



# GROWTH HACKING

How important are your  
early adopters?

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# 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

**PRECIOUS**

users of our product.

If they love it, they will tell

**EVERYONE**

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.



The colonizers heard of a far away land that contains

**UNIMAGINABLE**

riches that will solve their problems back home.

So they come to your

**ISLAND.**

to give it a try. What will they see?



A simple, friendly looking

# BEACH

on which they would love to  
disembark?

A dramatic, dark photograph of a rocky coastline. The scene is dominated by a massive, craggy cliff face that rises steeply from the sea. The rock is a dark, textured grey, with various ledges and overhangs. At the base of the cliff, the ocean is turbulent, with white foam from crashing waves visible. The overall atmosphere is somber and imposing. The text is overlaid on the left side of the image.

Or this rocky hostile

**CLIFFSIDE?**



When they venture further in your


**ISLAND,**

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



Or encounter a hostile dry **uninhabitable**

**DESERT?**



Think of yourself as the

**MAYOR**

of this island. The almighty.

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

**THEY HAVEN'T**

asked for. Instead...

...anticipate the right moment when

**THEY WILL**

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

LOVE TO BRAG

about how happy they are to other  
people.



Oh and about anticipating the right moment...

This is where your master plan, or the vision of how you want your island to look like comes into play.

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.