**The Growth Hacking Cheat Sheet**

Timeframe: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Background**

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| --- | --- |
| **Our Unique Value Proposition:** | **Our Existing Strengths:** |

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| --- | --- | --- |
| **Persona 1** | **Persona 2** | **Persona 3** |
|  |  |  |

**Growth Hacking Process**

1) Create SMART goals, 2) Measure progress, 3) Treat each tactic as an experiment, 4) Tweak, enhance, optimize, 5) Repeat

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| **Attract** | **Convert** | **Close** | **Delight** |
| **Goal(s):**Increase/decrease \_\_\_(what)\_\_\_ from \_\_\_(how much)\_\_\_ to \_\_\_(how much)\_\_\_ by \_\_\_(when)\_\_\_ | **Goal(s):**Increase/decrease \_\_\_(what)\_\_\_ from \_\_\_(how much)\_\_\_ to \_\_\_(how much)\_\_\_ by \_\_\_(when)\_\_\_ | **Goal(s):**Increase/decrease \_\_\_(what)\_\_\_ from \_\_\_(how much)\_\_\_ to \_\_\_(how much)\_\_\_ by \_\_\_(when)\_\_\_ | **Goal(s):**Increase/decrease \_\_\_(what)\_\_\_ from \_\_\_(how much)\_\_\_ to \_\_\_(how much)\_\_\_ by \_\_\_(when)\_\_\_ |
| *This (timeframe) I’m going to focus on:* | *This (timeframe) I’m going to focus on:*☐ Landing pages☐ Calls-to-Action☐ Email☐ Drawings☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | *This (timeframe) I’m going to focus on:*☐ Pricing☐ Case studies and references☐ Email/Lead nurturing☐ Product demonstrations☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | *This (timeframe) I’m going to focus on:*☐ Exit interview☐ Champion program☐ Gamification☐ Product enhancement☐ Community☐ Word-of-Mouth rewards☐ Surprise and delight☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| **Inbound**☐ Blogs☐ Ebooks and whitepapers☐ Checklists, guides, and infographics☐ Webinars☐ Podcasts☐ Guest blogging, podcasting, and articles☐ SEO☐ Social media☐ Leverage other people’s audience (LOPA)☐ Video☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Outbound**☐ Advertising☐ Cross-promotion☐ Press☐ Tradeshows and conferences☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_**Product**☐ Product integrations☐ Product simplicity☐ Other: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| Specifics: | Specifics: | Specifics: | Specifics: |
| Resources required:  | Resources required: | Resources required: | Resources required: |
| Budget needed: | Budget needed: | Budget needed: | Budget needed: |
| Potential obstacles: | Potential obstacles: | Potential obstacles: | Potential obstacles: |

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| **Ideas of what experiments to try next:** |

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| **Metrics** | Lead > Customer % | Lead Acquisition Cost | Customer Acquisition Cost | Lifetime Value of a Customer | Churn Rate | Notes |
| At the beginning of this timeframe: |  |  |  |  |  |  |
| At the end of this timeframe: |  |  |  |  |  |  |