

A Checklist for Getting Your First 100 SaaS Customers

This is an extra resource to go along with the original article:

[How to Get Your First 100 SaaS Customers](#)

- If you don't have a website already, create a landing page that allows you to sell your product starting today (even if it's not complete yet. You can offer pre-orders).
- Create a dead-simple statement of what you sell and how it solves the customer's problem.
- Settle on a fair price for your product.
- Discover where your ideal customers live online and set up camp there. Add value to your prospective customers during your interactions.
- Create a content marketing strategy that includes:
 - Building a website
 - Creating a blog
 - Writing new blog posts on a regular schedule
 - Building an email list by offering an incentive (such as a free trial, guide, or consultation)
- Create a presence on social media, specifically YouTube and Facebook
- Simplify the signup forms on your website and landing pages
- Notify your social circles (friends, family, former co-workers, etc.) about your business launch
- Make an engagement plan for your first few customers so that you can learn from them