

HITEN SHAH AND STELI EFTI

FROM 0 TO 1,000 CUSTOMERS & BEYOND

THE 4 STEPS TO SCALING
YOUR B2B CUSTOMER
ACQUISITION



Average reading time: 28 minutes

Introduction

Customers. That's the only thing you really need to focus on when you're building a B2B startup. Getting more of them, and making them more successful. This book is all about getting more of them.

You won't find magic growth hacks in here. There's no flavor of the month customer acquisition tactic. This book is all about the fundamental truths of growing your customer base. The stuff that worked yesterday, still works today, and will keep working tomorrow.

Growing from zero to thousands of customers is tough. But if you have a blueprint to guide you through the chaos, and a little bit of luck, and you put in a lot of hustle, it can be done.

We know because we've both done it many times ourselves, creating many millions of dollars in revenue (and profit) as a result. Hiten with Kissmetrics, CrazyEgg, Quicksprout and Steli with Elastic Sales and Close.io—even though these are very different companies, we discovered universal patterns of growing startups.

This book is based on a series of conversations we had together. You can listen to them over at www.thestartupchat.com/zero-to-thousands or click on the title of each milestone to listen to them.

We then turned these conversations into blog posts and have now bundled them into a convenient ebook. This guide is divided into four stages: scaling from 0–10, 10–100, 100–1,000, and 1,000–10,000+ customers. Let's start with your first 10 customers.

Steli Efti & Hiten Shah from *The Startup Chat*

Milestone 1: The first 10 customers

If you don't have buyers, you don't have a business.

We see startups all the time that are so afraid of selling, they never get their first customer.

They spend all their time building their website or designing their logo, and no time actually seeking prospects.

Don't get me wrong: Logos and websites are great, and it is important to represent yourself professionally. But in the beginning, it is more important to just *get* customers!

Stop stalling, stop planning, and start selling. Here are four proven strategies to land your first ten customers.

Step one: Create a landing page

Start by buying a domain name and building a basic web page. And we mean basic.

At this stage, your website should just be a landing page with a form for users to provide their contact information. Include a couple social media links, drop your logo, and publish it online. You can add to your site later; right now all you need is a web presence.

Step two: Reach out to your immediate network

Is there anyone in your direct network who would find your product valuable?

Friends or family? [Coworkers](#)?

What about pre-existing customers? If you run another business, would any of your current buyers benefit from your new venture?

If you don't personally know anyone who would use your product, we guarantee that someone in your network does. Ask around for referrals and introductions.

Step three: Start a blog

You're going to need presence and credibility if you want to sell to prospects outside your network. The easiest way to do that is through a blog. With a well-run blog, you can:

- Discover and develop relationships within your market
- Pitch your solution and receive immediate feedback
- Establish yourself as a [thought leader](#)

- Increase your online searchability

You don't need to be a great writer to provide valuable content. Just start generating content and see what kind of response you get.

Not sure how to start? Check out Quicksprout's [Complete Guide to Building Your Blog Audience](#).

Step four: Hustle

Sales is the only way you can test the market validity of your product, so pick up the phone and boot up the computer.

Reach out to as many qualified prospects as you can and pitch your service. If they're interested, close the deal right then and there. If they aren't, find out why.

First time selling? Don't go in blind. Check out our [cold calling](#) and [cold emailing](#) sales scripts.

Early sales FAQs

I've worked with a lot of new startups, and these are some of the most common questions we get about acquiring customers.

What if I don't have a product yet?

You don't need to wait until you have a finished product to get customers.

Wouldn't you rather know if there was a market for your product before you built it?

Follow the same five steps listed above, but [pitch your product as a preorder](#).

Offer it for a steep discount to those willing to pre-purchase, and include free setup and support. Remind them that, as one of your first customers, they are going to get a lot of one-on-one attention.

Keep in mind that you can always refund them if you need to.

How much should I charge?

Most new entrepreneurs have a tendency to undervalue their product.

Here's to avoid making this mistake:

1. Ask yourself: "What's my service worth?"
2. Write down the first number that comes to mind.

3. Multiply this number by three. That's your price.

If you think your product is worth \$15/month, charge \$45/month. You can always change your pricing if you need to.

Besides, if you never lose a deal over price, [your product is too cheap](#).

How do I actually sell my product?

The key to selling effectively is to play to your strengths. Identify your authentic competitive advantage and leverage that.

To identify your advantage, ask yourself: What am I really good at?

Writing? Speaking? Design?

Write down your strengths, whatever they are; even if they seem to have nothing to do with sales. Those are your advantages. How can you use them to pitch your product?

Stop planning, start selling

You've spent enough time preparing. You need to start selling. *Today*.

In the next 24 hours, ask at least 10 people to be your customer. It doesn't matter who they are and it doesn't matter what they say. The important thing is that you train yourself to take action.

Then come back tomorrow and tell me how it went (go ahead and send me an email: steli@close.io!) What did you learn? What went wrong? How could you do this better next time?

And if you closed a deal? Congratulations!

Milestone 2: Growing from 10 to 100 customers

If you have your first 10 customers, congratulations! You've made it further than many startups. But now what?

The game changes when you move beyond your initial 10 customers. If you want to move from 10 to 100, you need to shift gears.

Here are three tactics to grow sustainably from 10 to 100 and beyond.

Are your customers successful, or just happy?

Most businesses have a lot of happy customers but few successful ones.

Happy customers feel good about paying you money every month and have no complaints. They might like your product, but the real reason why they bought it is because they believe in you, your team, your company, your vision and what you stand for. Typically, there's one person within the organization that's really championing your product and company. If that person leaves the organization, someone else might re-evaluate and decide to cancel your contract.

Successful customers know they receive more value from your product than you charge. Even if your internal champion within their company leaves, anyone else evaluating your contract could look at the math and conclude: "We're getting more value out of this than we're paying, thus, it's worth it to keep paying this company for their product." These are the customers that will help you grow sustainably.

Look at the customers you have and identify those who have grown the most as a result of your product. They shouldn't be hard to find: Successful customers typically expand to more seats, they're probably interacting more often with your team to optimize workflows and to tap into advanced and complex features of your product, and they're probably paying you more money with each passing month. They also can be your most vocal advocates. Ask yourself:

- What industry are they in?
- What is their annual revenue?
- How many customers do they have?
- How many employees?
- How do they use your product?

Look for the attributes that all your successful customers have in common and use it to update your [ideal customer profile](#). Make sure that all your future leads meet the new criteria.

Short-term hacks vs. long-term strategy

Most new businesses use short-term sales tactics to get their first 10 customers. That's great at the start but terrible for sustainable growth. Transition to more long-term plans as you grow.

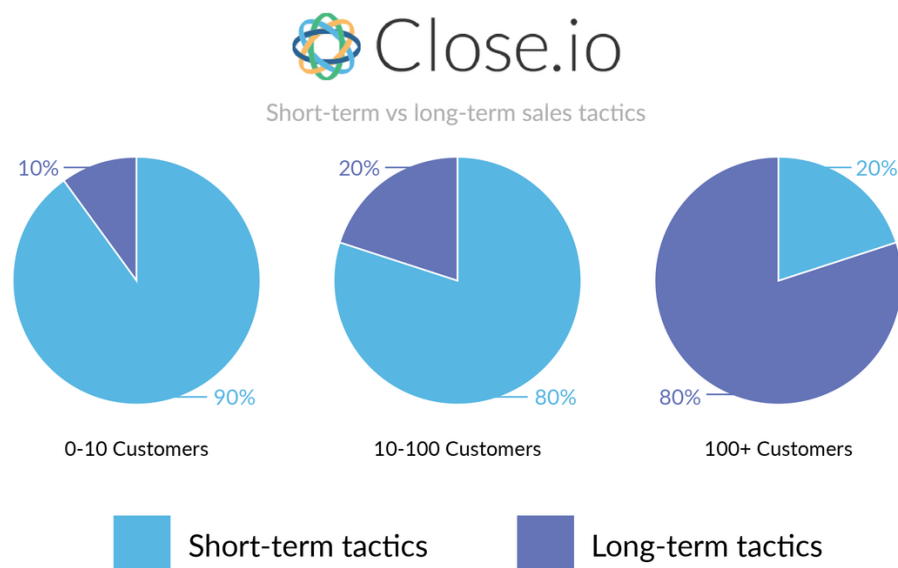
A short-term plan is one that you won't continue doing in the future. For example:

- Handling every [support call](#)
- Visiting every new customer [in person](#)
- Personally [following up with every new user](#)
- Tapping into your personal and [professional network](#) to get customers

A long-term plan is one that scales with your business. For example:

- [Cold calling](#) and cold emailing
- Creating a [drip email campaign](#)
- Search engine optimization
- Building a scalable lead generation process

As your startup grows, keep these numbers in mind:



0–10 customers: 90% short-term tactics | 10% long-term tactics

10–100 customers: 80% short-term tactics | 20% long-term tactics

100+ customers: 20% short-term tactics | 80% long-term tactics

Anticipate today or fix tomorrow

Transitioning from short-term plans to long-term strategies means shifting your focus from the present to the future. You need to know what your business is going to look like next month, in six months, and next year so you can prepare today.

Is your growth strategy proactive or reactive? Here are a couple of things you'll want to consider after your first 100 customers:

- **Creating teams**

Many new companies start out with a flat management structure. There are no teams or hierarchy. This won't work as you begin to grow—even [Zappos is struggling with holacracy](#). Divide into teams *before* you need to, and set up hierarchies or you'll be scrambling when the moment hits.

- **Reviewing your staff**

You need to take an honest look at your team and make sure that each member is still a good fit for the company. Just because someone was great in the beginning doesn't mean that they're a good fit for your company as it grows.

- **Updating your customer profile**

Are the majority of your customers still successful, or just happy? As your company grows, your specialization and focus may change. Make sure that you review your customers after any major milestone.

Invest your resources in people, processes, and prospects that are going to grow with your business, not slow it down. It's much easier to anticipate today than fix tomorrow.

In the early days when you're just getting started cold emailing and cold calling people, you don't need a fancy system to keep things organized. You just need to get it done. Many times founders want to buy our [CRM tool](#) and when we learn about the current stage of their business, we tell them to just keep it simple: Use a spreadsheet, a whiteboard or [Trello](#) to manage your sales pipeline.

Once you're at a stage where you're interacting with so many prospects that it's a chaotic mess, only then look for a way to make your email and phone outreach more manageable and [systematize your sales process](#).

It doesn't get easier

In the early stages of your startup, you might envy super-successful founders. From the outside, it looks like they're just surfing on a wave of success: thousands of paying customers, a massive budget and the most talented people knocking at their door to join their team.

Don't forget that as your resources grow, so does the amount of work. If anything, growth makes it more challenging. But here's the good news: For every milestone you pass, you'll enter the next with more knowledge, experience, and insight. It doesn't have to get easier, because you'll get better.

Milestone 3: From 100 to 1,000 customers

If you managed to land your first 100 customers, congratulations! You've already made it further than the majority of startups ever will.

The road to 100 was brutal, but it's just the beginning. Now, everything's about to change. **What got you *here* won't get you *there*.** To make it to 1,000, you're going to need a new set of skills, strategies, and processes.

It won't be easy, but it is possible. To prepare your business for 10x growth, you're going to need to master your metrics, ramp up your sales, and optimize your marketing. Ready? Let's start at the top.

Master your metrics and segment your data

In their early stages, most startups don't care about data. Those that do care learn pretty quickly that when they only have 25 customers, metrics aren't very useful.

Even in the range of 100 to 1,000 customers, you often won't have enough data to reach statistical significance. It won't be perfect data, but it's the best data you have, and that's much better than just guessing.

Brute force may have gotten you to 100, but it won't get you to 1,000. **As soon as you hit triple-digit customers, all growth should be centered around data.**

The five most important startup KPIs

Just like salespeople have a [set of core metrics](#) they need to track, so does your startup. Here are the five KPIs you need to focus on to sustainably grow your startup from 100 to 1,000 customers.

1. Churn

Most startups assume churn only tracks the customers who cancel their subscription, but [there are multiple types of churn](#), all of which need to be measured.

2. Lifetime value

The lifetime value metric measures how much revenue you get on average from a customer from the moment they start paying you, to the moment they stop paying you. Like any SaaS metric, there are many ways to calculate LTV, and you can [read more here](#).

3. Acquisition cost

How much do you spend to acquire new customers? Keep in mind that even “free” exposure, like content marketing, has a price tag. Find a way to calculate the cost of the time you invest.

4. Monthly recurring revenue

For an accurate look at your MRR, calculate the following: Profits from upgrades, profits from new buyers, losses from downgrades, and losses from cancellations.

5. Revenue per customer

This is a little different from lifetime value. This metric measures the revenue an average customer will create over different periods of time, including daily, weekly, monthly, quarterly, and annually.

There are hundreds of KPIs you *could* track and, as your business grows, probably *should* track. But those five will create a strong foundation to grow your startup from 100 to 1,000 customers.

How to segment your data

To truly unleash the power of your data, you need to segment it into customer groups. For example, if you have a user base in the US and Canada, you’d want to measure the metrics above separately for each location.

Here are the seven most common ways to segment your customer data.

1. Location

The geographical location of a customer. This could be as broad as “country” or as specific as “city”.

2. Industry

The market a customer operates in. For example: Healthcare, marketing, or legal.

3. Size

The overall size of a customer, measured in revenue, customers, or employees.

4. Channel

How a customer found your product. For example: Facebook ads, word of mouth, cold outreach, or content marketing.

5. Frequency of usage

On average, how often is your product used? Daily? Weekly? Monthly? Not at all?

6. Behavioral

What specific problem do your average customers use your product to solve? And which features do they utilize the most? Which do they ignore? What features generate the most support tickets? What features are most requested?

7. Cohorts

Cohorts are customers with specific shared experiences. For example, businesses with 1–15 employees that were founded in the last three years.

Again, those seven segments are just a start. When categorizing your customer base, separate them into as many categories as is relevant for your startup.

Why segmentation matters

Correctly segmenting your data will deliver more actionable insights than just looking at your overall data. Here's an example of what it might show you:

- Your Canadian customers have a higher lifetime value and lower churn rate.
- They focus primarily on the analytics features in your product.
- You acquired the majority of them through blog posts.

With that information, you'd know the most profitable way to grow your startup would likely be to target the Canadian market with high-quality blog posts highlighting your product's analytics capabilities.

Product recommendation: If you use a billing system like Stripe or Braintree, check out [ProfitWell](#). ProfitWell is a powerful, free data tracking and analytics tool which automates much of the process described above.

Ramp up your sales efforts

Most early-stage startups don't have a dedicated salesperson. Instead, sales outreach is usually handled by the founder(s). Once you hit the 100-customer mark, it's probably time to [hire your startup's first salesperson](#).

When it comes to building your first sales team, there are two things you should know.

1. Hire talent, not experience

Your first sales hire shouldn't be a [senior executive](#); they shouldn't even be an experienced salesperson. Instead, your first hire should be someone with [talent and potential](#), not an impressive resume.

You want junior reps with less than two years of experience who have the following traits:

- An entrepreneurial spirit
- A balance of [competitiveness and compassion](#)
- A [high tolerance for rejection](#)
- A desire to learn and be coached

For startup sales, talent trumps experience. Find [candidates with potential](#), give them the opportunity and tools to succeed, and they'll go far.

2. Stay involved in the sales process

Because you're hiring junior reps, they'll need guidance and supervision. That means whoever has been handling sales needs to *stay* involved in sales. The difference is, instead of being a salesperson, they're going to be a [sales manager](#).

The first few months should be spent ensuring you can train your team to replicate your results. Once that's been established, you can take a slightly more hands-off approach, but you should still check in every day.

Can't wait to get out of sales? It may be awhile. You can consider [hiring your first VP of Sales](#) once you've hit the 1,000-customer mark but, until then, stay involved.

Take your marketing to the next level

It's not yet time to make your next marketing hire. Instead, it's time to build systems and processes. Whoever has been responsible for the marketing so far has probably been doing it the Nike way: they "just did it".

Develop step-by-step processes that other people can eventually take over, run with and improve upon.

That established, you've got two options to scale your marketing: Keep doing what you've been doing or start exploring new channels. Let's take a closer look at each.

Approach #1: Do more of what you've already been doing

List all the marketing channels you've used to get your current customers, then break down those channels to really understand how they work.

For example, let's say blogging has yielded good results for you. To better understand this channel, you'd want to:

- Calculate the cost/time it takes to create a post.
- Break down each step of the process.
- Measure how many viewers your average post attracts.
- Measure how many of those viewers eventually become customers.

Then use that data to estimate your customer acquisition costs (CAC). Once you understand your CAC, you can make informed decisions on how to best optimize your existing channels. For example, should you spend more time on blog posts? Less time? Should you outsource it altogether? The data will tell.

In marketing, whatever got you to 100 can get you to 1,000, but you need to understand those channels from top to bottom.

Approach #2: Start experimenting with new channels

Want to expand into new channels? *Still* don't hire a new marketing specialist for this role. Marketing generalists are hard to find, and you don't know enough about your market to hire a specialist.

Instead, run a few small in-house experiments and measure the response. If a channel looks promising but you don't know how best to use it, seek guidance from colleagues, mentors, and online courses like those available through [Digital Marketer](#).

With the resources available today, it shouldn't take long for anyone with a basic understanding of marketing to master a new channel.

But keep in mind ...

Regardless of the approach, you're still entering uncharted territory. You might think, "We're just doing what we've always done," but that isn't entirely true. You might be in the same channel, but it's going to require a totally different mindset and methodology. A lot of people who are great at "doing it" aren't great at building a system around it, and you should approach this as a new skill set.

Focus on THIS to 10X your customer base

If you've gotten to 100 customers, you're in a good place. You're further than most startups ever get and have a reasonable chance of building something of lasting value. But as your business grows, so will the demands on your time:

- *You'll* want to do way too many things.
- Your *customers* will want you to do way too many things.
- Your *network* will want you to do way too many things.

There's going to be an overwhelming amount of stuff on your plate, and it's easy to get overwhelmed and discouraged when you can't stay on top of it all.

You'll have to [start saying no](#) to yourself and others in order to **stay focused on what really matters: Your customers**. The bigger you grow, the louder the noise. Learn to tune it out.

"If you're competitor-focused, you have to wait until there is a competitor doing something. Being customer-focused allows you to be more pioneering." — Jeff Bezos

As a founder, it's your responsibility to prioritize your customers. Start today by reaching out to them; *all* of them. Find out:

- Why they're using your product.
- What they like and dislike about it.
- What they want next.

You got your first 100 customers, but it's those 100 customers that are going to help you get the next 900.

And remember: You've already accomplished something great. You're on your way to something spectacular. Take it one day at a time and don't get pulled in too many directions. Stay the course and you'll get there.

Milestone 4: From 1k to 10k customers

So you've hit the 1,000 customer mark: Congratulations! You've made it further than many startups ever dream of going. But we know you're not done yet, so what's next?

- 0–10 was all about leveraging your network.
- 10–100 was all about identifying and doubling-down on your ideal customers.
- 100–1,000 was all about metrics, KPIs, and segmentation.

But ... now what?

Moving beyond the 1,000-customer mark will be different than anything you've done before. Your growth so far has been the result of a hyper-specific focus on a niche.

Future growth will be about expanding that focus and investing in potential. You'll be entering new markets, both locally and internationally, and will need to turn a critical eye towards your sales process.

Ready for the next big jump? Here are four steps to grow sustainably beyond your first 1,000 customers.

Step 1: Segment your customer base

Start by separating your current customers into two categories: Top-tail and long-tail.

1. **Top-tail customers** are your largest customer group; the customers you specifically marketed and sold to in the initial growing phase.
2. **Long-tail customers** are customers *outside* of your initial target market; usually early adopters who stumbled across your product and found a way to make it work.

If you're at the 1,000 customer mark, your initial market is probably nearing saturation. You might still get some new sales out of it, but to really grow, you'll need to expand into new markets. Here's how to find them.

Step 2: Identify high-potential markets to experiment with

Let's take a closer look at your long-tail customers.

First, group them together by market. For example, "Healthcare," "Marketing," or "Legal." Alternatively, if you're looking to expand internationally, those markets might be countries.

Now prioritize those groups based on the value they generate for your company. You can measure that value in a number of ways. For example:

- **Money:** The amount of revenue they generate for your business, measured monthly, quarterly, or annually.
- **Lifetime value:** How much revenue you get from customers (on average) from the moment they start paying you, to the moment they stop.
- **Size:** The overall size of customers, measured in revenue, customers, or employees.
- **Channel:** How customers found your product. For example: Facebook ads, word of mouth, cold outreach, or content marketing.
- **Acquisition cost:** How much do you have to spend to acquire new customers? Keep in mind that even “free” exposure, like content marketing, has a price tag (often measured in time).

The groups that provide you with the greatest value are your high-potential markets; or industries and locations likely to generate increased revenue if you invest in them.

Don't focus on today's reality. Focus on future potential!

Choosing your next market isn't as simple as “the one with the most customers or revenue.” You need to look at potential, not just reality.

For example, imagine you have two high-priority markets: Construction and pharmaceuticals. You have 20 customers in construction and three in pharmaceuticals. What's the best market to expand into?

It'd be easy to assume that construction is a more viable market. But what if pharmaceutical companies pay more and are more likely to buy? Or what if you've already tapped the construction market, and aren't likely to expand it further?

That's where step three comes in.

Step 3: Run experiments and find winners

Remember those [product/market fit tests](#) you performed in the early stages of your startup? I hope you took notes because you aren't done with 'em yet.

Once you've identified a handful of high-priority markets, perform validation tests to ensure there's a lasting demand for your product.

This ensures you avoid a common mistake for many first-time entrepreneurs: Biased market investment, which happens when a founder discovers two high-potential markets: one they're

excited about and one they're not. Instead of taking the time to validate the markets, they over-invest in the one they want and ignore the one they don't.

It doesn't fucking matter if you're "excited" about a market or not

How you "feel" about a particular market shouldn't factor into your decisions. Growth beyond 1,000 is about chasing potential, and potential should be reason enough to be excited. And if it isn't? **Get over yourself.**

Your time and resources are more precious than ever and need to be invested in markets with the highest possible ROI.

Step 4: Bet the house on the winners

Once you've identified your new market(s), it's time to start investing in them.

No surprise, this is where most startups get stuck. They knew everything there was to know about their initial market, but now they're entering uncharted territory and don't know what to do.

You don't need market expertise or experience

Here's the good news: **No matter how different two markets are, they're both after the same thing: Using *your* product to solve *their* problems.**

Sure, they might have two different problems that require two entirely different workflows, but that's okay. You can learn about that, just like you learned about your first market.

Don't make the mistake of assuming you need to be an expert in a market before entering it; you don't. You don't need to hire experts, either.

It doesn't matter whether you're expanding from tech to construction or America to South Korea; you have access to the resources you need to gain leverage. Here are two strategies to help you get started:

- 1. Your early adopter customers in the new markets.** Your customers are market experts. Have a question about this market? Just ask them! Reach out and say, "We want to invest more in your market. Would you be willing to hop on a quick call with us to answer a few questions as a trusted expert?"
- 2. Domain experts for hire.** Book some time with an industry expert. With the right questions, you can learn most things you need to know in a matter of hours. Just follow the 80/20 principle.

If you're honest with yourself, you probably weren't an expert in your initial market right away, either. And even if you were, you probably still learned a lot. This is no different. Treat it like a learning process and you'll do fine.

Example: ElasticSales was entering new markets within days

We used to run a huge outsourced sales services company selling for over 200 different startups in hundreds of markets we weren't experts in. How did we onboard new sales reps to these new products and markets? Within a day. Wanna know how? [Check out our new sales rep onboarding hack here](#).

Adapting your sales process

The sales process that worked in America might not work in Germany, just like the sales process that worked in the tech industry might not work for the construction industry.

It's usually best to treat new markets like a fresh launch. Eliminate all assumptions and [develop a sales process](#) unique to the market. Been awhile since you created one? Here's a quick review:

1. Do a full walk-through of one close.
2. Establish [qualifying criteria](#).
3. Create a [sales script](#).
4. Establish a [conversion funnel](#).
5. Optimize implementation, then ...
6. Iterate, iterate, iterate.

Accomplish this by segmenting your sales team. Select a few salespeople to take full responsibility for the new market or, even better, [bring in new hires](#) with relevant experience.

Then, give them full reign over the sales process. They can start with whatever system you've used in the past, but expect them to tweak it (or even overhaul it) as they run tests, [track sales data](#), and talk to prospects.

Depending on how different your new market is, you may not have to change your process at all. Or you may have to rework it entirely. As long as you're attentive to your data and sensitive to your market's needs, you'll find the right approach.

4 costly mistakes you should avoid when scaling internationally

For the most part, expanding into new countries follows the same principles as new industries. That being said, there are a few specific and very costly mistakes you might want to keep in mind if you're considering international expansion.

Mistake #1: You think bigger is better

Just because one country has more customers than another doesn't necessarily mean it's a more viable market. At a minimum, be sure you also measure the average lifetime value of customers from each country, and how many prospects within each country match your specific customer profile.

Mistake #2: You're translating your website

Instead of spending an insane amount of money and time on translating your website to a new language, updating currencies and other local data points, just start by creating a localized version of your current website that includes testimonials and case studies from local, recognizable customers in each location you serve. Then, redirect traffic from those countries to this new (lightly) localized site.

Mistake #3: You're opening an office in each country

The days of needing an office in each country are over. Instead, [follow in Twitter's footsteps](#) and plant your offices in locations with a high multi-national population, such as San Francisco or Berlin and start expanding around the world with locals from a single location.

Mistake #4: You don't pay attention to politics

Some locations, such as China or Europe, have strict privacy laws that can make expansion difficult. When considering investing in a new country, look closely at what it's going to cost you in time, energy, and revenue. In the end, some countries might be more trouble than they're worth.

The real (unsexy) secret to scaling your startup to 10k customers

Reaching 10 customers is exciting. 100 is exhilarating. 1,000? That's a milestone few startups ever hit. But if you're the kind of founder who lands 1,000 customers, you also know it's only the beginning.

A lot is going to change in the coming weeks, months, and years. But one thing *must* never change: Your devotion to your customers. **No market, no matter how high the potential, is more valuable than the customers in it.**

Remember: If it wasn't for each individual customer, you wouldn't be where you're at now. Continue to treat them amazing, ensure that you are delivering success to them, obsess over deepening your understanding of their unique problems and challenges and you'll take the current success you have and scale it to its full potential.

How can we make you more successful?

Growing to thousands of customers is tough and we want to see you succeed.

What was the most valuable thing you learned from reading this ebook? Let us know by filling out this [short survey](#) and we'll respond.

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