitle:review will give you links to blogs or articles which have a review in their title, you can use this to look out for whatever you need in the title URL.

Using the above Search strings you can find Bloggers, publications or websites who write about products from your industry and you can reach out to them and ask to include your product. This not only will give you a backlink but will give you sales too.

Discover More Niche Directories

ServiceName + "submit site"
ServiceName + "submit url"
ServiceName + "intitle:directory"
ServiceName + "intitle:resources"
ServiceName + "directory list"
ServiceName "inurl:list"
ServiceName + "intitle:list"
ServiceName + "inurl:directory"
ServiceName + "inurl:resources"
ServiceName + "add url"
ServiceName + "submit url"
ServiceName + "suggest url"
ServiceName + "suggest a url"
ServiceName + "submit site"
ServiceName + "submit a site"
ServiceName + "submit your site"
ServiceName + "add a url"

ServiceName + "add a site"

ServiceName + "add listing"

How to use this

You can use all of these search strings to find new directories and submit your site there. The important thing about finding directories this way is that, your competitors will ask for directories from agencies or freelancing Marketers who will provide the same listing to everyone. But using these search strings, you will have an updated, new and different list which will give you an edge over your competitors.

Ex. real estate + "add your listing"

real estate + "submit a listing"

FURTHER INFO

Operators are special Characters and commands that extend the capabilities on regular text searches. Ex. "", putting a keyword in the phrase will give results as an exact match of the keyword.

Chapter 36

Simple Link Building Hack Using 404 Pages

INTRODUCTION

Errors pages on the website are a nightmare and a headache. But let's take an unusual exercise and doubt the default by using someone else's 404 error pages to our advantage. A 404 error is often returned when pages have been moved or deleted.

As a growth hacker, this should sound like a gold mine to you already!

A simple way to build high quality, organic and relevant backlinks, is by using other people's 404 error pages (OP404s).

Let's create something from nothing.

We are going to take pages which don't exist and convert them into traffic driving sources for our websites.

HOW TO

Step 1: Search for a simple keyword relevant to your domain.

For example, Let's say I have an online Marketing tool to sell. So I will search for "Online Marketing Tools".

Step 2: Now go on any link in the SERP and look for outgoing links which have 404 error. No, you don't have to go and check every link in that article, we have a secret weapon for that! For now, just copy the URL of the article.

Step 3: Go to deadlinkchecker.com and copy the link in the box. This tool will check every link in the article and will show you the links which have 404 response. That's your opportunity amongst the chaos.

Step 4: Now send an email to the editor of the article and notify them about the error page and ask them to check out your products or services which can be replaced in place of 404 error pages.

No one wants a 404 error page in their content and you have helped them to get rid of it, so the chances of your links getting accepted are usually high.

FURTHER INFO

Here is the template that you can send to the editor of the page.

“

Hi [Name],

I was doing some research on Digital Marketing Tools when I came across your website. Love your work!

I couldn't help but notice a broken link on your page: (Link)

Just thought you would like to know!

Also, we recently launched this really useful Marketing tool. It might make a nice addition in your page. What do you think?

Keep up the amazing work!

Cheers,

Your Name

”

Chapter 37

Gain your First 5000 Genuine Instagram Followers

INTRODUCTION

Usually, I do not recommend a hustle for followers That just not my way. But the process that we are going to see in this chapter is actually fun. The basic idea behind this is, “engagement for engagement”.

You can even do this if you’re old on Instagram and wish to increase your followers.

HOW TO:

Step 1: Go to the most recent section for the hashtag you chose to target and choose the top picture.

Step 2: Follow that account, go to their photos, and like their most recent three.

Step 3: Comment on one of their photos. If you’re already working on follow-for-follow you’ll see that the follow-back percentage will increase to around 25% when you target these people.

Step 4: Using the Repost app, give a shout-out to people from this list who follow you back. By the end of 3 weeks of this workflow, you would have gained at least 5000 followers.

FURTHER INFORMATION

Start using HASHTAGS on your Instagram Stories to boost visibility, you can add up to 10 hashtags on a Story, but take care not to clutter your content. You can shrink your hashtags or even hide them behind an emoji, sticker, or GIF.

Chapter 38

Find & Extract UNLIMITED LEADS from Facebook Posts

INTRODUCTION

Facebook is a great place to find leads.

In this hack, we will target other people's posts on FB groups and use them to generate links for our business.

I personally love this one and use it a lot.

Here's how to do it:

HOW TO

For example, let's say your target audience is Digital Marketers.

Step 1: Go to FB and search for a specific keyword followed by 'email' and 'comment', in our above example. Search for, "digital marketing email comment". You will get posts with these search entries in the result.

Step 2: Now it's time to extract the emails. Just copy the comments and go to www.verifyemailaddress.io and paste the text and click on the button extract. You will have a .CSV file of all the email IDs.

Step 3: Go to your email Marketing tool and add these Email IDs and add them in your drip campaigns.

FURTHER INFO

You can do a lot of things with Facebook Search! Repeat the search with different keywords and generate leads.

Chapter 39

How to Generate New Blog Topics Quickly

INTRODUCTION

Even the best of us need inspiration from time to time, especially when it comes to writing new blogs & finding blog topics.

So here's a tool you need when you have the blogger's block.

HOW TO

Step 1: Go to www.hubspot.com/blog-topic-generator.

Step 2: Insert three nouns around which you want to write about.

Ex. growth marketing automation

Here is the result by the tool,

“14 common misconceptions about growth”

“5 tools everyone in the automation Industry should be using”

“The worst advice we have ever heard about marketing”.

Step 3: Now you can combine a few of your ideas, keywords and the topics from this tool and write about them.

Now you will never run out of blog topic ideas

FURTHER INFO

Using this method, you can generate new blog topics in less than two minutes.

The hack is that you don't have to put more time in generating ideas instead put your time writing great content.

Chapter 40

Generate Business Leads in Bulk for Free

INTRODUCTION

A B2B marketer's day starts and ends with leads! In this chapter, we are going to look at a method of generating very targeted leads in bulk with a simple tool. Probably you must have used it for finding what technology a website uses.

But in this hack, we are going to use it for quick bulk lead generation.

HOW TO

Step 1: Go to ww.builtwith.com and Login.

Step 2: After you log in, select any technology which your target audience websites use. So you select the technology and it will show you the information of all companies which use that technology on their websites.

For example, you are selling to e-commerce shop owners, then select Magento or Shopify and you get the list of companies who use Magento or Shopify.

Step 3: The fun part is when you click on the technology of your choice, it will generate a list which you can download for free. And the list will have contact details of those websites using those specific websites.

So here are your leads in bulk.

FURTHER INFO

You can repeat this process for any technology and you can also select really specific things like "Wordpress websites not using A/B testing".

It's a great way for B2B companies to get quick leads, you will get Email Address, Social Media Information, Location and sometimes the revenue and the amount these companies are spending on tech.

Chapter 41

Generate Leads from 1.4 Million Websites

INTRODUCTION

In chapter 40, we have discussed creating a list of your competitors and then using it in many ways to generate leads but it's a big task to create this list which takes a good amount of time.

For free bulk lead generation, I have suggested you use Builtwith.com, but it has a free use limit and you will hit it someday. So we are going to discuss an alternative to builtwith.com. That tool is techlookup.hunter.io, it is a side-project by hunter.io. You probably must have used hunter.io for finding email IDs but this is a side tool which can help you find websites in your industry.

Similarly to builtwith, you can search websites using a specific technology, say WordPress, and further filter by industry too.

HOW TO

Step 1: Go to techlookup.hunter.io.

Step 2: Type the technology you are looking for, then click on the 'Create my list' button.

Step 3: You can add more technologies, select language, industry. Fill in your Name and Email ID. You will have a .CSV file with the names of websites matching your search.

FURTHER INFO

One of the applications of this list is that you can go on hunter.io and find email IDs of employees of these companies and start your drip campaigns on them. This tool has a database of 1.4 Million websites, which is a huge number.

Chapter 42

How to Get a Perfect Landing Page

INTRODUCTION

In a startup, if there is anything that saves your time and money, go ahead and do that! In Chapter 22 we have saved your money and time in optimizing your Facebook Ads and now it's time for those Landing Pages.

The Process is simple: First, get an idea of what kind of landing page you need to build. second is the checklist to make sure if your Landing page is highly optimized and high performing. Third, analyze if what you did in the first and second part is correct or not, using a Landing Page Analyzer.

HOW TO

Step 1: Go to <https://instapage.com/blog/landing-page-examples>.

Step 2: This is the collection of best Landing Page examples which have converted well. Go through all the Ads and just pick a few from your industry.

Understand what exactly is working for them and make a note of the lessons from these Ads.

Step 3: Go to <https://blog.hubspot.com/marketing/landing-page-checklist>.

Step 4: This is a Checklist of the best practices for Landing Pages. Make sure that you follow the checklist when designing a landing page.

Step 5: Design your landing page considering the notes from Step 2 and 4.

Step 6: It's time to analyze your newly made landing page.

Go to <https://unbounce.com/landing-page-analyzer/>

Step 7: Submit your URL and fill the required details.

You will get an in-depth report of your landing page. If needed, make changes to your landing page.

FURTHER INFORMATION

Once you have an optimized landing page, you don't have to worry about your landing page is converting or not. As now you know you have followed all the best practices and now you can focus on A/B testing your Ads and spend more time and energy in there. There might be cases of tweaking your landing page but the basics and foundation will be absolutely correct.

The reason I am so confident about the process is that all the resources and tools in the chapter come from the best in class in what they do - InstaPage, Hubspot and Unbounce.

The idea of this hack is to pre-optimise your landing page with best practices even before you start your campaign.

Chapter 43

Generate Unlimited Blog Ideas and Q&A Discussion Topics

INTRODUCTION

This hack will teach you how to generate unlimited blog ideas. I've written about another tool to do this in this book and I'm writing two chapters on this topic as it is a big need. You need an endless supply of ideas for blogs at all times!

The good thing about this tool is that you can generate ideas based on Q&A topics

HOW TO

Step 1: Go to www.semrush.com/topic-research and enter the topic. Select the location too.

Step 2: Now you will have a lot of ideas on the topics that you want. (No harm in taking the premium version of this tool as well - it's worth it!) Select one and write content around it.

FURTHER INFO

Once you have input your topic, the tool divides it into sub-keywords and then lists it in grid formats with ideas for each sub-keyword.

One section of the results page will have blog topics based on questions and further the questions are divided into different types such as What, How, Is, Why, Where. Now how do you use these questions? Questions are an amazing way to write blogs on or make videos on.

You can pick up questions which are 'what' and 'How' and create two-minute videos on them, as they can be answered easily. 'Is' and 'Why' are more strategic questions, which need longer answers so you can make longer videos to answer them.

One other thing about this tool is that it gives you keyword volume, the popularity and difficulty of the topic, as well as the efficiency.

Chapter 44

Turn your Blog into a Lead Generation Machine with Side Projects

INTRODUCTION

Everyone writes blogs and all your competitors are already doing it. And it's boring

Let's discuss about what you should be doing instead of just writing blogs and generate leads.

And don't get me wrong. I love content marketing. It is great. But it takes huge amounts of effort and time to eventually start getting real results you need.

And for startups, that's a rare resource: TIME.

Instead, we should use the limited time we have in driving our funnel and pushing it forward. By building a small side project which solves a problem for your target audience and give it for free and generate leads from it. My studies have shown Side Project marketing getting a 100x ROI compared to blogs which means a single side project has the power packed potential of a 100 blog posts.

Pretty much anything can become a side project. It doesn't have to be conventional, expensive, or mind blowing, it just has to be something that really solves a specific problem for your audience.

Side projects can be small tools, courses, calculators, curated directories, quizzes, generators, graders or communities.

We can design these side projects in a matter of few minutes.

Let's see how!

HOW TO

So let's say you want to teach people how to create Buyer Persona, you can write a blog post and have steps to create a Buyer Persona or you can create a

tool something like “Make my Persona” by Hubspot.

(www.makemypersona.com), wherein the user enters the details of their information and you give them the buyer persona they need.

This is perceived as high value and you also get, 100% conversion on leads as with the blog you can have CTA or link but here you are getting the lead information for the user to generate the buyer’s persona.

And this is very easy to make.

Step 1: Find a specific problem faced by your target Audience, look if you can solve it easily by taking information from them and then adding your bits and giving a valuable result.

Step 2: Now go to www.typeform.com and Log in.

Step 3: Pick up any questionnaire template and put your questions.

Step 4: Embed the form in your page, and setup Email triggers or you can also display the results directly after the user inputs their information.

FURTHER INFO

I am not saying stop blogging, it works but startups really don't have that much time to wait for results, so instead of just blogging, create a side project.

Side projects are the new marketing channels for you. But you don't want to invest a lot of time in Marketing this side project as you want to focus on Marketing the main product.

Following is the success formulae for marketing my side-projects, which I use.

Side Project Success Formulae:

Create a side project + use Typeform Tools + Product Hunt Launch + Twitter Influencers + Email Drip Campaigns + Soft Sell

Once I make the side project, I launch it on Product Hunt. I make sure that I am targeting Twitter Influencers, who can launch it for me as I am going to

hack into their networks. As whenever an Influencer launches your product, their followers also get a message with a link to your product.

Then I put all these people who sign up for this side project in email drip campaign. These people start getting my emails. Typically my drip Email Campaign looks like this. Email One and two are free value. Email three is a soft sell. Email Four and Five is again free value. Email Six and Seven are follow ups.

(Use the hack in Chapter 20 to get more out of your Product Hunt launch)

CASE

Crew (an online marketplace for mobile/web creators), created Unsplash as a side project to attract customers to their main business. They listed free HD quality photos, shared the link on Hacker Noon and some more organic Marketing.

All this costs them roughly 20\$ and a couple hours of their time and the results was 50,000 site visits on the same day. More valuable metric is, Unsplash is the number one traffic source for Crew and has given around 5 Million unique visitors. Thats how big side projects can be.

[Case Study Source: CrazyEgg]

Chapter 45

Generate Highly-Relevant Leads using Twitter Search

INTRODUCTION

Twitter is good for a lot more than you think. Just with Twitter, you can generate an unlimited lead funnel and fill it every week for your product or service.

So, let's get unlimited relevant leads for your business using Twitter search.

HOW TO

Step 1: Go to search.twitter.com.

Step 2: Perform a Boolean search, for **“Prefix keyword” AND “service/product keyword”**.

Ex. For a B2B business who designs websites, search for something like this **“Looking for” AND “website”**.

Step 3: Check the result page and you will have tweets from people who are looking for services which you provide, interact with them and close your deal.

The important aspect of this is that the user or the company is looking for your services and not you pitching them, that's a different transaction. The target customer already needs your service and is sold so the chances of conversion are really high.

FURTHER INFO

You can also do this if you are a B2C company. ex. If you're a t-shirt design or custom printing company, try **“Looking for” AND “tshirt”**. You can also replace **“Looking for”** with **“Need a”**.

The hack is that you need to understand what people tweet when they are looking for or need a specific services/products in your industry. Now do this every week and you will have a new lead funnel setup for you.

A boolean search is a type of search which allows users to combine keywords with operators (or modifiers) such as AND, NOT and OR to further produce more refined and relevant results.

Chapter 46

How to Corrupt Other Website's Google Analytics Data

INTRODUCTION

This is unethical and I really don't want you to use this anytime. But there are times when someone is doing wrong to you and ain't coming to the senses.

Sometimes, in life, you just have to fight back!

This hack is when need vengeance. You can attack the most important thing and that is Analytics Data. I do not recommend using it though.

Blood-for-blood is never the best strategy.

HOW TO

Step 1: Go to www.builtwith.com, type in your targeted website, see what technology does that website use to track traffic to their website. In most cases, it will be Google Analytics.

Step 2: Go to the 'Relationship Profile' tab and here you will see all tracking IDs that this website uses. Copy the Google Analytics ID which is something like UA - xxxxxxxx... This ID is all you need to mess up with someone's analytics data.

Step 3: Pick a dummy website from your Analytics account or a dummy analytics account. Do not use your primary website.

Step 4: Go to your dummy website's Google Analytics (GA) account, go to tracking info and click on tracking code, now go to the global Site tracking section, you will find your Google Analytics code. Copy that Code.

Step 5: In the code, replace your dummy website's GA ID with the target website GA ID and paste this code in your websites script. The GA data for the target website will be corrupted.

FURTHER INFORMATION

Please don't do this to your competitors or anyone else for that matter.. The reason I am teaching you this is that you should adopt the mindset of growth by looking at tools in a very different way. Both Builtith and Google Analytics are used in a specific way, but to find successful growth experiments you will need to think beyond the normal applications of the tools.

CASE

No, I don't have a case study on this and wouldn't even want one.

Chapter 47

Link Building Hack Using DMCA complaints

INTRODUCTION

This chapter, I will teach you how to become the 'Robin Hood' of Growth Hacking and help clean up the internet!

You'll be doing this by finding web content which has copyright issues and replacing it with your own content.

DMCA is a copyright act which protects web content from being copied without the required rights.

HOW TO

Step 1: Go to www.lumendatabase.org, it is a database of complaints made under DMCA and lets you search for legal copyright notices.

Step 2: Search for a keyword in your domain and you will get all of the complaints made to Google for content copyright infringement.

Step 3: Go through the different complaints and note down the infringing URLs. Now using our chapter 100 on finding backlinks to a specific website, find backlinks to these infringing URLs.

Step 4: Reach out to the editors and inform them that the outgoing link on their article has a DMCA complaint and you have related original content which can replace the previous one.

FURTHER INFO

Get in touch with editors of these articles and ask them to replace that link with the link to your blog which has content on the same topic but original. There is a 90% chance that they will replace as no one wants a URL with DMCA complaint on their website.

Chapter 48

Find the Email ID of any LinkedIn Profile

INTRODUCTION

Simple but extremely useful: Almost all marketers on LinkedIn are looking for email IDs.

In this chapter, we are going to find anyone's email ID from their LinkedIn profile. There are many ways to do this but out of all the tools I have used, this specific method to scrape emails has given me the highest conversion and highest inbox rate.

When testing email IDs, in some cases this tool even gives out email IDs which have better open rates than the Email IDs that are mentioned in LinkedIn profiles.

HOW TO

Step 1: Go to www.skrapp.io and install the Chrome extension. When you are done, sign up and log in to the app.

If you are a growth hacker, get used to Chrome as there are a lot of plugins and extensions which are very helpful and cannot be found in other browsers.

Step 2: Go to LinkedIn and search for a specific keyword in your domain. Click on the 'People' tab.

Step 3: Once you have installed the Chrome extension, you will have the option to "Export page results". Click on that and the tool will scrape the list for Email IDs and you can download the .CSV file.

Step 4: Another way is to go to specific profiles for which you need their contact details. Look for the option "Find Email" and you will have the email address of the profile.

You can create a custom list in the app and add profiles in the list and later download from the www.skrapp.io/ Dashboard.

FURTHER INFO

This tool has a limit of 100 email IDs per month which is a good number for a small business but if you need more you can upgrade.

Sending an email with this method has more open rates and conversion than just sending a direct messages even though only 70-80% of the email IDs are accurate.

Chapter 49

How to get Consulting Clients all over the World

INTRODUCTION

I talk a lot of growth hacking and startup growth and use my own case studies from startups that I consult across the globe.

Sometimes, I get the question: What is the hack you use to get your consulting clients?

So here's the little secret.

And feel free to replicate my exact steps to find consulting clients for your business too. The process is quite simple, we will use this website called Angellist which you've probably already heard about.

HOW TO

Step 1: Go to www.Angel.co and go to job section.

P.S. Angellist is a platform for Startups to find talent and raise money.

Step 2: Go to the 'Jobs' section and Search with a keyword, set the skill and location.

For example, I can search for, 'Growth Hacking' and set the location for Spain.

Step 3: Now we have all Startups in a particular location that are looking to hire people for a specific skill. These are real valuable leads as these specific companies are looking for your services and not the other way around. Go through the search results.

Step 4: Send an email to all these companies about offering your services.

While you do that, offer them something simple saying, "Hey, I see you are going to hire this person as an intern or full time and instead of that, I can consult you doing the same work and you can be sure about getting the right results from your growth experiments for your business...".

FURTHER INFO

Typically there is 20-30% response rate, which is very good and the other thing that you need to do is modify the emails and keep them personalized.

Chapter 50

Steal Twitter Followers of your Competitors

INTRODUCTION

In this hack, we are going to learn how to steal twitter followers of your competitors.

The process is simple. You get followers of your competitors to follow you as they might be interested in your products or services too.

You start by following them and around 30% of the people will follow you back. Now you can interact with them, gauge their interest and guide them through your funnel. Here's the real deal: You don't have to do all of this manually.

You can automate the following using a simple javascript. Here's how:

HOW TO

Step 1: Find your competitor and go to their Twitter account. You can also take a business or product or service who has the same target audience as yours.

Step 2: Go to their followers page.

Step 3: Right click then click on the 'Inspect' button.

Step 4: Click on the Console tab and paste the script (find it in the 'further info' section) and press enter.

Step 5: The script will automatically follow accounts on the page. Keep scrolling and it will keep on following accounts.

When you stop scrolling, the script will stop following accounts.

This code is written to make sure that twitter doesn't treat your following as spam and you don't even have to do it manually.

Step 6: Now around 30 % of the people will follow you back, you can send them automated messages as per your marketing strategies.

FURTHER INFO

This is the simple javascript code, you can use to steal followers.

“

```
var FOLLOW_PAUSE = 1250;

var FOLLOW_RAND = 250;

var PAGE_WAIT = 2000;

__cnt__ = 0;

var f;

f = function() {

var eles;

var __lcnt__ = 0;

eles = jQuery('.Grid-cell .not-following .follow-text').each(function(i, ele) {

ele = jQuery(ele);

if (ele.css('display') != 'block') {

console.trace('Already following: ' + i);

return;

}

setTimeout(function() {

console.trace("Following " + i + " of " + eles.length);

ele.click();

if ((eles.length - 1) == i) {
```

```
console.trace("Scrolling...");

window.scrollTo(0, document.body.scrollHeight);

setTimeout(function() {

f();

}, PAGE_WAIT);

}

}, __lcnt__++ * FOLLOW_PAUSE + Math.random()*(FOLLOW_RAND) -
FOLLOW_RAND/2);

__cnt__++;

});

}

f();

"
```

If you have multiple competitors and you have to choose between competitors to run this hack, then look for the engagement rate. Choose the competitor whose engagement rate is higher.

Limit your daily follows to less than 50 if you're new to Twitter and under 100 if you're an old user. This usually helps you stay out of Twitter's critical radar. If you get any kind of warning from Twitter, stop this hack immediately or you will risk your account getting suspended.

Chapter 51

Simple Tool to Spy on your Competitor's Website Keywords

INTRODUCTION

We'll explore a really easy to use tool where you can export keywords of any website. You can export the keywords of your competitor's website and use the keywords for optimizing your own websites or find out what frequency the keywords are used in your competitors website.

It's a free tool, very basic, and it creates a tag cloud of keywords used on a specific page, document or text.

HOW TO

Step 1: Go to www.tagcrowd.com and click on web page URL tab.

Step 2: Insert your competitors page URL and choose the relevant tabs in the section. Remember to change the minimum frequency from 1 to at least 2. Then click visualize.

What this tool does is that it generates all the keywords that your competitors are using and also tells you the number of times that they have been used on the website.

Step 3: If you want, you can scrape the data by clicking on the 'save the file' option. Repeat this for more competitors.

Step 4: Now you know what keywords your competitors are targeting. You can pick the keywords which have the highest frequency and implement them in your content strategy going forward.

FURTHER INFO

One limitation of this tool is it only gives you single-word keywords, but you can still figure out the business strategy of your competitors.

Ex. If you are a hosting service provider, you know most players target users using specific technologies. Example, Siteground targets wordpress users, Nestify.io targets WP+WooCommerce users and so on. You can go to their homepage and run this tool which will return the most frequently used words by them. This will help you understand what platforms they're targeting.

So you will be able to make sense of the market they are targeting, and eventually decide whether you want to sail in blue ocean or the red. And that's just one of the applications of this hack!

Chapter 52

Secret Twitter Search for Lead generation & Data Extraction

INTRODUCTION

In this Chapter, we will see 5 advanced Twitter search operators that you can use to filter Twitter's data to find leads or any other specific information.

You can use these operators as a tool which you can use to search the entire twitter database with superpowers with just 5 secret operators.

1. **AND:** This is more like a default operator, when you insert AND in between them, it returns results which have both the keywords.

Ex. if you are searching for, **growth AND hacking** then it will return tweets which have both of these keywords.

2. **OR:** When you use OR between two keywords, it will give you tweets which have either of the keywords.

Ex. growth OR Automation.

3. **Double Quotes "":** Exact Match: If you put your keywords in double quotes, it will give you tweets which have your keywords together.

4. **Minus - :** This will search for one keyword but will show tweets which strictly dont have the other one.

Ex. Growth-Hacking.

5. **Brackets ():** Brackets are used to group operators and control the order in which they execute.

You can make a combination of these operators, for example, **(Looking for) AND (Website OR Logos)**. Now you have two kinds of leads in this search where entire database of people who are looking for logos or websites.

Think about what your target audience will tweet when they need the services or products that you offer and search using these operators.

The basic ideas behind the operators is that they will give you exact required results and you will not be wasting your time sorting the right and wrong results. This hack is actually many hacks in many and you can get creative with how you want to apply it.

Chapter 53

Write Professional Emails that SELL (without a copywriter)

INTRODUCTION

Writing email copy is really not for everyone and these days, hiring a good copywriter is a costly affair. And Copy for a startup is like oxygen for life. Copy sells your service and it's the first thing your target audience experiences, even before your product.

So this one is for all the Entrepreneurs or Marketers who have a great product or service but haven't started email marketing as they don't have to invest in hiring a copywriter. Here's a quick guide to generate good email copy without hiring a copywriter!

Use this tool to find the best email copy from top startups and brands, put them together, and start sending your best-selling emails.

HOW TO

Step 1: Go to www.goodemailcopy.com.

Step 2: Search for a keyword or pick a tag you need.

For example, Search for "Welcome" and you will find the successful welcome emails from other startups.

Step 3: Now with all these different examples, pick one, edit it as suited for your startup and you are good to go.

You can also change the keywords and search for different use cases like your "trial is ending", if you are launching a product by invite "new invitation", or asking for "feedback".

FURTHER INFO

Good writers copy, best writers steal.

The lesson is that you are stealing from the best and it's all at one place, and it reduces waste of having to hire an expensive copywriter and definitely saves time.

Chapter 54

Easy hack to get unlimited Guest Blogging opportunities

INTRODUCTION

Guest Blogging is hard and finding websites to guest blog is much harder.

Here's the easiest way to get guest blogging opportunities using Twitter - This method will give you access to an unlimited list of guest blogs inviting submissions with a single search query!

HOW TO

Step 1: Go to search.twitter.com and search for **“looking for” AND “guest bloggers”**

Now you will have tweets from people who are looking for Guest bloggers and these are all possible opportunities where you can go and submit your guest blog. These may be good websites, small or big websites.

Step 2: Contact these people either via email or links mentioned in their tweets. Write valuable content for their website.

Step 3: You can further make the search results more relevant to your industry or niche by including another keyword.

For instance, you can search for "looking for" AND "guest bloggers" AND ("technology" OR "marketing") to return queries of bloggers looking for tech or marketing authors.

Step 4: Once you have written for these websites, you can go to the bigger websites in your niche and ask them if you can submit a guest blog for them.

The smaller websites will be your portfolio of guest blogs that you can use for the bigger guys.

FURTHER INFO

Another variation of the search could be the query "need" AND "guest bloggers".

You can modify the search query however, the core idea is to find tweets of people who are looking for authors for guest submissions on their blogs.

CASE

Using this secret search, I get a lot of branding, backlinks, traffic to my website, and a lot of recognition in the ecosystem. And trust me, it really goes a long way.

Chapter 55

Use Torrents and Free Distribution Websites to Sell your Products

INTRODUCTION

Sometimes the best results come from the most unexpected channels.

In this hack, we will use torrents to sell our products.

HOW TO:

Step 1: Curate a bundle of content (ebooks, audiobooks, PDFs, photos, videos, interviews) from your niche. Make sure you pick content which is free to distribute under the author's names.

Step 2: Add a link to buy your product with a discount code.

Step 3: Bundle this content and submit it to a torrent website or free media forums or free content distribution websites mention that the content copyright belongs to the respective owners.

FURTHER INFORMATION

Most Marketing Primers which sold the most on Amazon have used this workflow. So, don't forget to include torrents and other distribution sites in your channels list!

Chapter 56

How to Create a GIF and Make it Go Trending!

Contributed by: The GIF Goddess - Casie Millhouse-Singh

INTRODUCTION

Ever thought of being that man or woman in the GIF?

I know that must have crossed your mind someday. Well you can be there: let's see how!

HOW TO

Step 1: First figure out what you want to create - Research

The first step to make your GIFs viral is to know what is trending. To find out, go to Tenor insights - www.tenor.com/insights/.

It gives you the different topics that are popular for the past 30 days or for 60 days and for a year too. This gives you insights on what content to create in the coming months so you can plan your content.

Step 2: Record everything with green screen and record or convert it to MP4 movie file.

Step 3: Upload it to www.giphy.com, the giant search engine of GIFs.

Things to remember on Giphy: Have a branded page and then upload your content. If you upload as a regular user, the GIFs won't be shared at scale.

Step 4: Now upload to Tenor - which is also an online GIF search engine and database.

Add all the hashtags that you want and the important thing to remember is that when you upload on Tenor, you can't edit or delete after you upload, it's there forever. So check everything before you click upload.

Step 5: Share it on Social Media platforms.

FURTHER INFO

You need to be on Giphy and Tenor with your Content as Giphy is the Google of GIFs and Facebook uses Tenor in messenger app. Tenor was recently acquired by Google so with no doubt, Google is trying to bring GIFs in their image search and Gboard. And your content needs to be there!

While creating your content, integrate your brand wisely in the GIFs, in a way that it does not look like promotion.

CASE

Casie Millhouse-Singh: Uploading my GIFs after a month, I was trending next to Obama and Jim Carrey for “What are you talking about”, “duh”, “bye bye” and “see ya”.

And we think that’s rad!

Chapter 57

Launch your Logo, Branding, Social Media & Website for Free

INTRODUCTION

So you have a Startup Idea and I want to congratulate you.

But stop before you start jumping!

Because your idea, by itself, means nothing.

It's all about the execution so you need to get started. The first mistake you are going to make is waste a lot of time and money on choosing a name, buying a domain, branding, getting a logo, getting a website or getting a social media accounts in place.

Alternatively, You can outsource all of these to an agency and they will charge a lot of money. And they will charge you for a lot of BS you don't need.

What you really need at this stage is to focus on your startup's real growth.

So here is an easy way to launch your logo, branding, social media, website, brand book and identity business card in as little time as possible for free.

HOW TO

Step 1: First thing is the name of your startup, so go to www.naminum.com.

Step 2: Search for a broad keyword, ex. 'Shopping' and you can either have ideas appended or prepended with the word shop and see if any ideas are available.

Step 3: The second thing you will need is logo, go to www.launchaco.com/logo and click on "create a logo for free".

Step 4: Enter the name and select the font, color and icon, you will get multiple logo results on the basis of your selection. Pick and Choose the one you like and we are ready to go.

Step 5: Save the logo, it's time to create brand assets. Go to www.myemblem.io.

Step 6: Click on "I have a logo" and upload your logo. Once it is uploaded it will show you all the essentials for your brand, you can edit the font, colors and everything else you need. Your brand Identity is here.

Step 7: Next step is to launch a website. I want to recommend that when you are getting started, you don't build a big website which costs thousands of Dollars. Just have something basic that's enough for an MVP.

Go to www.launchaco.com.

Step 8: Select, "Create your website for free". Type your startups name, and select the appropriate things, upload your logo, heading and subheading, you can add images for free from Unsplash. And you have a ready to go website.

Step 9: Now for the last step, go to www.knowem.com.

Step 10: Type the name of your brand and click, "check it". You will see what social Media Pages and IDs are available, if needed you can change your brand name.

Step 11: Now go to Social networks tab and Knowem.com can help you create accounts on social media for a small fee. You can also do it yourself for free.

FURTHER INFORMATION

You just did everything a branding and design agency would do easily in a few hours. While building an MVP which is testing your idea, don't put time and resources in things which won't matter in the process, just get basic things done.

When you've tested your MVP and want to take things up a notch, try the 'Lean Branding and Design Course' offered by Mapplinks Academy which lets you design all your brand assets without ever hiring a designer!

Chapter 58

Dominate Google Search for your Product or Service

INTRODUCTION

The usual strategy businesses have on Google search is to work with SEO and try to rank higher on the Search results page. And when they can't they switch to Google Ads.

The former is extremely slow and the latter is extremely expensive.

So let's doubt the default ways, and instead, get the benefit of ranking for the top keywords without actually ranking for them.

That's exactly what this hack is about.

HOW TO

Step 1: Find Seed keywords for your business.

For example, if you have an app like Tinder, then 'Dating App' and 'app like Tinder' can be the seed keywords.

Step 2: Find long tail keywords from each Seed keyword - Maybe sure they're High Volume and some of them should have the Buy Intent.

Step 3: For each keyword, go to their Search Engine results, find listings, blog articles which are ranking on the first, second and the third page.

Step 4: Reach out to the blog editors and ask them to insert your product in the article. If it is a Quora question, answer the question. If it is a discussion on a forum, then leave a comment with your link to the product.

Step 5: If the publication or blog ranking for your keyword is not accepting comments or contributions, place your ads on them.

So search for Keywords and insert your links in the results instead of wasting time ranking for your own link and spending years doing that.

FURTHER INFO

This is a classic method of our 'doubt the default' principle. You're leveraging someone else's SEO efforts by ranking inside the top ranking websites.

And it's not just that you reach your target audience but you also get a backlink from these top ranking websites.

This also means Google will eventually also push your own website up higher but that's just an additional advantage of the hack! Your job has already been done before you even get there.

Chapter 59

Simple hack to reduce bounce rate & 2X Page Views!

INTRODUCTION

Let's deep dive into the easiest way to reduce the bounce rate of the website and increase page views

Want to bring down your overall website bounce without optimising all the pages?

Enter Pareto's principle.

The idea is to find the 20% of the pages which get 80% of your traffic on your website and inter link them in a way that the user is sent to the underperforming pages which, in turn, increases page views and reduces the bounce rate.

HOW TO

Step 1: Find the top performing pages.

Go to your Google Analytics account, then go to Behaviour>>Site Content>> All pages.

Here you will see all the pages, their respective page views, and the percentage of traffic to the total website traffic.

Step 2: Gather Information about the most and least visited pages.

Step 3: Now, within your top performing pages, add a visible link to your underperforming pages.

Make sure that both the pages are related or talk about similar topics.

FURTHER INFO

You can also insert the link to the top performing content on your pages with the highest bounce rate. This will send the user to your most loveable content but will reduce the bounce rate.

Chapter 60

Turn Gmail into an Email Marketing Monster

INTRODUCTION

Here's a quick and easy-to-use tool which will transform your innocent Gmail account into an email marketing monster!

You don't always need a big email marketing tool to send out an email campaign. Big tools means more money to spend on dashboards with more dashboards to manage.

Instead, let's get all this done in Gmail itself.

HOW TO

Step 1: Go to www.GMass.co and download and install the chrome extension.

Step 2: Open Gmail inbox and connect GMass.

Step 3: Now draft an email and all the contacts in the 'to' section and click on the GMass button. This will send a separate email to every contact individually and you can even use short codes for First Name, similar to an email marketing tool.

So there you have email campaigns right from Gmail.

FURTHER INFO

You can even set up automatic follow up emails to be sent sequentially until you get a reply.

Chapter 61

The Growth Marketer's Keyword Research Method

INTRODUCTION

Everyone's doing keyword research. That's not a problem. The problem is everyone is doing keyword research the same way.

Let's learn how some crazy high-growth startups stand out from the crowd and select those top few high-performing keywords.

Most SEO executives use the most common keyword search methods like Google's keyword planner tool. This is used even by your competitors and hence choosing the same keyword will only mean competing in a very crowded space.

This is where we put our growth marketing hat on and leverage some offbeat keyword research method that uses various lesser-known sources of keyword generation.

Before we understand the steps in this method, let's look at the difference between **TOPIC**, **POTENTIAL KEYWORDS**, and **FOCUS KEYWORDS**.

The **TOPIC** is the broad subject you're creating content about. For example, Fitness could be your topic. The **Potential Keywords** will be all the keywords you can possibly use related to this topic and the **Focus Keywords** will be the keywords you actually shortlist to use for the content.

Now, let's take a moment here to clarify that the one-keyword per content approach is old, and we'll be targeting multiple focus keywords and LSI keywords for each piece of content.

Ready to execute? Let's get into the steps:

HOW TO

Step 1: Understand your Searcher's persona and intent.

Like all the good methods, let's first start with the mindset of the searcher (or your potential buyer).

Here's a fun statistic to make you think: 99.9% of the time, the searcher is NOT searching for EXACTLY what you're selling.

Doesn't sound fun? That's because you've got it wrong! As a business, you've been trying to work around keywords which sell your product or service, not realizing that the searcher might be querying something completely different from your sell keywords.

This does not mean they won't buy from you! You just need to find the right things they're searching for and then showcase your product as a result of first getting their attention using their search queries.

Step 2: Now find TOPICS your potential customers care about, Sounds easy? It's not.

And this is one KEY idea which decides all of your marketing success, not just SEO.

Let's simplify this process for you.

Go to forums where your potential customers hang out and discover what they're really looking for. These TOPICS which they're engaging might be related to your products or services but might not be the exact selling keywords.

Make a list of all the possible topics you can think of. Remember, we're not generating keywords at this stage. We're just finding topics they talk about.

Example:

If I'm looking at a growth hacking target audience, I can check growthhackers.com, growth hacking subreddits, and other growth hacking discussion boards, and check the topics they're interested over there.

Step 3: Keyword idea generation based on topics found in Step 2.

Step 3 (a): Google suggest

Once you have your list of topics ready, enter the list in Google. But wait.. don't hit ENTER yet.

See what keywords Google is suggesting around the topic and add them to a sheet called POTENTIAL KEYWORDS.

PRO TIP: Put a new space before your keyword so Google will suggest more keywords.

P.S. Now I know this gets boring after a while in which case, I suggest using Ubersuggest. Look it up, you'll thank me!

Step 3 (b) Reddit & Quora

These are the most genuine forums I would recommend if you want to understand your target audience really well.

"Why", you'd ask? The 'anonymous' option really gets people to be REAL which is what we want.

We want to know who our tribe really is. So go to Reddit, search for your topics and check the words and phrases that show up in the threads. These get added to the list of your POTENTIAL KEYWORDS.

P.S. I hope the difference between topics and potential keywords is clear now. If not, go back and read it now!

Step 3 (c) Google related searches.

Enter a topic in Google search. And this time, just hit ENTER.

But now go to the end of the search results page and see the 'Related searches' Google is recommending. These should go into your potential keywords list.

Step 3 (d) Wikipedia

From your list of topics, enter a topic on Wikipedia and open the article for that topic. Check all the phrases that the article links to and the table of contents for the topic.

All the words and phrases from these two go into your potential keywords list.

Step 4: Find your focus keywords from the list of your potential keywords.

If you've executed Step 3 well, you now have a list of potential keywords from which you need to shortlist your focus keywords.

The best way to do this is to analyze each keyword's commercial returns.

Step 4. (a): Analyze each potential keyword's expected commercial return.

A keyword can get you 50,000 unique visitors a month without any of them buying from you.

Relate this back to Step 1, where we understand the customer's mindset. We now need to analyze how likely the potential keywords will ultimately lead to a buying decision.

So the potential commercial return of a keyword is the likelihood that someone searching for it will eventually buy from you.

Now, this could be after reading your content 5 times or 10 times or consuming your content over a month or 2 months but eventually, it should lead them to buy from you.

Another way to realize the value of your keywords is to check their suggested bid price on the keyword planner tool.

The third way to check the commercial return is to check how many AdWords ads appear when you search for the keyword.

Step 4. (b): Analyze each potential keyword's expected search volume.

Google keyword planner may not be the best tool for this. You can use KWfinder or SEMrush instead, both of which return the exact number of searches per month for your potential keywords.

Pick the keywords from your potential keywords list which have promising search volumes.

Step 5: Optimize for the final list of focus keywords.

It's time to start crushing it! Once you have a list of topics, potential keywords, and focus keywords, this method's job is pretty much done and your optimization work starts here.

FURTHER ACTIONABLE RESOURCE

*Moreover, Go to our Actionable Resources Folder which I have shared with you, to download the Growth Marketer's Keyword Research Sheet, [excel version]. You can track your potential topics and keywords using this resource.

To access the Actionable Resources Folder, please go to the Special Bonus Chapter.

Chapter 62

How to get your first \$1.5 Million Deal for your first business: A Method for Introverts

Contributed by: Amabelle Valenzuela, Founder of VC Group Of Companies – a Canadian Investment Holding Venture Firm.

INTRODUCTION

1.5\$ Million Deal and, we will use only MeetUps, and two soft skills: Curiosity and Listening. This method specially works for Business Owners, Founders or Entrepreneurs who are INTROVERTS.

HOW TO

Step 1: Open an account at www.meetup.com and sign up for meet ups for people that you would want to help using your business. Make sure that the event you go to is a paid event, so it's with people who are really serious about their interests.

Step 2: Have 3 questions prepared to ask people around to get them comfortable. Questions like:

How do you like the event so far?

What's your favorite part of the speech/speeches? Or

How did you find out about this event?

Step 3: Dress up by matching the attendees and then show up a few minutes before the event or activity starts.

Step 4: Pay attention to the agenda and who's talking or what's happening in the room.

Step 5: Choose attendees that looks uncomfortable as people to strike a conversation with. It'll help you with your own discomfort of being in an event full of strangers.

Step 6: After doing a couple of meaningful conversations and possible exchanges of contact information. Go to the Event Organizer to comment on how wonderful the event is, your experience with the people in it, thanking them and then asking them about how the event idea started.

Step 7: Ask them a few more questions from what they're telling you. If they haven't asked you about what you do, which rarely happens because they usually get curious about the person asking them questions. But if they haven't, use their last story to relate back to what you do.

Step 8: Tell them about a specific challenge you're currently facing that you knew they have experience on from the earlier conversation.

Step 9: Ask them for their advice on specific actions. Make sure you write down what they said.

Step 10: Clarify the action items.

Step 11: Ask them for their contact information to give them an update on what happened after you implemented their steps.

Step 12: Implement their steps the very next day and then contact them about the results of their advice.

FURTHER INFO

These steps will show them that

- a. You respect their insights and their knowledge
- b. You are a good listener
- c. You're a great implementor.

Chances of them wanting to work with you is much higher and will be comfortable referring you or sending you to places where they feel you best fit.

This method is also used widely in becoming friends with Influencers and strong Industry Leaders.

CASE

Now let me tell you how I landed that first deal with the above workflow.

Before that, a little background on what I was doing and who I was when I did this hack. I was a 25 year old woman raising an 8 year old daughter who left a corporate job as an Associate Consultant, Finance working for one of the major banks in Toronto Canada to pursue owning a Financial Planning Firm. I got a diploma in Financial Planning from George Brown College.

Based on my studies and reading up on my field, the Financial Planners at that time heavily recommends that you make cuts and slashes in your expenses and organizes your income and investments. What made me different was that I treated people based on their habits and working around that so that it's easier to save and manage their money.

So I went to a networking event that have attendees who have holistic approaches like I do and I went to observe how people network in the Healthcare Industry. I was not there for business at all. I didn't even tell people what I do for a living. I just asked them about their businesses.

But that's not how I got my \$1.5 Million Contract. I got my contract when I spoke to the Organizer of the Event. After speaking to several of the attendees, I felt comfortable and I went over to the Event Organizer. I told her I was impressed by the turnout, told her how amazing the attendees were and listed 2 lessons I learned from her speech.

Then I asked her how she got started into doing Events. She went into 30 minutes of interesting background story on her journey. I was so fixated on her journey that I was surprised when she asked me, "you know, I've been talking your ear off, what do you do again?".

I was not prepared for this and I responded with "well, I'm not a healthcare practitioner. I honestly went here because the business approach that the attendees here are similar to mine".

My not-so-forthcoming with my business got her curious so she asked "So what DO you DO?". I told her that I'm a Financial Planner with special focus on

Investments and Insurance. That's when she told me that she owns a Membership Organization that she wants to partner up with me to provide as a benefit to her membership.

Chapter 63

How to Find all your Competitor's Social Media Ads

INTRODUCTION

As part of transparency, social media sites like Facebook and Twitter have updated their platforms where you can go and see the Ads that a business is running. Now, this makes a great way to spy on your competitors to see what other brands with the same target audience or in the same domain or industry are doing with their Ads.

HOW TO

Facebook Ads

Step 1: Go to the official page of the brand that you want to spy on.

Step 2: On the right tab, you will see an option of 'Info and Ads', click on that.

Step 3: Select the country and now you can see the activate Ads by that brand on Facebook.

Step 4: Understand the copy, landing pages, and images used in the Ad so you can reverse engineer their strategy.

Twitter Ads

Step 1: Twitter works a bit differently and they have a special URL where you can find the Ads. So go to <https://ads.twitter.com/transparency/>.

Step 2: Search for the brand that you want to spy on. Now you will see all Ads by that brand.

FURTHER INFO

You can compare the Twitter and Facebook Ads by the same business, go the landing pages and compare how they are using these two big social Media platforms to grow their business.

Whenever there is any new update or new feature, always look to leverage this before other people as it gives you the first mover Advantage and get ahead of your competition.

Chapter 64

3 Simple Hacks for Youtube Marketing

INTRODUCTION

If you're starting a new YouTube channel or series, here are some quick tips to increase subscribers and retention.

Growth Hack 1:

The length of the video plays a major part in the growth of your YouTube channel. So it's very important that you create an ideal length videos depending upon your target customer and the type of business.

So the first hack is that you can create a series of short videos which are 2-3 minute length. As per research by buffer 2-3 minutes is the best time duration to maintain engagement. Shorter videos help you keep consistent.

Longer Videos will have higher time of retention which is a major driving factor for YouTube.

Growth Hack 2:

Instead of sharing a link to the video, share a link to the video from the playlist of your series

Step 1: Create videos and organize your videos in specific playlist.

Step 2: When creating a playlist for a series of videos, you can select "Set as official series for this playlist" which will help YouTube connect the videos when recommending them.

Few points to consider before creating a playlist:

You must have a verified account in order to use series playlists.

A video cannot be in more than one official playlist.

Only videos uploaded by you can be added to a series playlist.

Step 3: Go to your playlist, then start the video which you want to share. Copy the URLs and share. This link will actually open the video within the playlist.

Growth Hack 3:

The last hack in this chapter is pretty interesting and it goes by the principal of doubting the default.

While running a Youtube Subscription Campaign, we put a link to the channel, which is a default practice. We leave it up to the user to do the rest.

But we can take them a step closer to subscribe to our channel. When you share your youtube channel, add this short code `"?sub_confirmation=1"` at the end of your URL, which means that the user has clicked on the subscribe button. So when the user opens this URL, a popup comes which asks the user to confirm subscription to your channel. Hence, the user does not have to look for the subscribe button.

Chapter 65

The Content Writer's Context Method

INTRODUCTION

Google is much smarter than it used to be.

So instead of only measuring content, their algorithm now focuses on context. Google now looks at in-depth content which covers multiple aspects of a topic. This naturally means that longer posts with multiple approaches to the topic being covered will boost your ranking potential significantly.

This method focused on publishing content which is seen as 'contextual' by Google.

HOW TO

Step 1: Make sure you're creating really long posts. At least 1500 words.

Step 2: Use LSI Keywords in your content. These keywords act as context signals that input to Google's search algorithm and push your content up on the ranking radar.

Here's a useful website to generate LSI keywords: <https://lsigraph.com/>. Think of this as closely related terms.

Step 3: This is where things get fun.

I've created a checklist of 30 things you need to check in your content before you publish it. Just follow this checklist and you will ensure search rankings for your targeted keywords!

Here's your checklist:

1. Use the main keywords in the page title.
2. Use a page title under 60 characters.
3. Use the main keywords at the beginning of the page title.

4. Use the main keywords in the page descriptions.
5. Use a page description less than 160 characters.
6. Note: Even though you can now fit 230 characters in meta descriptions for Google Search Snippet you don't have to go changing your existing ones as it is more of a "Dynamic Process". This means that the whole 230 characters would only show up if Google thinks that it's the best way to satisfy a user's query.
7. Believe me, there are more important things to focus on.
8. Use the main keywords in the heading. Don't follow the one-keyword per content rule. Include 2 or more keywords throughout the post.
9. Generate LSI keywords — You can use the tool at [Isigraph.com](https://www.isigraph.com) for this.
10. Include LSI keywords in the page body, content, and heading tags.
11. Use a short URL for the post with keywords included.
12. Remove common words from the URL.
13. If using SEO for WordPress, choose only one category per post.
14. If using WP, use a maximum of up to 10 tags per post.
15. Include an image or creative within the first 25% of the blog content.
16. Use the keywords in the image alt tag.
17. Create content with at least 1800 words if pillar post or at least 800 words if cluster post OR with 500 words if the post includes an infographic*.
18. Include synonyms of the keywords in the content naturally.
19. Add a media embed — video or presentation (The more the merrier).
20. Include a downloadable file — PDF guides or template docs.
21. Include 3+ external links.

22. Include 3+ internal links within the content.
23. Do a grammar and spelling check using an online tool.
24. Use numbers in the content title or headings.
25. Include a share to social media option in the content — you can use a plugin for this.
26. Do the keyword research before writing the blog post.
27. Include CTAs in your content.
28. Ensure, the publish date of the post is visible in the content.
29. Include the most important keywords naturally in the H1 tag.
30. If publishing Pillar content, make it at least 2000 words long and link to the respective cluster content*.
31. If publishing Cluster content, make sure you link to the corresponding pillar content*.

FURTHER INFORMATION

*Pillar and Cluster content explained below:

The pillar-cluster content architecture is more structured for SEO and all the content you publish should follow this model. The idea is to have a Pillar content which is very long-form broad topic content and cluster content are relatively smaller posts on more specific topics. For example, 'The Ultimate Guide for SEO 2019' could be a 3000-word pillar content with videos, infographics, and multiple embeds while 'The Ultimate 2019 SEO Checklist before Publishing Content' can be a cluster content. There can be multiple cluster posts like this one for the pillar content, linking back to it. The pillar content should include a link to each cluster post while the cluster posts must link to the pillar content and can also have links to other associated cluster posts in the same pillar.

Make sure you follow the exact checklist and watch the magic happen!

Chapter 66

The 'Illusion of Competition' Growth Hack (For Services)

INTRODUCTION

This is a big secret and I am sharing this hack publicly for the first time. Using this hack I have generated additional \$50k to my services business. Only a few of my team members and some students know about this hack.

And I call it the 'illusion of competition' hack.

The idea is to create a parallel, competing business and make the new (virtual) business pitch the potential client. And in this competition between you and the virtual brand (which you've created), victory will be yours either way.

HOW TO:

Step 1: Pitch your prospect for your services from your main business as you would usually do.

Step 2: If you feel the prospect wants to compare options or look for a better price, submit a competitive proposal under another business name with the same services. Since you already understand the client, you'll be in a better position to provide a better deal.

Step 3: Enjoy the fun as you will get the project no matter which option the client picks!

CASE

The Mapplinks Example:

Mapplinks, being a digital marketing agency, was pitching clients for website design services as well. Sometimes, our web design services were expensive for clients however, we did have the bandwidth to take up new clients. At the same time, we didn't want to downgrade our brand image by negotiation a lot on the new projects.

So here's what we did:

We set up another digital marketing agency with lower website design prices. We would pitch new clients as both Mapplinks and the other agency and one of us would usually win the game.

Either way, the project will come to the same team and the money will come to the same people!

Chapter 67

Design Mockups for Free with this Simple Hack

INTRODUCTION

Mockups are meant to take the least effort to give you the most useful image or look. But even though we have been using designers and design agencies to build mockups paying them fat fees and salaries. It's time to replace the manual work of designing mockups using a tool www.smartmockups.com.

You can design all the mockups you need, for your presentation, blogs, designs, social media cover, business cover, book cover or business cards. Let's see how this can be done using a simple tool and in just a few minutes.

HOW TO

Step 1: Go to www.smartmockups.com and signup.

Step 2: Choose the perfect mockup for your work.

Step 3: Upload your own image or grab a screenshot from the URL.

Step 4: Change color and font if required! Set the size for your specific application.

Step 5: Export or share the final image in super-high resolution.

FURTHER INFORMATION

This tool has 1200+ ready-to-use product mockups.

You can add your website screenshot in the image section by just inserting a URL.

Chapter 68

Show up on the first page of Google in minutes

INTRODUCTION

Yes! We are going to see how to rank on the first page of Google in two minutes using my Quora method. I have used this method to get a lot of email subscribers and course students from my answers on Quora because they ultimately rank on first page of google without all the time and energy.

All you need to do is to find and answer Quora questions which already rank on the first page of Google!

Quora has already done the SEO work for you and you're just leveraging it using this method. Simple and effective!

HOW TO

Step 1: Search for **the keyword which you want to rank for** and in the result page look out for results from Quora and this is where you want your website or product to be.

Step 2: Now answer the Quora question, you can use content from your blog to answer it quick.

Step 3: Repeat this for multiple keywords and answer the questions.

Step 4: You can shorten this one-by-one keyword process, by finding the keywords Quora ranks for but then you will have to use some paid tools.

FURTHER INFO

Through Quora you are ranking on the first page within 5 minutes and also drive traffic from a page which ranks on the first page of Google.

Create a process of answering such questions regularly, may be one answer a day and you will have a good impact on your traffic in a month.

Chapter 69

The PR Executive's Link Building Method

INTRODUCTION

Another fast method to rank for your search results. It's not as easy as some of the previously shared workflows in the book but using this workflow you start ranking for the keywords.

HOW TO

Step 1: Find the keywords you want to rank for.

Step 2: Research the search results and find the highest ranking content in your niche.

Step 3: Write a new version of the best of the highest ranking content. For example, if there's a blog about "Top 10 Ways to Grow Your Online Gifting Store", write a blog on "Top 25 Ways to Grow Your Online Gifting Store".

Step 4: Time for the fun part!

Go to this website: <http://openlinkprofiler.org/ratelimit/domain.com> and change the domain to your competitors domain which is ranking for the search results.

Step 5: The website will give you a list of all the content which is linking back to their content. (which is ultimately helping them rank on search).

Step 6: Reach out to everyone who's linking back to the top results and send them the following email:

Hi [Firstname],

I was surfing the web when I came across your article on [Article Name] on your website.

Love your work!

Recently, I wrote and published a similar article you mentioned. It's like [Name of the article] but more thorough and up to date [URL]..."

Moreover, I feel that, It might make a nice addition to your page. What do you think?

Keep up the amazing work!

Cheers,

[Name]

FURTHER INFORMATION

Usually around 20% will link back to the article which is usually enough for you to land up on the first page for the search results!

*Feeling lazy to write this email, I have got you covered! Go to our Actionable Resources Folder and look for a Google Doc file named, "Email Templates" and find the chapter, " The PR Executive's Link Building Method".

To access the Actionable Resources Folder, please go to Special Bonus Chapter.

Chapter 70

Marketing your Tool Through a Free Course

INTRODUCTION

In this Chapter, we are going to discuss a simple hack to promote your tool. So if you have a product, this chapter is for you.

The hack involves creating a free course. The idea is that you publish a free course on websites like Udemy so that you get your TA from their users to take your free course and direct them to use your tool or product through your course content.

This is how it works:

HOW TO:

Step 1: Create a free course with detailed video explanations on using your tool.

Make sure that the course is 50% generic and 50% using the tool/product. A lot of people make the mistake of making their entire course about their tool. Don't do that.

For Ex. Make a course of SEO and show them how to generate a SEO report using your tool.

Step 2: Publish the course on all the websites like Lynda, Udemy, Skillshare, etc. where you think your TA is.

Step 3: Offer a discount to the tool or a free-usage period for those who take the course.

That's how you organically market the tool to audience which exists on the other platforms without having to pay anything. In fact, some people have earned money by selling advanced version of the course for using their tool on these platforms.

EXAMPLE

ConvertKit - one of the best email marketing tools.

If you search Convertkit on Udemy you will see a lot of courses that ConvertKit has done. You can see a free course named, "ConvertKit 101: Landing Magnets and Landing Pages" which has nearly 8000 people enrolled is created by ConvertKit which is nothing but "how to use ConvertKit".

Since ConvertKit is pretty big now, they also have paid courses and people buy them too. How cool is that!

Chapter 71

Become a Top Author on Quora

INTRODUCTION

Which one is better: Using a long and expensive outbound process and hope for conversions OR getting highly-relevant visibility in your niche and generate an automated inbound funnel of prospects?

The wise will pick the latter.

And in this chapter, I'll equip you with the same.

You can get this inbound funnel working for you within 30 DAYS!

One of the important successes for me in building my personal brand and visibility in my niche was this hack on Quora which had me ranking 2nd in the 'Top 10 Most Viewed Writers in Growth Hacking' for a long time

This Chapter will teach you how to do the same for your niche.

HOW TO

Step 1: Go to Quora.com and find the most viewed writers in your domain or topic of expertise.

Step 2: Open all their profiles and view their answered questions relating to the topic you aim to write about and dominate.

Step 3: Scrape their questions answered and import them into a .CSV format. (Learn how to scrape websites without coding here).

Step 4: Unsheathe your excel swords and load the scraped data into Excel.

Step 5: Sort the scraped data from most viewed to least viewed writer in your excel.

Step 6: Now, you should probably have over 100-200 questions. The number might differ from topic to topic. For example, after scraping questions answered on “Growth Hacking”, I came across 200 questions I could answer!

Step 7: Make columns in your Excel, one with an answer column and the other with the link to the questions you will answer.

Step 8: Now for the hard part. Create answers for the questions. Make the answers readable, format them properly and above all : Answer the questions!

Step 9: Find a way to link your products/services to your answer.

Step 10: Track the links you insert for your product/service into the answer. Rinse and repeat from Step 8 for 10-20 mins.

FURTHER INFO

That’s it! Simple, isn’t it? This 10 mins spent everyday answering relevant questions on Quora will help you generate relevant leads for your business in a few weeks time. Think of this time spent answering questions on Quora as a long-term investment. Above all, these leads are generated for Free!

After the success of this experiment, Entrepreneur.com covered the experiment which further boosted the results.

Chapter 72

The 'Next steps: todo list' to boost product retention

INTRODUCTION

This chapter is especially for product companies though some variations of this can be used by service business.

If you have a product business, you probably have a welcome email that goes out to users as soon as they sign up for your product.

And the hack is a very simple modification of your welcome email which is going to increase your user retention.

You can do this by including the next steps todo list for new users.

The idea is that people have trained their minds to work on a checklist or a todo list.

HOW TO:

Step 1: Make a to-do list for new users.

Let's look at an example - Consider you have a bidding app and your new user checklist looks like this.

- > Upload a profile picture - basic
- > Add a profile bio - basic
- > Send your first bid - get value
- > Turn on notifications - get retention

The way that you can design this checklist is that the first two items on the checklist are really simple or basic. As the first two items get crossed off easily, now they continue because - that's how the brain works - once you start working on a list you want to finish all the items on that list.

The third one is where the user gets the value, as in the above example, when they submit a bid they are gonna get returns. And the fourth item is good for you as this is how you get user retention.

Step 2: Include the same as a checklist on your onboarding email.

Step 3: Reward users for completing the checklist.

Once they have completed all the items on the checklist, you can reward them in some way. It could be a free month of subscription or just a personalized email thanking them for completion of the checklist to give them a feeling in the brain that they feel rewarded for doing this work.

FURTHER INFORMATION

Example Email - Let's say you have a bidding app.

Following is an example 'Welcome' email with a todo list.

“

Hi new user,

I am Dev, the founder of the 'Bidding Product'. I am happy to welcome you as our new bidder.

Here's a quick checklist for you to get started:

- > Upload a profile picture (link)
- > Add a profile bio (link)
- > Send your first bid (link)
- > Turn on notifications (link)

Let me know if you have any questions about using the 'Bidding Product'.

Regards,

Dev

”

If you have a service business, you can use this hack with some modification.

For my services clients at Mapplinks, I send them specific resources from the Mapplinks blog as part of the on-boarding email.

Here, they go through the same and read about the work I am about to do for them.

That's the first 'value for money' they receive and also makes them feel confident about the upcoming engagement.

Chapter 73

The Designer's Guest Infographic Method

INTRODUCTION

In this lesson, let's talk about what our users love.

As per multiple studies on sharing online content, visual content always tops the list. And it is no secret that people LOVE to share infographics!

As SEOs, we need to focus our energies on how to LEVERAGE this. The answer is in the method!

There is something about SEO to learn from everyone. Just like in previous chapters, we learned from Copywriters, Testers and Growth Hackers, we will now learn from the designers.

Introducing the Designer's Guest Infographic Method!

HOW TO

Step 1: Research and find a relevant topic for your infographic.

We're going to find a really relevant topic to base our infographic on. I suggest going back to the keyword research template we have seen in the Growth Marketers Keyword Research Method.

Step 1a: Pick the top 10 keywords from your keyword research.

Step 1b: Append the keyword '-infographic' to these and Google it.

Step 1c: See Google suggestions and results to see what infographics are the most popular for these keywords.

This should give you a topic for your infographic!

Step 2: Create and publish an HQ infographic on your website or blog.

Next, we get into the creative process.

Get some references from sites like www.malofiejgraphics.com and www.informationisbeautifulawards.com as well as design communities like Dribbble and Behance before you start creating your infographic.

If you're working with a designer on this, make sure you include good references from the above websites in your design brief!

Notice that I did not recommend using a DIY infographic template or tool because then your infographic is going to look like everyone else's and you're not going to get the shares you want!

Step 3: Email outreach to potential publishers.

Most people stop here and cross their fingers for the world to share their infographic. But guess what: Nothing happens!

So we're going to move to the next step to ensure virality and do the thing that matters the most: OUTREACH.

The name of the game is aggressive, unstoppable OUTREACH. Seriously!

Go crazy with this one.

I'm going to give you the exact email template for publishers:

Hey [firstname],

I was on the hunt for an article about <topic> and found your blog.

Great stuff!

I really like that you <mention something unique from their article>

Actually, I just put together an infographic on <topic>

As someone who writes a lot about <topic>, I thought you might get a kick out of it :)

Let me know if you want to check it out?

Cheers,

[Your Name]

See how we avoid showing the infographic right in their face but instead, we ask them if they'd be interested in having a look at it. This is really important and also the most common mistakes SEOs make.

SECRET: Don't send the infographic in the first email!

Let them reply to this mail and then follow Step 4.

Step 4: Offer the mini guest post as a value-add.

Once they reply to your mail saying yes, you need to give them a unique introduction they can use then they post the infographic on their site. This ensures you don't have duplicate content by sending the same intro to your publishers. It also comes across as a value add for the publisher when you offer them this unique content.

Here's the template for the next email you'd send (once they say YES).

Great, [firstname],

Here's a link to the infographic: URL

Also, let me know if you want to publish the infographic on your site.

I'll be happy to write a "mini guest post" just for you.

Cheers,

[Your Name]

This email should be followed by the unique intro that you'll write just for their blog to include with your infographic.

This is not just a sales pitch, so make sure the content is actually unique!

PRO TIP: Include the target keyword once in the first 100 words of the intro content.

Step 5: Get a contextual backlink and share it on your networks.

Note that I say 'contextual' backlink and not just backlink.

Links surrounded by unique content get more weight by Google. These are 'contextual' links unlike the ones you have at the end of the infographic saying something like 'Infographic by Mapplinks'. The latter is non-contextual and hence will get less weight by Google.

So when you send your intro content, include the link within the content. This is another reason by unique content for each publisher is an important requirement for this method to work.

FURTHER INFORMATION

You must follow all the steps in each method exactly as mentioned in order to get the best results.

When I say best results, infographics can get you 2-3X more shares than any other form of content! (As per a study by BuzzSumo).

*Go to the Actionable Resource Folder to download the two sample emails used in this chapter and find a Doc file named, "Email Templates" and find the chapter, "The Designer's Guest Infographic Method".

Chapter 74

Spy on your Competitor's Best Selling Products

INTRODUCTION

Wouldn't it be great if we knew beforehand what would be our best selling products?

And I don't mean guesswork.

I mean real data-based information.

And who else has this data better than your competitors!

So in this Chapter, we will spy on your competitor and learn about their best selling products. For this hack, you must pick a competitor or 2 who have a Shopify website as this works exclusively on Shopify.

I will also help you find your competitors who have Shopify!

HOW TO

Step 1: Build a list of your competitors using builtwith.com.

Go to www.builtwith.com and create an account.

Step 2: Click on the Report tab and select 'Create New' report, then click on the 'Technology' button. Add Shopify and run a report, you will get a report with all the Shopify websites. You can adjust it for geography and your category too.

Step 3: Once you have the list, go to one of the websites and add this at the end of the URL **/collections/all?sort_by=best-selling**.

Ex. You go to www.deathwishcoffee.com now add **/collections/all?sort_by=best-selling**

It should look like this,

www.deathwishcoffee.com/collections/all?sort_by=best-selling

Now you can see all the products in the order of best selling to least.

Step 4: Apply this to all the websites and understand the best products in your industry.

FURTHER INFO

If you know some competitors or someone who is selling different products in your industry and you know the best selling products, you can make decisions for your products and business accordingly.

Chapter 75

How to Find & Leverage Public Slack Communities for your Business

INTRODUCTION

A lot of people focus on Facebook and LinkedIn Communities but very few people are actually leveraging Slack communities. But the question is which communities to join and where to find them.

Here's how you can find the most engaged and relevant Slack communities.

HOW TO

Step 1: Go to www.slofile.com. This is the place where you find all the slack communities that you can join.

Step 2: Select your relevant category where you think your target audience will be.

For instance, If you sell your services to Entrepreneurs, pick the 'Startups' category.

Step 3: Now you will have all the top communities in your category. Join the slack groups. All of these are public communities so it's easy to join.

Step 4: Further for more groups, go to www.slacklist.info and find your relevant groups & join.

Once you're part of the community, you have access to your target audience. I suggest adding value to the community first before any soft-selling.

And of course, stay away from hard sells here.

FURTHER INFO

The idea of using Slack over Facebook is to get a more personal message out there to a much more genuine audience.

Now if your target audience is location specific then choose the region and join location-specific slack groups.

CASE

I once posted a link to my Growth Club to answer one of the questions from the Slack community and 40% of the members signed up for it. The engagement rates in these communities are extremely high.

Chapter 76

The 'Illusion of Size' B2B Hack

INTRODUCTION

Everyone wants to work with a big company.

Startups and small business take note.

Even startups want to work with bigger companies and not just other startups.

So in this hack, we will learn how to create the 'Illusion of Size' B2B Hack to maybe not be big, but to appear big!

For instance, you may be a small IT firm with four guys sitting in a shared office and competing with bigger companies. People will try to understand how big you are before they buy from you.

You want them to think you're BIG and not really 4 guys sitting in the basement.

Remember: No one cares how good you are at first. First impressions matter.

One of the most important first impression and size impression factors is what's on your website's 'contact' page, your home page or in your proposals.

Let's see how we can influence your potential customers into thinking about the size of your company.

HOW TO:

Step 1: Get 4 Skype numbers of different countries and some virtual office addresses. Link: <https://secure.skype.com/my/skype-number>.

Pick the country which would seem richer, more developed and technically stronger than other countries. You can also find a coworking space in these countries or a virtual office there. Now you have four contact numbers in the four countries.

Step 2: Publish the list of countries with the contact information on the 'CONTACT' page of your website and on your footer.

Step 3: Now a prospect visiting your website has the illusion that you're a giant firm with 4 offices.

FURTHER INFORMATION

Now you are not saying that you have offices in these countries. You are just getting phone numbers and showcasing on your website for people to have the illusion that you are a big firm.

This hack wins big on the trust factor and lands you the deal or client.

Chapter 77

Make your own Free Email Course for Brand Building and Lead Generation

INTRODUCTION

If you've been following my work, you would've guessed this is my favorite workflow as I've been using it with my growth hacking email course since over a year.

It's getting a great response but also filling my sales and marketing funnel on autopilot. You can do this too!

HOW TO:

Step 1: Find a course your TA would be interested in taking up. It's best to do a quick poll and find out!

Step 2: Sign up for an account on ConvertKit. Yes, this is the answer to all the questions about which email marketing tool I use for my courses. (Email me for a discount)

Step 3: Create a landing page within ConvertKit and go to the 'Sequences' tab and set up your course.

Step 4: Provide paid content upgrades of higher value during the course or free demos of your products or free consultations for your services.

FURTHER INFORMATION

I'm using this workflow currently and it's doing great!

The idea is to use an email course as an email marketing campaign. However, don't forget to provide enough value to people for them to upgrade to your paid product or service.

Create the course not just for lead generation but for actually adding value to others. Lead generation will follow when you add value.

Chapter 78

The Team Leader's "RANK 0" Method

INTRODUCTION

In this lesson, we will rise to the top with RANK 0!

The RANK 0 is really something which most of the Marketers are not looking at and that gives us an edge over everyone. And you could rank more easily and fast for RANK 0 compared to RANK 1.

But first, what exactly is RANK 0?

SHORT ANSWER: FEATURED SNIPPET.

LONG ANSWER: Rank 0 is the expanded result appearing above the number one ranking results on page 1 of the Google Search Engine Results Pages (SERPs).

Google will usually extract a summary of information from your website using their algorithms and showcase it in these snippets just above the search results - Hence the name 'RANK 0'.

These snippets easily capture user attention and drive them to the results page which could be your website if you optimize for these snippets.

Ready? Let's learn how to show up in the featured snippets.

HOW TO

Step 1: Include a direct Question & Answer at the top of the page.

Google's algorithm looks for the Q&A format. And if it's at the top of the page, there are very high chances for Google picking it up for the Featured Snippet for related keywords.

The structure of the content is really important. Sometimes FAQs at the end of the page also work, but a Q&A at the top works the best.

A tool which will help you find inspiration for your Q&A in your quest for RANK 0.

<https://answerthepublic.com/>

Step 2: Have lots of bullets and 1500+ words on your page.

This is good practice in general as we discussed in other lessons. However, if you are optimizing for Rank 0, having long-form content with multiple sections of bullet points is essential.

Step 3: Used Ordered Lists in your content.

While structuring your content, make sure you're using Ordered Lists (OLs) HTML `...` in your content.

Step 4: Research on other featured snippets and follow a similar content format

Google your target keywords or other related keywords and check the format they're using. You'll find that most of these featured results would be in the paragraph, ordered list, or unordered list format.

You will also find that they're answering specific questions. More on that in the next step!

Step 5: Answer the 'WHY' and 'HOW' questions

You'll find that most of them are answering the 'WHY', 'HOW', and 'HOW MUCH' questions.

A lot of featured snippets answer the pricing question like 'How much does A cost?'. You should also include answers to other HOW and WHY questions to improve chances of ranking 0!

With these simple formatting and content steps, you can start showing up on featured snippets on Google.

FURTHER INFORMATION

The featured snippets are the same on Mobile and Desktop results as per the last device studies.

List of search queries that result in the featured snippets:

Stat reviewed 92,000 search queries for featured snippets and found the types of search terms which often return featured snippets are:

1. financial
2. mathematical
3. time
4. transitional
5. status
6. requirements
7. health
8. DIY
9. processes

Advanced Resource: How to use markup to tell the search engines about your content and data: <https://schema.org/docs/gs.html>.

In recent experiments, it has been shown that there are fewer correlations and almost no direct relation between the schema and RANK 0 but it still helps to communicate better to search engines about your content and hence improves search rankings.

Chapter 79

Generate a Native Mobile App from your Website in 5 Minutes for Free

INTRODUCTION

This chapter will let you create a Native Android Mobile App for free in 5 minutes using just one tool.

Usually, you have a lot of tools which let you generate Android apps but there is a lot of effort that goes into it. Most tools only allow a specific type of app, like an e-commerce app or Shopify or Wordpress app but this tool will let you generate an app for any website. Of Course, it's not going to be a custom developed app but that's the whole point of the growth hack.

If you just need an app for your blog, website or e-commerce, you can get a basic app in 5 minutes without spending any money by using the steps below..

HOW TO

Step 1: Go to www.appenguin.com.

Step 2: Fill out the details, your Name, Email ID, app Name and URL to your website. Now click on the 'Generate my APK' button. Make sure that your website is responsive.

Step 3: In minutes, the tool will create an APK file for your App and Download option will be available on the screen. Click on Download and you have a basic, beautiful app ready in 5 minutes. You will also get an email with the APK.

Step 4: Go ahead and upload it on the Google Play Store.

FURTHER INFORMATION

When you need just an App to showcase or to see and validate how many downloads you get, this is the process you can follow.

NOTE: It's not necessary that you do it from your own website, you can do the same from any other website. Use caution while using this note!

Chapter 80

How to Spy on your Competitor's Ads on Facebook!

INTRODUCTION

The update from Facebook and Twitter which is aimed at inspiring transparency gives you the Ads run by a specific page.

We have already discussed this earlier in the book but there is another interesting hidden option we will see in this chapter.

This feature only shows the Ads but we will see a way to understand the targeting metrics of your competitors. What age group they are targeting, what geography and if it is a retargeting Ad or any other filters they have applied. This lets you get a peek into their User Personas.

HOW TO

Step 1: Go to your Facebook account and look for Ads from your competitors on your timeline.

Step 2: As soon as you encounter one, click on the three dots icons. Now select on, "Why I am seeing this?".

Step 3: In the explanation box provided by Facebook, you will understand the targeting by your competitor.

For Example. I saw a Netflix Ad which had, "Netflix wants to reach people who speak English and are aged above 18 who live or were recently in India" in their explanation box. Which tells me a lot about their targeting strategy.

Step 4: Repeat this and you'll be able to reverse-engineer your competitor's ad targeting strategy.

FURTHER INFO

You can also use this process for research and learn more about ad targeting in general. To share one specific finding, Hindustan Times targets people who like Times of India which is also their target Audience but it tells a lot about

their strategies of growth. These are 2 competing brands and it's common for big brands to target their competitor in their ads. This gets them access to people who follow or are interested in their competitors.

Chapter 81

The Entrepreneur's Minimum Viable SEO Method

INTRODUCTION

Entrepreneurs are really great at going LEAN! Lean methodologies allow entrepreneurs to execute fast.

If you're a marketer or entrepreneur who wants to maintain and grow your search rankings without a dedicated SEO team, this method is essential for your SEO success.

The Entrepreneur's MINIMUM VIABLE SEO method is inspired by the concept of the Minimum Viable Product (MVP).

HOW TO

Step 1: Develop a lean SEO strategy.

As per this method, you only have to perform SEO implementations at 4 times:

1. Start of the month (for a few hours)
2. Start of the week (for a few minutes)
3. Whenever you publish content (for a few minutes)
4. End of the month (for a few hours)

This will be your core SEO plan and strategy. The time taken to execute this would be the minimum, but dependent on the amount of content you publish.

Your content frequency then depends on the consumption rate of your audience.

Step 2: Do the lean technical SEO audit

Remember the 80/20 rule: 80% of the results would come from 20% of your efforts.

When we do a lean technical SEO audit, we focus only on the few but maximum impact factors of technical SEO.

Here are the 5 most important factors you must analyze:

1. Titles and Descriptions
2. Site Speed
3. Optimized URLs
4. Header Tags
5. Image ALT Tags

You can use a free tool to conduct this analysis. If you're okay going with a premium tool, my recommendation would be the 'SE Ranking' tool.

It is worth mentioning here that you should fix the errors in your Google Search Console as these are the essential and most important ones.

Step 3: Perform lean keyword research using the suggested tools

To refresh your memory from some of the previous chapters, include these:

- (a) Google suggest & Uber Suggest
- (b) Reddit & Quora
- (c) Google related searches
- (d) Wikipedia

For lean SEO, you can just focus on (a) & (c) from the Growth Marketer keyword research Method.

You can easily look up 100 keywords and their rankings in an hour.

Step 4: Perform lean content optimization each time you publish content

Every time you publish content, do the following top 5 things to ensure optimized content:

1. Outreach to 5 people for link building
2. Contribute to off-site sources like Reddit / Quora
3. Comment on 3 blogs on relevant posts
4. Check the LSI keywords on the content
5. Use the keywords in the title, description, and first paragraph of the content

We've discussed a lot of items on this list in the earlier chapters but use this list if you're going lean!

FURTHER ACTIONABLE RESOURCE

I have made a LEAN SEO PLANNER sheet, it will be useful for you to keep a track on the activities required for Lean SEO. Of Course, go to our Actionable Resources Folder and download the file named, "Lean SEO Planner".

Chapter 82

2-minute Hack to Boost the Engagement on your Facebook and LinkedIn Organic shares

INTRODUCTION

The usual way of sharing links on LinkedIn or Facebook is that people just paste a link and put some captions. So if you are sharing your links on these social media platforms, what you are doing here is you are trying to take people off the platform to your website which is what you want. But that's not what these social media platforms want. And hence, you are in some way (not known to you) being penalized in terms of the reach of your content.

Because what the platforms want is to improve their time-on-site and to keep the users engaged within the site.

With this hack, you will share content differently so as to make the social media channels think that you're on their side!

We can confuse LinkedIn and Facebook by making an external link and look like an internal link which these platforms will push more and in turn, we get more reach and impressions. This leads to improved metrics further in the funnel.

HOW TO

We need to follow different steps for LinkedIn and Facebook. First, we will look at LinkedIn and Facebook.

LinkedIn

Step 1: Go to LinkedIn. Put your caption for the article you want to share and click 'Post'. Do not paste the link now. Make the post with just the caption.

Step 2: Now, add a comment in the post and say, "Read more here" and paste the link in the comment and post a comment.

Step 3: Now the comment will have its own link. Click on the three dots near the comment, click the, 'copy the link to comment' option.

Step 4: Edit the main post and add the 'link' to the comment in the main post and say publish.

(Now you have a post with a link. This link goes to the comment which goes to the page.)

So for LinkedIn, this post has an internal link within LinkedIn and in the post, people can actually go to the comment and then click on the article.

LinkedIn will boost the reach of this post much more than if you had actually shared the link in the post itself.

Facebook

We can apply the same to Facebook, it's the same principle, the only difference is that Facebook comments do not have their own link.

Step 1: Go to Facebook and write a caption for your post and write "check the link in the first comment" after the caption.

Step 2: Now once the post is posted, put the link to your article in the first comment. You have to be really fast to put the link in the first comment before anyone else comments.

Now Facebook thinks that this is an internal post which is not really taking traffic off Facebook.

FURTHER INFORMATION

Add an image to your post which will further boost your reach.

As per case studies from my clients, this has 11x-ed the reach of their posts on Facebook.

Chapter 83

The Copywriter's CTR Boost Method

INTRODUCTION

I call this the Copywriter's CTR Boost Method because a copywriter should find the right words to convince users and entice them to click on the actionable CTAs in the content.

Now, let's go back to what Google wants:

Google wants to show users the best result for a keyword. And to best judge this, it looks at shares, backlinks, on-page tags, and other factors but... That's not all!

Google also uses your CTR to determine your ranking.

The number of people actually clicking on your search result on the Google SERP is the factor we'll optimize in this lesson. Even if you're ranking high and you don't get enough clicks per Google's expectations, the algorithm will dump you!

The converse is also true.

Here's an example:

The 6th result gets 4% of all clicks but if your result is ranked at the 6th position but gets 10% of all clicks, then your result will be pushed higher.

Here's how to use the CTR Boost Method to make sure that happens!

HOW TO

Step 1: Find AdWords ads for your target keywords.

Yes, I know we are working for SEO. Go and find ads which show up for your target keywords.

We're doing this for one thing and one thing only: INSPIRATION.

The idea: Pick the best of ads and use them in our copy.

The reason: Google AdWords Ads are a result of a huge number of A/B tests and split tests.

It's better to save our time and use other people's A/B tests (OPABs) to improve our ranking!

Step 2: Copy phrases from the shortlisted ads in your content title and description.

Good artists copy, great artists steal.

So go ahead and use the best phrases. We must include these in our titles and descriptions because those are the 2 parameters which can decide the CTR of your ads on the SERP.

Step 3: Add POWER WORDS in your title and descriptions

You can count this as a BONUS step or a BACKUP step but sometimes you won't be able to find a lot of inspiration.

This could be because there are no ads running for your target keywords or your keywords are rare (which is good!).

In this case, just search for the 'POWER WORDS' and include those in your title and descriptions.

FURTHER INFORMATION

These steps will increase your CTR and hence your rankings. Make sure to do this with each content you publish. I recommend making a tracker of Ad phrases and Power words while doing research for your content so you can decide your titles and descriptions accordingly.

If you're a big team, this would be best handled by the Copywriter in your team.

Here are some examples of Power Words that you can use (Courtesy Sumo.com)

- IMPATIENCE:

Amp Blast Ignite Jumpstart Kickstart Launch Quick-start Speedy
Supercharge Turbocharge Smuggle

- MEMORABILITY :

Captivate Genius Memorable Undeniable Unforgettable Unpopular
Impressive Embarrassing

- HAPPINESS

Heartwarming Inspiring Profound Zen Alive Light Healthy

- PRESTIGE

Expensive Glamorous Luxurious

- SIMPLICITY

Basic Cheat-Sheet Easy Effortless Ingredients Minimalist On-Demand
Painless Rules Savvy Simple Step-by-Step Stupid-simple Tricks Tweaks

- SADNESS

Alarming Crushing Dead Deceptive Devastating Excruciating Exposed
Heartbreaking Sadly Shaming Suffer Avoid Demoralizing Problem

- SAVAGERY

Agonizing Apocalypse Armageddon Battle Corrupt Crazy Deadly
Disgusting Fight Frenzy Hate Insane Lunatic Menacing Painful Poison
Rowdy Sabotaging Savage Sins Struggle Treacherous Uncontrollable
Vicious Violent Weak Wild Dying Horrifying Attack Traumatized Insult
Horribly Hell

- COMPLETENESS

Completely Copy Detailed Essential Impenetrable Meticulous Overcome
Painstaking Practical Recreate Replicate Relentless Ultimate Master

Perfect Super Create Step-by-Step Best Truly Packed Extremely Deep
Better

- GRAVITY

Gargantuan Gigantic Huge Intense Massive Gripping Goddamn Seriously

- GREED

Affordable Bargain Barrage Bonus Budget Cheap Convert Double Drive
Forever Free Immediately Increase Instantly Money Never Now
Off-limits Overnight Profit Promote Sale Today Triple Unlimited Envy
Master Lucrative Steal

- HUMOR

Funniest Hilarious Laugh Ridiculous

- AUTHORITY

Absolute All-Inclusive Authentic Authoritative Authority Backed Bona
fide Complete Comprehensive Conclusive Definitive Document Expert
Final Formula Genuine Guaranteed Honest Iron-clad Legitimate Literally
Official Powerful Proven Psychological Reliable Report Research Results
Solution Strategy Studies Surefire Validate Masterclass

- EXCLUSIVITY

Admit Breaking Confess Confession Divulge Elite Emerging First Hidden
Insider Little-known New Popular Priceless Rare Release Reveal Secret
Sly Sneak-Peek Sneaky Special Stealthy Trend Truth Unadulterated
Unconventional Uncovered Undercover Underused Unique Unseen
Untapped Worst

- PRIDE

Absurd Achieve Awkward Blunder Clueless Cringeworthy Dumb Fail
Fail-Proof Failure Faux Pas Fool Foolish Idiot Lamé Last Mediocre
Mistake Obvious Pitiful Reject Rookie Ruin Senseless Shameful Silly
Stupid Success Threaten Triggers Unknowingly Useless Waste

- SAFETY

Accuse Assault Beware Broke Catastrophe Caution Cheat Dangerous
Diagnosed Dirty Emergency Ethical Exactly Fierce Hoax Horror Jeopardy
Lifetime Protect Provoke Punch Recession-Proof Sacred Safe Scam
Scared Shaking Signs Survive Terrifying Unstoppable Belong Promise
Stop

- MIND-BLOWING

Alluring Amazing Astonishing Astounding Awesome Badass Bomb
Brilliant Catapult Charming Defying Delicious Delightful Dreamy Epic
Explosive Exquisite Greatness Heavenly Incredible Jaw-dropping Kickass
Legendary Mesmerizing Mouth-watering Nail Spellbinding Sublime
Triumph Unbelievable Unleashed Polarizing Dominate

- BEAUTY

Adorable Awe-Inspiring Beautiful Breathtaking Dazzling Gorgeous
Stunning Swoon Swoon-worthy

- LUST

Begging Crave Decadent Delirious Fantasy Forbidden Irresistible Naked
Provocative Seductive Sexy Sinful Tantalizing Satisfy

- INDULGENCE

Guilt Guilt-free Indulgent Obsessed Ravenous Lazy

- EXCITEMENT

Bold Exciting Fascinating Intriguing Riveting Tempting Thrilling
Transform

- NOVELTY

Challenge Discover Extraordinary Hack Latest Life-changing Magic Miracle New
Remarkable Revolutionary Sensational Shocking Spoiler Startling Suddenly
Surprising Unexpected Strange Weird Odd Unusual.

Chapter 84

4X your Email Link Clicks

INTRODUCTION

We are going to learn a small hack for your email marketing campaign that will improve your email link clicks by 4-fold.

Let's say you have a new link that you want to promote to your email audience. And what you have is a nice emailer with amazing copy and a link which takes your audience to the landing page.

Here's the hack in just three simple steps to increase clicks by 4x.

HOW TO:

Steps to creating the 'Oops I forgot the link' email :

Step 1: Send out your mailer without the main link in the email.

Step 2: Keep a manual or automated 20-minute delay.

Step 3: Send out a second email with the subject line, "Oops I forgot to send the link" and then in this email put the actual link that you are trying to promote.

This illusion of human error actually leads people to think that you have personally sent out the corrected email and you made an error. So the feeling or the association in the brain which happens is people think that you are actually a person and not a marketer or an email marketing tool which is sending this email.

EXAMPLE

At the start of 2019, I was promoting the "Revenue planner for 2019" for free to all my email audience which helps them make their revenue plan for 2019. So in the first email, I did not send the link and after 20 minutes of delay sent

a second email with the link and it gave me 4x clicks on the link. Sharing my email template below.

Step 1 mail example:

Subject: Your revenue plan for 2019

Body:

Hey,

How much money do you want to make in 2019?

The answer to that is your goal.

And now you need a plan.

To help you make your revenue plan for 2019, I've created this template that you can use. I recommend setting this up for your target right away and start working to achieve your goals!

Plan ahead, Start now.

Best Regards,

Rishabh Dev

Step 3 mail example:

Subject: Oops I forgot the link

Body:

Sorry about that - I forgot to add the link to the template before.

You can get the template here: [LINK](#).

Have an awesome day!

Regards,

RD

Note: Go to our Actionable Resources file to download the above email templates. (Look for a file named, "Email Templates" and find the chapter, "4X your Email Link Clicks")

Chapter 85

The Visionary's Future-Proof SEO Method

INTRODUCTION

In this chapter, we will make your SEO efforts FUTURE-PROOF!

Since SEO algorithms keep changing, we need to keep some cards up our sleeves which can be used in any move, any time.

There are 6 steps to ensure your SEO efforts will not fade away with a change in the algorithm by search engines.

Let's go through each one of these:

HOW TO

Step 1: Relationship building for the LONG GAME!

Outreach is a step in the process, but relationship building is a part of the long game. You start with outreach, but then your goal should be to convert your engagement with influencers and publishers to a long-term relationship.

One of the ways I personally like to do is to give them shoutouts on my social media profiles and sometimes, I even send them gifts on festivals. This builds a more personal connection as online gestures are now perceived as less valuable than offline ones — due to the limited supply of such gestures.

Step 2: Join slack groups where publishers interact.

Influencers and publishers hang out on genuine communities like Quora, Reddit, and Slack. While Quora and Reddit are great for developing your own influence and authority, Slack can be a great channel to connect with influencers and publishers.

I don't want you to go and introduce yourself straight away. Start engaging in the communities, add value to the conversation, follow and engage with the influencers comments, and then go for the kill!

You can repeat the same process on Facebook groups and LinkedIn communities as well.

Step 3: Find influencers and content creators in your space.

One of the channels I've found most effective to do this is Twitter. You can find content creators using hashtags, engage with them and follow what they do. My next step is always to replicate what they do.

The other channel where you can discover content creators is Google News if you're more B2B oriented or Instagram Hashtags if you're more B2C oriented.

Instagram DM is a great way to get in touch with influencers and the first DM starts the journey of building a long-term relationship.

Step 4: Interview people who're crushing it in your space — through a podcast or blog interview.

I have a side hustle which is an online magazine where we interview startup founders and other influencers. This gives me an excuse to talk to the influencers. Since this is also important to them, my perceived value for them increases, and they remember me.

Follow the same. If you don't have any followers yet, create your own content first, and then start inviting influencers for interviews.

This is one of the fastest and most effective relationship-building strategies I've ever used.

Step 5: GUEST POSTING is not dead. Write guest posts. It builds credibility and drives traffic.

I've contributed to Entrepreneur.com, TechInAsia, YourStory, HootSuite, Unmetric, Inc42, Iamwire, LeadSquared, AgoraPulse, VCCircle, SocialSamosa, Influence&Co among others and now around 8-10% of my company website's traffic comes from all the guest blogs.

This is a big number considering it's only through one-time contributions. However, if you want to develop long-term relationships, it's a good practice to provide multiple contributions for the same blog.

If you haven't started guest posting yet, read the next point to help you get started.

BONUS: Use the bottom-up approach for guest posting.

Start with the smaller publications and work your way up. Use the small wins to get the BIG WINS. This is the easiest way to work your way up to the BIG PUBLICATIONS.

It's easy to get accepted for really small blogs first. You can use Facebook Graph Search or LinkedIn People Search to connect with the owners of small blogs first. Then build a portfolio around these and connect with the editors of mid-size publications. Lastly, start sending pitches and your portfolio of past content to editors of big publications.

Step 6: Conduct an annual industry study or survey

Conducting a survey helps you build credibility for yourself while helping you connect with key influencers in the industry at the same time. Reach out to everyone who is writing in the industry, pitch the topic of your study, get their comments and opinions and lastly, give them link backs and ask them to publish the study.

Expert roundup posts are like mini surveys that work really well too in getting link backs and building relationships.

These relationships will help build multiple potential sources of content distribution and link building for you which is the essence of all SEO!

ACTIONABLE RESOURCES

Do you want to build long-term relationships with influencers and publishers?

Go to our Actionable Resources file to download 3 Extremely Simple email templates to get you started. (Look for a file named, "Email Templates" and find the chapter, "The Visionary's Future-Proof SEO Method")

Chapter 86

Get new LinkedIn connections on Auto-Pilot

INTRODUCTION

The topic of this chapter is how to automate your LinkedIn connections growth. Basically, you go on LinkedIn and invite more people, send them a message to promote your product or service. But how about all this happening through a single click! Sounds Interesting?

Let's see how it is done.

HOW TO

We will take my case study while going through the steps. I actually implemented this tool for my basic Growth Hacking Course which I translated in Portuguese for Marketers in Brazil. So I promoted this course to a specific Portuguese-speaking audience.

Step 1: Go to Chrome Extensions and search for LinkedInHub, download and install it.

Step 2: Create a Search string which gives you people from your target audience.

Ex. For my case, I created a search string for Digital Marketers in Brazil, with the keyword 'Digital Marketers' with location set to 'Brazil' and filter to see only people.

Step 3: Copy the URL of the search result.

Step 4: Go to the LinkedInhub dashboard, click on the 'Create new sequence' button.

Step 5: Give a name to sequence and paste the search result URL and press Enter.

Step 6: Now in a dialog box, add your message which you want your new connections to see. You can insert tags to make it look personalized.

Now, the tool will go to every connection on the search page and send them a connection request with the message that you inserted once.

It's simple, just set it once and automate your LinkedIn connections.

FURTHER INFO

If you are using Hubspot, you can use this tool to link up with your Hubspot CRM and all the interactions will also be recorded in your CRM for you to analyze your sales process.

Chapter 87

The Instagram Auto-Liker Hack

INTRODUCTION

In this chapter, I am going to teach you a hack to auto like posts on Instagram. One of the best ways to get visibility on Instagram is to like photos of relevant people in your TA or of relevant topics in your industry.

The best way to find these photos is to use hashtags.

When you like these photos which are relevant to your business, these people will come back to check out your profile.

You would have experienced this when someone outside of your network likes your photo, you would typically go and check out!

However, it takes a lot of time to manually follow a hashtag and like all the photos.

In the following steps, we will automate that process using a simple script:

HOW TO:

Step 1: Open Instagram from your computer.

Step 2: Search for a specific hashtag which is relevant to you.

Step 3: Click on the first picture.

Step 4: Open the Chrome console. (Command + Option + J on Mac / Ctrl + Shift + J on Windows).

Step 5: Copy / Paste the 'Instagram Auto-liker' script in the console and run the script.

If you see any error or a red message, just copy paste the script again and run it.

Stop immediately if you get a warning from Instagram else you will risk your account being suspended.

FURTHER INFORMATION

Below is the Script for auto like for Instagram:

“

```
function getHeartElement() {
    var knownHeartElementNames = ["coreSpriteHeartOpen",
    "coreSpriteLikeHeartOpen"];
    var i = 0;
    // Loop through the known heart elements until one works
    for (i = 0; i < knownHeartElementNames.length; i++) {
        var heartElement = document.querySelector('.' +
        knownHeartElementNames[i]);
        if (heartElement != undefined) {
            break;
        }
    }
    return heartElement;
}function doLike() {
    var likeElement = getHeartElement();
    var nextElement =
    document.querySelector('.coreSpriteRightPaginationArrow');
    likeCount++;
    console.log('Liked ' + likeCount);
    var nextTime = Math.random() * (10000 - 4000) + 3000;
    likeElement.click();
    setTimeout(function() {nextElement.click();}, 1000);
    if (likeCount < 500) {
```

```
setTimeout(doLike, nextTime);  
} else {  
  console.log('Ben is amazing');  
}  
}var likeCount = 0;  
doLike();  
"
```

Go to our Actionable Resources file to download the above script. (Look for a file named, "Javascript" and find the chapter, "The Instagram Auto Liker Hack")

Chapter 88

How to Find NEW Growth Hacks Quickly

INTRODUCTION

This is the most important chapter in the book for you to create your own hacks.

A lot of my students and readers ask the question: “If you share all your hacks with us, how do you get new ones?”.

The first answer is the mindset and experience.

However, it takes a long time.

But there is a growth hack to find new growth hacks.

And in this chapter, that’s exactly what I’m going to share with you.

I will teach you a simple process you can use to find new growth hacks for your business.

Here are the steps:

HOW TO

Step 1: Find startups and business who have the same target audience as yours, not necessarily your competitors but companies with a similar target audience.

Step 2: Go and see what Campaigns have worked for them. Look for case studies or follow them on all their digital channels to explore what they’re doing.

Step 3: Make a list of all the campaigns that have worked for them. You can get enough data to decide if they ‘worked’ or not.

Step 4: Repeat the same campaigns for your business. Step 3: Measure and improve. Since these campaigns worked on the same target audience before for your competitors, you don’t have to go through the experiment phase

again. Which means the ideas executed by these companies have a very high probability of becoming Unicorn Growth Hacks for you.

FURTHER INFO

Try this now: Do some research on startups with similar target audience as yours, see what hacks they are implementing and do the same for your startup, make those your experiments and grow.

Chapter 89

The 'Image Contribution' Hack

INTRODUCTION

One of the major parameters for ranking on search engines is backlinks and we all know how time-consuming it is to write guest blogs for others. But in this chapter, we are going to create backlinks faster, like a Growth Hacker wearing a white hat.

The basic idea here is to invest lesser time than guest posting on other people's blogs by just contributing images with credit links instead of contributing full blogs. It's a simple hack with just three steps process.

In both cases, you will earn the credit link but this hack is much easier and faster!

Find good websites, create your own images, and exchange them with the websites for a backlink or a mention. Here's how:

HOW TO:

Step 1: Find blogs, articles, websites serving your TA

Find blogs, articles, and websites which cater to your TA. It is very important that you look for blogs which have similar TA as yours, as the search engines consider them high quality.

Step 2: Contribute images to articles which have fewer images or new articles

Contribute images to either existing articles or contribute generic images which you think they can use for future articles. You really don't have to create images. If you have a photographer then you can get new images captured. Otherwise, you can just pick up images from different websites, edit them in order to result in a new image which you can call yours. You can get copyright free images from websites like Pexels and Unsplash (which are already free for

commercial use). Then use simple tools like Canva or powerpoint to edit or create images.

Step 3: Get branding, traffic, and SEO leverage

Now reach out to the website owners and exchange the images for a mention or a backlink, which will get you, branding, traffic, and SEO leverage. Simple as that!

FURTHER INFORMATION

This way it is much cheaper (in time and resources) to create backlinks if you use the image contribution hack instead of writing a blog. It is much more scalable if you just contribute the image.

You can do this for so many blogs at a time. Just make one set of images and shoot them out to different blogs. You can automate this hack. Just make a drive folder and add all your images in one and ask the website owners to use any image as long as they are giving attribution back to the brand.

Chapter 90

Find Email IDs using Name and Domain Name

INTRODUCTION

In chapter 89, we looked at how to get backlinks, visibility, and branding through the contribution of images to other people's blog.

In this hack, we will learn how to find Authors' email IDs which we can use to request for contributions and other collaborations.

So in this chapter, we are going to look at an easy way of finding anyone's email ID by name.

We will use two tools for the process, one to find the email address and the other to verify it so that you have a better chance of actually reaching this person.

Also, I will share an email template to use for email to these authors.

HOW TO:

Step 1: From the blog that you want to contribute the image (or for whatever your purpose is) get the first name, last name, and domain of the website.

Step 2: Go to www.maildb.io and Signup.

Step 3: Click on the 'Person search', insert the 'first name', 'last name' and the 'domain name' of the blog.

As MailDB is a database, it's gonna search in the database. If a match is not found in the database, it will show you results based on the most common pattern followed for that specific domain name. Some of the domain names will have a *[firstname]@[domainname.com]* pattern, while others can have *[firstname][lastname]@[domainname].com* pattern.

This gives you the email address of anyone using the name and domain name.

Step 4: Verify the best guess email ID using another tool.

Go to <https://hunter.io/email-verifier> and verify the email address.

There you have the email ID of the author, now send an email and exchange your images for SEO, branding, and traffic.

FURTHER INFORMATION

Find the email template that I use for the 'Featured Image Contribution' Hack below. I usually look for blogs who do not have a cover image and so the email template is for the same.

Subject: Your Post: [Headline]

Dear [Author's Name],

I absolutely loved your post on ABC, specifically XYZ.

I couldn't help but notice the post does not have a cover image, which is essential for better social shares, engagement, SEO, and a professional appeal.

Since I enjoyed reading your post so much, I wanted to contribute a cover image for your post! I've attached the same with this email.

To let you know a little bit about me, I'm a [name of your job] for [company name].

Best wishes,

[Your name]

You can also include a line, "I would really appreciate if you could also credit back to me to this cover image".

Chapter 91

Finding all Email IDs Associated with a Domain

INTRODUCTION

Sometimes you will need email IDs of all the people in a specific company. Taking from our image contribution hack, one way of executing the hack is by finding articles which rank on Google and don't have images and then you can contribute images. Another way is to reach out to publications which constantly write about relevant topics in your industry and have similar TA as yours.

In that case, to scale the hack, you can reach out to every writer in the publication and share your images folder and ask for a credit back. And here you will need their email IDs.

You can use this hack to get their email IDs. You can use this hack for any other hack or campaign where to need email IDs for a specific domain name.

So how do you find email IDs from a particular domain name? Three simple steps:

HOW TO:

Step 1: Install Clearbit Connect (Chrome Extension) and link it to your Gmail account. Once you are done, you will see a Clearbit logo on the right sidebar in your Gmail box.

Step 2: Click on the logo and select the Email Search feature and enter the mail domain name.

Now you will have all the email IDs, with names, designation and sometimes even the pictures of the person.

Step 3: Once you have all the email IDs, segment them with the roles feature as C-level executives, Marketers or Technology or whatever categories you're

targeting as per your segmentation. Once done, send targeted email campaigns by segment.

FURTHER INFORMATION

Do not reach out to the founders or CEOs directly. A better way is to reach out to the managers or heads of a particular department. Those are the people who will connect you to the right people. So the trick is not to reach out to someone who is at a very high designation but also not someone who is working at the foundation level.

This makes sure you'll get viewed or get a response and also get to the right person eventually.

Chapter 92

Optimize your Web Meta Tags in 2 Minutes Without Coding

INTRODUCTION

If you are not a techie, you know the pain of updating your meta tags. All the to and fro with an SEO specialist or techie takes time and is also expensive. But, don't worry. I've got you covered.

You don't have to be an SEO expert or a developer to update your Meta Tags. We are going to see a simple tool that you can use to get your meta info and update it without having to get into the code or understand how the HTML works.

Your Meta Information is the core foundation of your website. Located in the code of your website, which the search engines 'read' to get a simple, summarized idea of what your site is about and what exactly your keywords are.

Let's get your meta information updated:

HOW TO:

Step 1: Go to www.heymeta.com, insert your website URL.

Now it will show you all the current meta tags of your website, title, description, image, and the URL of your website. It will also show a card preview, which is how your website will look when it is shared on any social platforms.

Step 2: Now edit any meta tag that you want. Once you're done, click on the 'Generate' button. You will get your meta code which is ready to be copied and pasted.

Step 3: Copy the meta code and paste it in the <head> tag.

To find the head tag, go to the HTML of your website and find '<head>' using the search option. Now paste the code anywhere between the opening <head> and the closing </head>. Usually pasting it just before the </head> tag is the best option.

That's it! Your Meta Tags are updated.

FURTHER INFORMATION

Make sure you verify the meta tags that you updated. Go to any other tool which shows you meta tags and verify. You can use www.smallseotools.com/meta-tags-analyzer.

This makes sure search engines will be able to read your new meta tags.

Chapter 93

The 'Illusion of Competition' Growth Hack (For Products)

INTRODUCTION

In this chapter, we are going to discuss the product version of the illusion of the competition or the illusion of choice growth hack. We are going to look at two examples for this chapter.

It's a three-step process explained below.

The idea is to create a duplicate of your main product and offer a part of it for free to eventually get the audience to buy into the main product as a better option to your duplicate product!

The steps below assume you have a software product or an online tool.

HOW TO:

Step 1: Create a duplicate/parallel product with an alternative SEO-friendly domain name. (We will call this 'The Choice').

Replicate your product or some part of your product with another domain name, and typically you should pick an SEO friendly domain name so people and search engines can easily recognize what it's about.

Step 2: Offer part of the product for free and redirect the rest to the main product through an ad or a banner or an email campaign.

Make sure that you offer just a smaller part of your product for free, however, that is the valuable part of your product. Then redirect users to your main product.

Step 3: Repeat with multiple domain names (Very high scalability).

It's easy to scale this growth hack. Some growth hacks are more difficult to scale than others but in this case, you just have to create mini-products or duplicate copies of your main products with new domains.

EXAMPLE

Let's dive in two examples:

1. Grammarly

Let's say you want to check for errors in your content online and If you google, "grammar check", for many of you the first organic result will be grammarcheck.net. Now when you enter your content to check grammar, you will have two options, Free check, and Deep check.

When you click on Deep check, it will redirect you to Grammarly.com which is the main product. That's the illusion of choice. Also, this ranks very high on Google. If you go through Google you see that sentence checker also takes you back to Grammarly so all these are actually selling the same product but creating an illusion of choice for users.

2. Better Help

Now if you google, 'online counseling', you will land up on a website www.onlinecounselling.com. In different ways and paths, you will be redirected to Betterhelp.com.

So it seems like a choice but it's the same product as Betterhelp.

FURTHER INFORMATION

You can also try this hack for a services business or a company. Your clients always want to consider a few options before going with your product or service. And it's better if you own all those options!

Chapter 94

How to Steal Other People's Medium Followers

INTRODUCTION

If you are not on Medium.com yet, you are missing out on a lot of good visibility for your content as it has an amazing, genuine audience. So head to Medium now to set up an account.

Once you're done, let's get some genuine, targeted followers for you using this simple hack.

The hack here is that you find a medium account who has similar TA as yours and follow their followers as they are relevant to you and some of them will follow you back.

This will be a time-consuming process if done manually so we're going to automate it!

Steps below:

HOW TO:

Step 1: Find a member you want to steal followers from (Ensure a TA match). Go to the followers' page of that Medium user.

You can also find users from your own notification tab, just check the profiles of users who have clapped for your articles. If they like your content, that means they may be in a similar industry or niche and have followers who have similar interests.

Step 2: Open the Chrome console. (Command+Option+J on Mac or Ctrl+Shift+J on Windows).

Step 3: Copy+Paste the script below:

“

```
var inputs =  
document.getElementsByClassName('button--follow');for(var  
i=0;i<inputs.length;i++){ inputs[i].click(); }
```

”

Run the script and keep scrolling down, it will keep auto following the profiles on the screen.

FURTHER INFORMATION

The word of caution is that use this in moderation. If you follow too many people or use the script on too many people in a day, Medium may watch you. Stop immediately if you get a warning from Medium else you will risk your account being suspended.

This script is also in the resources folder. Just go to our Actionable Resources file to download the above script. (Look for a file named, “Javascrpts” and find the chapter, “How to Steal Other People's Medium Followers”)

Chapter 95

How to Generate B2B leads Using OPNs & OPDCs

INTRODUCTION

This is one of the ways that I have been generating most of my B2B leads for myself and my clients. The method is called OPN which stands for 'Other People Newsletters.'

While dealing with B2B clients the top priority is getting relevant, highly-qualified leads.

One of my clients was looking for SaaS-based companies and the client was selling them user interface design optimization as a service. We needed Email IDs of founders, CEOs, and other decision makers of these companies.

In the steps below, I will show you how we did this and how you can do the same for your business:

HOW TO

Step 1: Find the Companies you want to target and make a list of them. You can Google and search for '**Free Demo AND (your domain Keyword)**' to find these companies or use AngelList or LinkedIn. You can also add the Location in the search term if you want.

Step 2: Go to their website and sign up for their free demo or Newsletter.

Step 3: Once you have requested a product demo, 60-70% of the companies will put you in their drip campaigns.

A drip campaign is a series of Emails that you get (usually) from the founders or CEOs Now you will get a welcome Email and probably a link to Demo or asking your time for a demo over a call.

Step 4: Take the Free Demo and wait for the email where they ask for feedback on the demo.

Step 5: Now it's time to make your move.

For my client, I emailed them saying, "Hey, your product looks great. I loved the demo and will try it for a few more days. But I have a few suggestions on the design..... (pitch your best design suggestions here, don't be just salesy)".

The idea behind doing this is that when you go through newsletters or drip campaign, you have access to the decision maker and they listen to you as it is honest feedback for their product.

Step 6: Give a valuable suggestion for free and then pitch your services, just make sure you pitch at the last stage.

Chapter 96

Simple Hack to Boost Website Speed without a Developer

INTRODUCTION

We are going to learn to boost your website's user experience and SEO. The main parameter to focus on to improve both of these is your site's speed.

There are a lot of companies who provide this particular improvement as their service in part of their SEO plan. They have a list of technical improvements that you should do for your website to load faster. But If you look at the factors that impact your website speed, you will see that 60-70% of the impact happens from images.

So we're going to invest a smaller time and effort to make a maximum improvement on our site's performance using this hack.

For Example, If you have a placeholder on your website which requires an image of 200x200 but you've uploaded an image of 1280x1280, you're making your site server and your user's browser do a lot of work for no reason.

Now all of this process can be reduced if you upload an image of the exact size or if you upload compressed versions of the images with no loss of quality but with very low image sizes.

There are four simple steps which you can follow to optimize your site speed by lossless compression of your images.

HOW TO:

Step 1: First you need to know what are the images that are taking the most time to load and are causing the website to become slow.

You can find these culprits using a Speed Test tool such as <https://developers.google.com/speed/>.

Go to this tool, insert your website URL, and it will show you all the details.

Step 2: Pick these images from your server, it's probably in your 'img' or 'images' folder inside your hosting. If you are not sure where they are placed, just ask the person who uploaded your website to the server or just go to your hosting and search for images (Use keywords like jpg or jpeg or png). Download the images which are bigger than required.

Step 3: Once you have these images with you, it's time to correct them to the right size.

Use <https://tinypng.com/> or <https://tinyjpg.com/> for lossless compression of the shortlisted images. You will not lose the image quality with these tools. Now you have fast loading, small size images but the same quality.

Download these downsized images from these tools.

Step 4: Now Upload the compressed images back to the server with the same path and delete the old images.

So essentially you are replacing the heavy, slow-loading images with light sized, fast-loading images. Now when a user opens a website, he or she sends a request to your server, it has to load and send back only a small image which saves a lot of your website speed. This makes the biggest improvement on your overall website speed.

Chapter 97

Leverage Ad Platforms Marketers Haven't Mastered

INTRODUCTION

We are going to learn about something that I usually do not speak about very often - advertising. People who like my methods and follow my work say that they have a sense or a feeling that I am 'Anti-Advertising'.

This is not really true and growth hacking not a rebellion against advertising. It's more the 'way of Growth Hacking' which directs me to go for offbeat methods or offbeat channels. That's the difference that we are going to discuss in this chapter: the two ways that you can do Growth hacking.

The first way is that you use offbeat methods but execute them on common platforms (common platforms, uncommon methods). For Example, Facebook is a very common channel for Digital Marketing. But there are offbeat and creative methods that you can use on Facebook to get better results than other people without having to invest the same time and energy and that would be Growth Hacking.

The other way is to use common methods but on the offbeat platforms (uncommon platforms, common methods). So find platforms which other people are not using as commonly, platforms which haven't been polluted and destroyed by Marketers and use common methods of marketing there.

For Ex. Advertising is a very common method of getting results. It requires you to pump in a lot of money because you use it on common platforms.

But if you go for offbeat platforms, you can get better results as you can have lower competition and not all Marketers understand or mastered these channels.

So this chapter is about leveraging Ad platforms which Marketers haven't mastered which gives you the upper hand and the growth hacking advantage

on these channels. The two channels that have got results for me are Quora and Reddit.

HOW TO:

Step 1: Make a list of offbeat ad platforms which marketers haven't mastered yet and also have your TA.

Step 2: Create a small validation budget, it could be 10\$ or 20\$. A test budget to see if a specific channel works for you or not. Run the test campaign. I call this the 'Validation Marketing' campaign.

Step 3: Based on the success of the test campaigns, assign a full-fledged budget to the new channels and leverage the results of the low competition and uncommon mastery.

So the hack is in two parts: First is finding these offbeats channels for advertising and not the ones that all other Marketers are using. The second is to run a validation Marketing Test on the platforms before you start running full Ad campaigns.

So Go ahead, test these offbeat channels and have more results in less time and resources - Hack your growth!

FURTHER INFORMATION

You can learn more about Validation Marketing on my medium blog on 'Why I coined the term Validation Marketing' -

<http://bit.ly/101ValidationMarketing>

Chapter 98

Genuine Way to Boost App Downloads by 25% with just \$5

INTRODUCTION

We are going to learn the most genuine way to increase your App downloads if you just have \$5.

Now, let me tell you there are a lot of black hat ways which can be used to get some fake downloads with \$5. But this is actually a genuine way that I have used for one of my projects to increase my downloads by 25% on an A/B test with only \$5 investment.

HOW TO:

Step 1: Find a Fiverr gig for animation intro video creation. You can use the following URL to see all the Video animation Gigs on Fiverr.

URL: <https://www.fiverr.com/categories/video-animation>.

Pick the Intro one - it's simple and cheaper. That's all you need - Just an animated intro. Then give the content to these freelancers.

Another micro hack here is to include the app keywords when you give the content to freelancers. Google also finds content within the intro videos on the Play Store. So when you upload this on Play Store, you will get visibility for the keywords which are included in the video.

Using your inputs, the freelancer would usually use an animated video template and place your text and app CTA on the template.

Step 2: Add the video to your app listing and measure downloads before and after the video.

Step 3: Check your Play Store ranking again after a week or two for the target keywords.

FURTHER INFORMATION

Also, You can post this video on YouTube to get more visibility.

CASE

We launched an App as a side-project for a retail campaign - Margin Markup Calculator. The App is for calculating values such as Margin Percentage, Markup Percentage, Sales Markup, Percentage Markup, Cost Price, Selling Price, etc. It is a handy tool for students, sales, and business people.

We got a freelancer from a Fiverr gig to create a simple animated intro video. As a micro hack, we used 'Margin Markup Calculator' as a keyword and if you search for it on the Play Store, you will probably still find the app on the first page.

We ran an A/B test on the App downloads with and without the animated intro video and found a 25% increase in downloads with the video.

The video did not just improve conversion rates but also boosted our ASO and improved our ranking on the Play Store.

The hack to save time and money with the video is to get it done at Fiverr for \$5 or a bit more.

Chapter 99

The 'Reverse Engineering' Quora Hack

INTRODUCTION

Quora is a great platform to promote your blogs. A lot of SEO professionals and Digital Marketers use it to gain views on their blogs. But we are going to discuss how a Growth Hacker would do Quora Marketing.

Before we dive deep into this chapter, let's see how a Digital Marketer would promote their blog on Quora: Usually they will have a piece of blog or an article which they want to promote on Quora and then they would search for questions where they can add blog post link.

But you, as a Growth Hacker, have to do better!

This is what you do:

You reverse engineer the entire process.

You will start at Quora and write a blog post at the very end.

Let's see how it is done.

HOW TO:

Step 1: Find popular questions on Quora asked multiples times with higher answer views.

This makes sure you have a good reason to write the blog post eventually. You can be sure your blog will be put to good use by going to the right places.

Step 2: Write a blog post answering the question. Yes! Make it specific to the top questions.

This ensures you're not just going to share a generic post.

Step 3: Respond on the Quora threads with an informative answer followed by a link to the complete blog post.

FURTHER INFORMATION

You can see how, by reversing the process, we have made everything work to our advantage. This will make the most impact on your results even though you're doing the same thing the other marketers did only to give them depressing returns on their time and effort investments.

Chapter 100

Leverage your competitor's backlinks for your website

INTRODUCTION

In this chapter, we are going to learn an SEO hack to generate backlinks for your website by leveraging your competitor's backlinks.

The idea of this hack is that your competitors have already invested a lot of time and energy finding blogs, websites, and publishers who can give them follow or do follow backlinks.

Instead of reinventing the wheel and looking for such people from scratch, we can save time and resources by directly finding the backlinks coming to our competitors.

RULE: The competitor's backlinks are our backlinks.

Four simple steps are as follows:

HOW TO:

Step 1: Make a list of your competitors and their website/blog URLs.

Step 2: Go to <https://smallseotools.com/backlink-checker/> (free tool) and insert all the competitor's URLs. The tool will show 100 backlinks per search and you can also download an excel sheet of these links.

Also if you want, the tool can give you backlinks to a specific article or blog which can give you specific results.

Eliminate the Nofollow links and make one list of all the do-follow links.

Step 3: Once you have all the links which are pointing to your competitor's website, it's time to check their Domain Authority.

Use <https://www.robingupta.com/bulk-domain-authority-checker.html> to check the DA of the websites linking in and remove the ones with DA less than 20.

This is a neat free tool which lets you check DA in bulk up to 50 URLs at a given time.

You now have a list of backlinks you want to target!

Step 4: The final step, of course, is to outreach to the shortlisted websites with your article or resource or value addition.

You have very high chances of getting an approval of your content because you know that they have already done the same for your competitors. They are probably looking for more resources and valuable content for their websites from external sources for 'Dofollow' links.

Chapter 101

Boost Email Response Rates with the 'Scenario-Based' Emailer

INTRODUCTION

In this chapter, we will learn how to boost response rates for emails. The concept of this hack is that you create a low-friction CTA to make it easier for a user to respond to your email. And it's a simple email example which we will see that reduces friction and helps boost.

HOW TO:

Step 1: Rewrite your email in a way that the readers have three-four options to choose as a response.

Step 2: Follow up with an email which asks them why they haven't replied to your previous email. Keep it subtle. This way, you can also segment your subscribers better for the next campaign.

EXAMPLE

For this example, consider a scenario in which I am creating a new course for 'lead generation'. And I want to understand the exact pain point of my email audience. I will send the following email,

“

Hey,

I'm working on a new course for lead generation and wanted to understand specific areas you might need help with.

Please pick one of the scenarios below so I can design the course to solve the problem.

1. You don't have enough leads.
2. You don't have a performing conversion funnel.

3. You don't have the predictability of the funnel.

Choose the option which applies the most to you and we will work together to solve it.

Regards,

Rishabh Dev

”

You can see, I am saying that I want to make a course on lead gen and asking for their pain points. But instead of directly saying, “I am creating a course and what topics you would like my help?” and waiting for their lengthy replies, which will rarely happen because of a lot of friction.

I am reducing the friction by giving them three major pain points to choose from. Now all the receivers have to do is reply with a number to select one of the three options.

The story doesn't end here.

Check the follow-up email which I can send to people who have not replied to my first email.

Follow up example:

”

Hey,

I haven't received a reply yet. And that's cool but I would love to know the possible scenario.

Help me pick one :)

1. You have a different scenario
2. Lead generation is not a priority for you right now
3. You're on a Thai beach ;)

Just reply with the most appropriate option so we are on the same page.

Best Regards,

RD

”

In this email, I am speaking about the scenario because of which I have not received a response. You can see the options are very short as I know this person has not responded to my first email.

The first option, “You have a different scenario” can give me deeper inputs for my course. The second is more like a guilt option. And if a person sends me, ‘2’ as a response, I stop sending them emails. The Third one suggest that the person is busy and can’t respond now. In that case, I can follow up in a week or two.

This helps me decide where to place a prospect on the rest of my email marketing funnel, segment the list better, and have more click/open rates when I launch my course.

So two hacks in one: a simple hack for getting response rates and a follow-up email to even increase the response rates.

SPECIAL BONUS

You can save all the Javascripts, Email Drafts, and Excel templates, worksheets used in the book. I've put together all these additional resources for you in the "Additional Resources" section.

Link: <https://academy.mapplinks.com/101-ways-to-grow-your-startup>

ABBREVIATIONS AND TERMS

There is always a lingo, be it coders, Marketers, Bankers, Sportsmen or even government employees, they talk in their own terms and for you to join the cult, you need to learn the terms. It's similar for Growth seeking Entrepreneurs, let's dive in some mostly used terms and Abbreviations.

North Star Metric (NSM) or OMTM: One goal defined by a single metric which the entire startup should be working towards in one growth experiment. OMTM stand for One metric that matters.

Growth Experiment: Growth Experiment is currently an idea but you don't know if it's going to be successful or not.

Growth Hack: If the Growth Experiment is successful and achieves required OMTM, it's a Growth Hack!

Scalable Growth Hack: A growth Hack which is scalable using automation and tech is a scalable growth Hack.

Unicorn Growth Hack: A growth hack which is exponentially successful and scalable using automation and tech, it is a Unicorn Growth Hack

User Persona: Detailed definitions of how your target audience looks.

Channel Persona: Detailed definition of how your target channels look. This is where you differentiate growth hackers and Digital Marketers. DMs don't create Channel Personas.

Other People's Networks (OPNs): Leveraging other people's networks. In unicorn growth of your startup, you will have to think of ideas for leveraging OPNs, OPA or OPPs.

OPA: Other People Audience.

OPP: Other people's PPlatforms. Usually, OPPs are leveraged by reverse engineering APIs.

OPDCs: Other People's Drip Campaigns

TA: Target Audience

Lean Analytics: It is the bare minimum reports that you can generate to track your OMTM success is Lean Analytics

AHA Moment: It is the time it clicks, it is when you know your experiment is going to be successful.

Deep dive: It is when you pick up one specific metric and really go in-depth analysis of that metric.

Growth Mindset: Before the skill set, before the toolset, you need to build the mindset of achieving more with less, that's the growth Mindset

Deep Hunting: It is a process which is used to find tools, tricks, and hacks

Hacks: Hack is an innovative Low cost, high impact idea.

Hustle: Working outside your comfort zone in the growth hacking execution phase.

ICE Score: Impact-Confidence-Ease Score. ICE and scored from 1 to 10 and divided by 3. This is used to prioritize growth experiments.

Iterating: It's a cycle of "**Experiment > Adjust > Experiment**", repeated and analyzed.

Lean: More value, less resource as similar in Lean startup.

Leverage: Used as a VERB in growth hacking. Ex. Leverage OPP, or Leverage OPN

Lifetime Value (LTV): Overall over time worth of a client. Used to cap the CPA (Cost Per Acquisition).

Sprint: It is typically a 30 day period where we run growth experiments, maximum 40 days not more than that.

Traction: It is when you see a growth experiment getting momentum.

Viral Mechanics: When you engineer technologically the growth in the product itself, it becomes viral mechanics.

A/B Testing: A/B testing is a way to compare two versions of a single variable, typically by testing a subject's response to variant A against variant B, and determining which of the two variants is more effective

SEO: Search Engine Optimization

ASO: App Store Optimization

OPSR: Other People's Search Rankings

CPE: Cost Per Engagement

CPA: Cost Per Action

CTA: Call to Action is an instruction to the audience designed to provoke an immediate response.

RSS: Rich Site Summary is a standardized system for the distribution of content from an online publisher to Internet users.

OPLP: Other People's Location Pages

MVP: Minimum Viable Product is a product with just enough features to satisfy early customers, and to provide feedback for future product development.

CTR: Click through Rate is the proportion of visitors to a web page who follow a hypertext link to a particular site.

SERP: Search engine results page, the listing of web pages returned by a search engine in response to a keyword query

DMCA: Digital Millennium Copyright Act

CRM: Customer Relationship Management

LSI: Latent Semantic Indexing keywords are semantically related to your main keyword.

OPABs: Other People's A/B Tests

UGC: User Generated Content

CONCLUSION

You're now equipped with 101 WAYS to grow your startup.

One last way, which you must walk on throughout your journey is to find your own alternative ways.

The idea of this book has not just been to teach you the 101 methods, but also to explore you to various methods so you can create your own 101 methods.

Also, as mentioned in the "How to use this book" section, come back and refer to this book again each time you have new goals for your startup or each time you want to explore a new way to grow your startup.

- Keep learning, Keep growing.

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Thanks to the contributors who shared their hacks for this book. They've been mentioned on the chapters they've contributed. They're doing great work in this ecosystem and you should definitely follow more of their content. Cheers!