WARNING!

3 IMPORTANT ENGAGEMENT RULES:

Don't use any tools before you understand 1-3 below!

#1: Usability above all.

If the user is not engaged, it doesn't matter. In our noisy information-rich world, usability and uniqueness stands out.

#2: The 80/20 rule.

Divide up your services/products, find and know the one(s) that pay you the most. Focus on those areas first.

And, think about who you can partner with that supports what you do, and/or can complement offers.

#3: Avatars.

Understand your user, create a plan for every channel, every media (organic, paid), and for every user. Map out the approach, anticipated visitors, conversion rates, content and funnels to use (and to create).

Finally ... **always, always, always** ... capture emails, build an email list, segment your subscribers, and nurture with great content and problem solving.

GROWTH HACKING TOOLS

balsamiq.com

crazyegg.com (and also hotjar.com)

optimizely.com

browsershots.org

qualaroo.com

usersthink.com

similarweb.com

Google keyword planner

Google Adwords

Google Trends

google.com/analytics -- Analytics & Search Console

ubersuggest.io

facebook.com/ads - Get likes, shares and comments and post several times daily

Adespresso.com

leadforensics.com

infusionsoft.com

business.linkedin.com/sales-solutions/sales-navigator

emailhunter - use with linkedin to get emails. No spam!

Buffer.com

Canva.com

Surveymonkey.com

mention.com

Meetup.com - create your own, join other groups, and get invited to speak, message the others

Buzzsumo.com

Ninjaoutreach.com

Hellobar.com

boomeranggmail.com

streak.com - CRM for gmail.com

sumome.com

zapier.com

Thank you!

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