The Four Unfair Advantages for Faster SaaS Growth

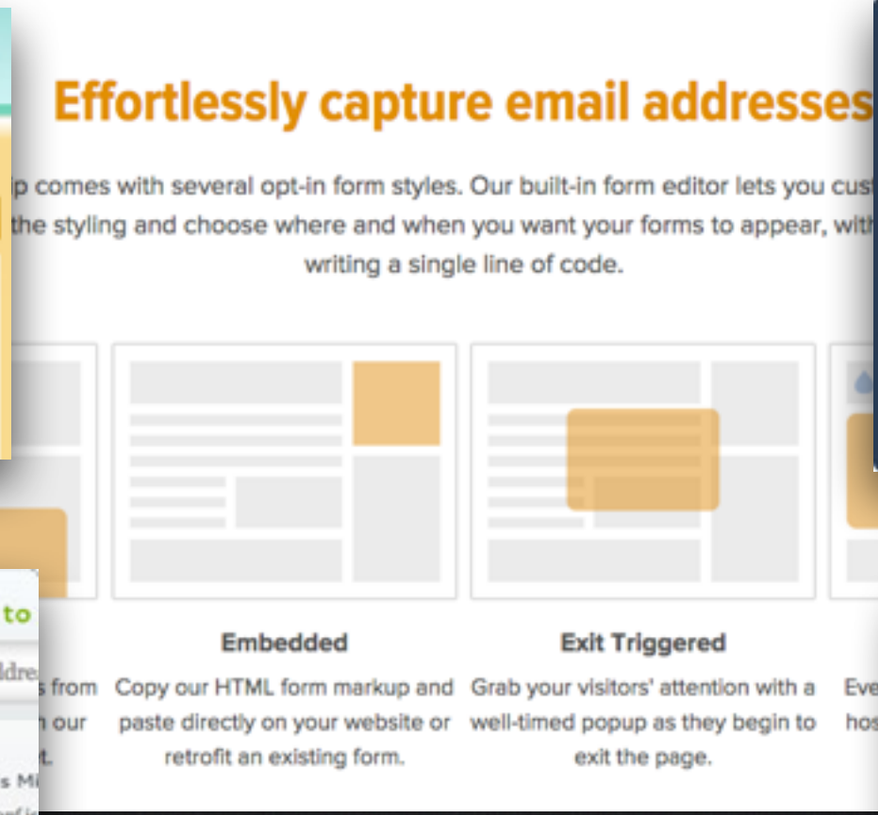
(Self-funded Edition)

WeddingToolbox
Plan & Share Your Wedding Online
Create Free Website
Features
Create you
A stylish, easy and
TRY IT FOR FREE
BUILD YOURS
TODAY !

Dot Net Invoice
professional invoicing software
Home
Tour
Three Minutes to Your First
Get started in minutes invoicing clients and collecting

CMS themer
How does it work?
We theme your CMS in only 5 days**
So what do i get?
Which CMS's do we theme?
See the results!
What do they think?

Just Beach Towels
A Bikini Kitchen Company
Tropical, Hawaiian & Kids Beach Towels
LOW FLAT RATE on all orders over $200
HOME
ABOUT US
FREQUENTLY ASKED QUESTIONS
CONTACT US
SHOP
SEARCH
To receive 5% off our order, use this coupon code: 5off
FLAT RATE SHIPPING


Effortlessly capture email addresses
p comes with several opt-in form styles. Our built-in form editor lets you cus
the styling and choose where and when you want your forms to appear, wit
writing a single line of code.
Embedded
Copy our HTML form markup and paste directly on your website or retrofit an existing form.
Exit Triggered
Grab your visitors' attention with a well-timed popup as they begin to exit the page.

Start Small, Stay Small
If you're a software or web developer, this book is your blueprint to getting your startup off the ground with no outside funding.
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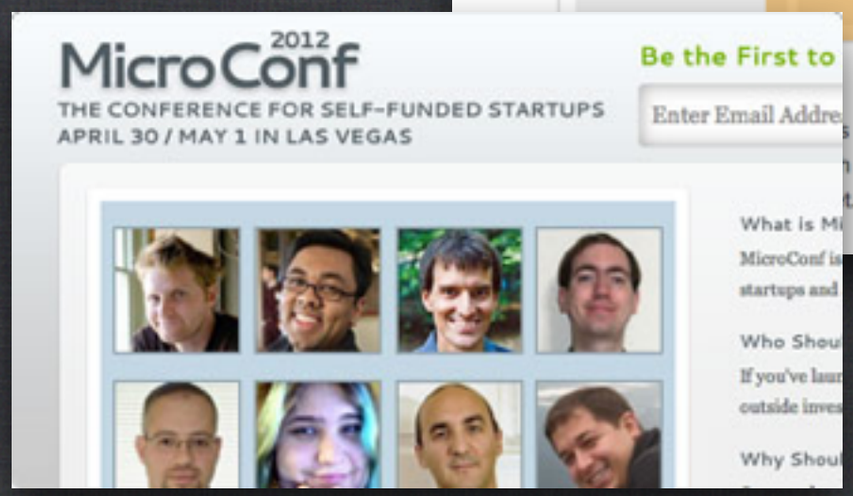
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Bidsketch

WOO THEMES

Clarity

Basecamp

WP engine

Qualaroo

edgar

KISSmetrics

SumoMe

Drip

buffer

Bidsketch
Simple proposal software made for designers.

Book Keeper

BVCommerce
Hosted Service

myPractice
Practice Management System

phpGrid

osmosis

Bunker App
Project Managment for Freelancers

SightReading mastery

Light Point Security
Browsing the web has never been safer

Pinterest Plugins for WordPress

FluoroFinder

HOTNAMELIST

DonorELF

Booking Times

AWPCP.com

Business Directory Plugin

Cobalt
PROJECT MANAGER

GeniePad
Condo Communication Portal

AB PRESS OPTIMIZER
Wordpress Convertion Optimizer

Auction Plugin
for WordPress

MnmlRdr

membermeister
super simple membership management

scribblar.com
simple, effective online collaboration

PLANSCOPE

distressedpro.com
How Professionals Get Access to Bank Direct Notes and REO

Stripe Checkout Pro

WIIFY?

- The four unfair advantages
- How they're a requirement for fast early growth
- Things that seem like unfair advantages (but aren't)
- How to improve yours

What is an unfair advantage?

“The only real competitive advantage is that which cannot be copied and cannot be bought.”

Jason Cohen

Real Unfair Advantages

Unfair Advantage #1

Be Early

Be Early

- Most common
- Temporary
- Feasible in small or emerging markets
- Requires swift execution
- ~~Copied? Bought?~~

Examples

baremetrics

balsamiq®

Bidsketch

WOO THEMES

Basecamp

Where do you stand?

1.....Basecamp

Unfair Advantage #2

Who You Know

Who You Know

- Your network
- People who are willing to endorse, promote, advise, or intro
- You know people that competitors cannot access
- ~~Copied? Bought?~~

Examples

Where do you stand?

1.....Jason Cohen

Unfair Advantage #3

Who Knows You

Who Knows You

- Your audience
- An existing customer base
- People who know, like and trust you
- ~~Copied? Bought?~~

Examples

SumoMe

edgar

KISSmetrics

LeadFuze

Drip

Where do you stand?

1.....Noah Kagan

Unfair Advantage #4

Growth Expertise

Growth Expertise

- Tactics
- Strategy
- Experience
- ~~Copied? Bought?~~

Examples

Qualaroo

buffer

crazyegg™

Where do you stand?

1.....Sean Ellis

Not unfair advantages…

- Great design/UX
- Technical or design skills
- Money
- An uncopyable idea
- Domain expertise
- Passion / interest / time / focus

Be Early

Who You Know

Who Knows You

Growth Expertise

Stair-Step

Step 3

- Recurring sale
- E.g. Baremetrics, Drip, CrazyEgg

Step 2

- Repeat step 1 until you own your time
- E.g. (3) WordPress plugins
- Brings diversification & experience

Step 1

- One-time sale, single channel
- E.g. WP plugin, mobile app, Magento add-on

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Get started in minutes invoicing clients and collecting paym

CMS themer
Expert CMS theming
very, from only
$495 USD
HOME
WHAT WE DO
PRICING & INFO
CONTACT CMS themer
GET STARTED!
How does it work?
You send in your design
We theme your CMS in only 5 days**
Then we send it back!
So what do I get?
Your CMS expertly themed
Valid XHTML/CSS
Cross Browser Compatibility
Friendly prompt service
An absolute bargain!
Pricing & Info
Which CMS's do we theme?
See the results!
What do they think?

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To receive 5% off our order, use this coupon code: 5off
All Our Products
Search By Color
Solid Color Beach Towels
Embroidered Beach Towels
Monogrammed Beach Towels
FLAT RATE SHIPPING

HitTail
Home
Tour
Plans
Why HitTail?
GUARANTEED TO
INCREASE YOUR
ORGANIC
SEARCH TRAFFIC
Drive targeted search visitors to your website by focusing on the most promising organic keywords in your existing traffic.
increase your traffic
or Take a Tour
write about this
Rank on page #1 of this
1,303,341,997 keywords analyzed
Inc.
THE WALL STREET JOURNAL.
BusinessWeek
PCWorld
TechCrunch
cnet

Start Small, Stay Small
If you're a software or web developer, this book is your blueprint to getting your startup off the ground with no outside funding.
"Great how-to guide about being a micropreneur: an entrepreneur running many small but profitable websites. An 8 out of 10"
- Derek Sivers, sivers.org
"Every software entrepreneur can pull an idea out of here -- implementing any one of them is worth the price of the book. I wish I'd had this when I started my business."
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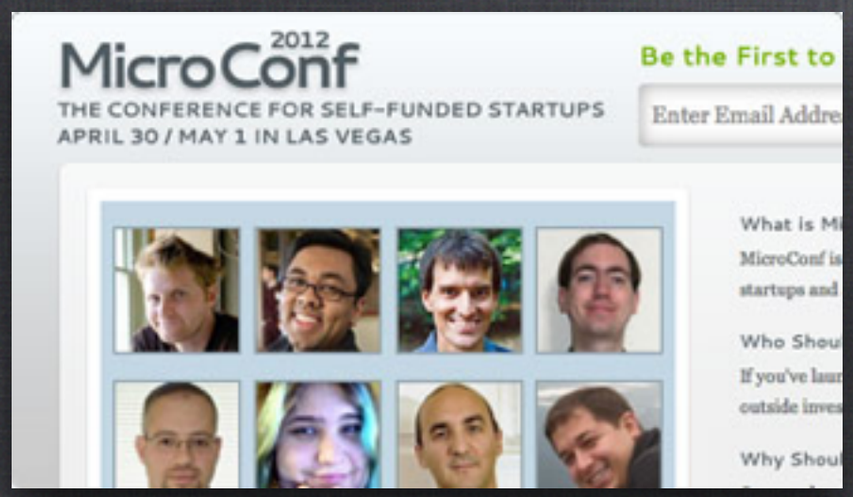
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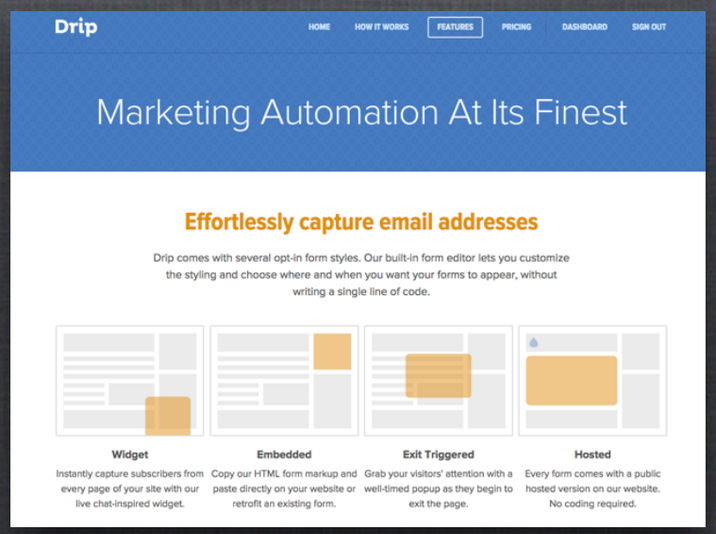
Drip
HOME
HOW IT WORKS
FEATURES
PRICING
DASHBOARD
SIGN OUT
Marketing Automation At Its Finest
Effortlessly capture email addresses
Drip comes with several opt-in form styles. Our built-in form editor lets you customize the styling and choose where and when you want your forms to appear, without writing a single line of code.
Widget
Instantly capture subscribers from every page of your site with our live chat-inspired widget.
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Hosted
Every form comes with a public hosted version on our website. No coding required.

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Which of your advantages do you want to increase today?

Q&A