

EARLY ADOPTERS? It sounds too technical.

Let's call them brand ambassadors

Or maybe partners?

However we call them we must

LOVE THEM

and give them our full

ATTENTION.

Because they are our first and most

users of our product.

If they love it, they will tell

F.VERYONE about it.

If you listen and give them what they want

THEY WILL

do the marketing and sales for you.

Ultimately, they will be your

PRODUCT.

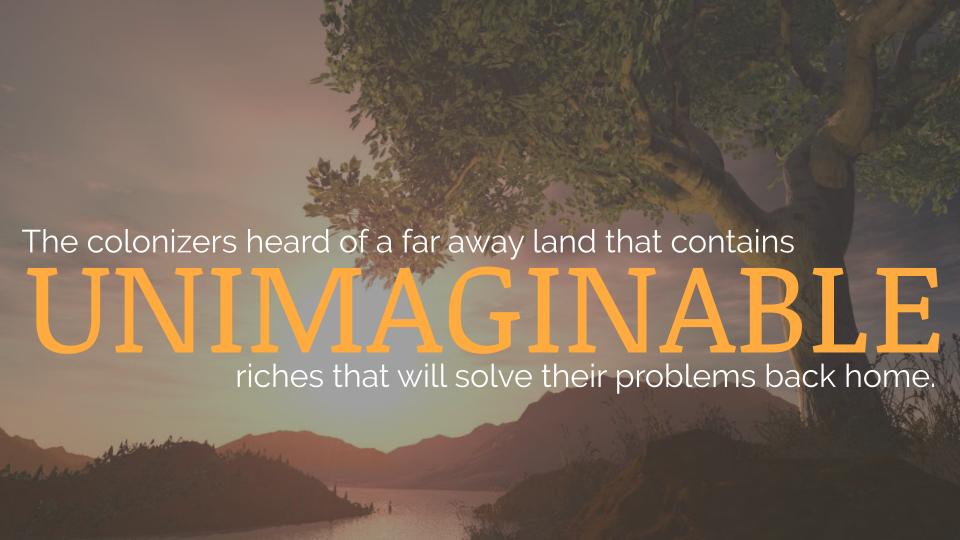
THINK ABOUT IT THIS WAY



Your early adopters, are the first

COLONIZERS

of your rich undiscovered land you call your product.



So they come to your

ISLAIND.

to give it a try. What will they see?





When they venture further in your

ISLAIND

will they find plentiful resources, like water, ore and wood?





Build a small basic and effective

SETTLEMENT

with basic roads, housing and tools to work and enjoy what the land gives to them. Don't complicate their life by giving them what

asked for. Instead...

...anticipate the right moment when

THEYWILL

ask for it and give them what they need just before they do.

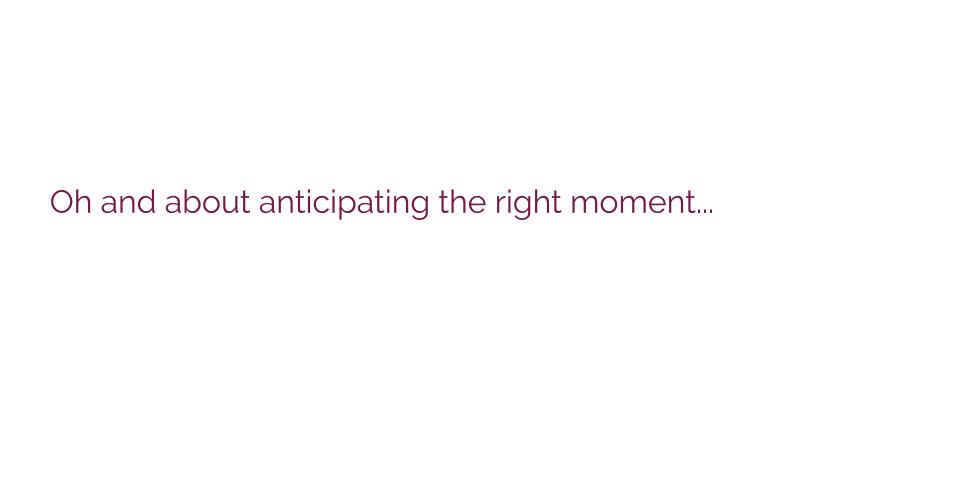
The smoother their experience is,

THE HAPPIER

they will be.

And happy people I O B B A G about how happy they are to other

about how happy they are to other people.



A carefully laid out master plan, with achievable goals, missions and quests results in easily anticipating the right moment and capturing it.

You do have a master plan,

RIGHT?

Thanks for reading!



Check the other INSPIRING hacks on my slideshare profile as well, by clicking on the box above.