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I failed 3 startups in the past.

All 3 failed because of 1 thing:

I started by focusing on the product instead of selling.

Here is what you should do instead 👇

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1/ Why you should start by selling

- Having customers paying for your idea IS THE ONLY validation ✅

- The building will differ from this validation, not help.

- Coding is easy for most of us. Selling/Marketing is where you'll struggle.
Start with that!

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2/ Don't start with an MVP

I know there is the MVP myth in the startup world.

But it's great for VC-backed startups. 🤑

As an @indiehackers, building an MVP is already a big step.

Try to sell BEFORE your MVP

@_etdev started like this. He's now at $60k MRR!

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3/ Start with outreach & service

✨Do things that don't scale✨

Start your SaaS as a service, full manual. Reach out to people, and ask them to pay.

Collect the feedback and iterate

Once you have clients, start to automate the process.

Not Before!

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4/ Try to pre-sell

Build a nice landing page, and get visitors

Or, send an email to your audience.

Try to presell your idea with a nice description + nice pictures.

Offer them 50% off, and see what happens.

That's pretty much how @SimonHoiberg made $75k for @LinkDrip_io

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5/ Start with a community

When you're just getting started, try to onboard a few super early testers.

Add them to a Discord and share every steps/decisions with them.

Even before any product building.

They will help you build the perfect product and support you all the way!

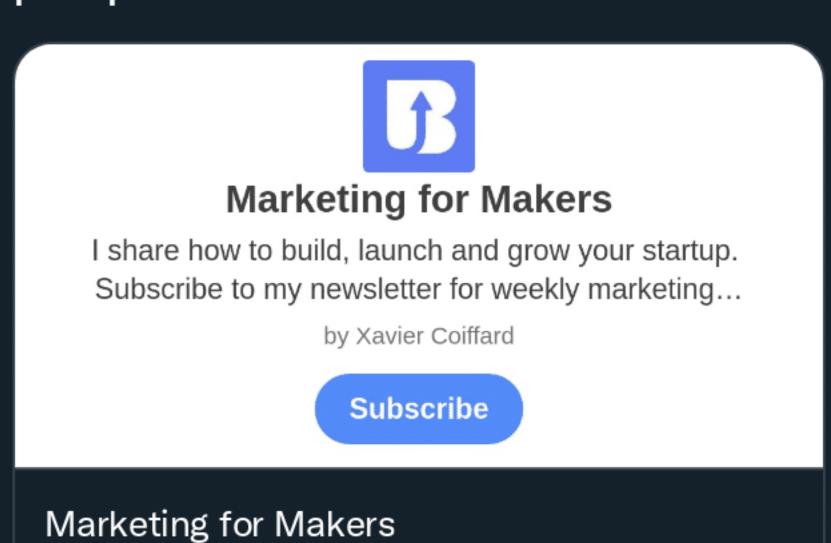**Xavier Coiffard**
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That's a wrap!

 I hope these few ideas will help you build your next idea!

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by Xavier Coiffard

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