**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: |  |  |  |  |  |  |