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# MARKETING PLAYBOOK

## FeedbackPulse

Embeddable feedback widget built for SaaS teams

Q1 2026 | Version 1.0

Prepared by Owl Playbook

*Classification: Internal*

# How to Use This Playbook

## What is this?

This is your go-to-market playbook for FeedbackPulse. Think of it as a step-by-step field guide for finding your first customers and making your first sales.

## How to use it:

1. Skim Your Business at a Glance on the next page for the big picture.
2. Go straight to Your First 30 Days — that's your action checklist. Start there.
3. When an action mentions a customer type, a pitch, or a channel, flip to the matching Reference Section for the full detail.
4. Come back to Questions to Answer whenever you're unsure what to try next.

## A note on “Best Guesses”

You'll see some items marked as best guess 📎. That's completely normal — every new business starts with educated assumptions. The whole point of your first few sales is to replace guesses with real answers from real customers.

## Your Business at a Glance

FeedbackPulse is an embeddable in-app feedback widget for SaaS teams. It replaces the chaos of Slack threads, emails, and spreadsheets with one prioritized board — and installs in 5 minutes for \$29/month.

<p><b>Your Customers</b></p> <ul style="list-style-type: none"> <li>• Indie SaaS Makers — Solo devs running profitable bootstrapped SaaS who need pro feedback tools without enterprise pricing.</li> <li>• Early-Stage SaaS Founders — Small founding teams building their first SaaS who want feedback collection from day one.</li> <li>• Growing SaaS Product Managers — PMs at Series A/B companies drowning in unorganized feedback and needing a centralized system.</li> <li>• Developer-Led SaaS Teams — Engineering-heavy teams where developers also own product decisions and want fast, low-friction tools.</li> </ul>	<p><b>Your Pitch</b></p> <ul style="list-style-type: none"> <li>• "One source of truth for all user feedback"</li> <li>• "Enterprise capabilities at indie pricing"</li> <li>• "Meet users where they are"</li> <li>• "Build what matters, not what's loudest"</li> </ul>
<p><b>Where to Find Them</b></p> <ul style="list-style-type: none"> <li>• Indie Hackers community posts and Show IH</li> <li>• r/SaaS and r/indiehackers on Reddit</li> <li>• Product Hunt launch</li> <li>• Developer-focused newsletters (e.g. TLDR, Bytes.dev)</li> </ul>	<p><b>First Moves</b></p> <ul style="list-style-type: none"> <li>• Post a Show IH thread on Indie Hackers this week</li> <li>• DM all 12 existing customers and ask for a 15-min call</li> <li>• Write and schedule 3 posts for r/SaaS sharing the problem you solve</li> <li>• Set up a simple referral offer for current customers</li> </ul>

<p><b>12</b> Current paying customers</p>	<p><b>25</b> Q1 2026 customer target</p>	<p><b>\$29/mo</b> Price per customer</p>	<p><b>5 min</b> Time to install</p>	<p><b>\$725/mo</b> Current MRR (12 customers)</p>
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## Your First 30 Days

This is your action checklist. Work through it in order — some steps depend on the ones before them. When an item refers to a customer type or a pitch, flip to the matching Reference Section for the full detail.

## Week 1: Talk to Customers and Show Up in Communities

Email all 12 existing customers — ask for a 15-min call this week

BLOCKER

Post a Show IH thread on Indie Hackers — share your story and 12-customer

Search r/SaaS for 'feedback' threads and leave 10 helpful comments — no promotion

Spend 2 hours researching Frill, Upvoty, Nolt, and Canny — note their pricing and

## Week 2: Build Your First Pipeline

Complete at least 5 customer calls — take notes on exact words they use to

Set up a referral offer — one free month per paying referral — and email it to

Post one value-first thread on r/SaaS about your experience with feedback chaos

Identify 20 Indie Hackers members who have posted about feedback problems — add

Update your homepage headline to use the exact language from customer calls

## Week 3–4: Run Your First Channel Experiments

Send 20 personal outreach messages to Indie Hackers members from your tracking

Submit FeedbackPulse to Changelog News and 2 developer newsletters

Start Product Hunt pre-launch prep — engage on the platform daily for 2 weeks

Add UTM parameters to all links so you know which channel drives signups

Write one blog post: 'How I built a feedback widget that installs in 5 minutes' —

## Week 1: Talk to Customers and Show Up in Communities

**△ DO THIS FIRST**  **Email all 12 existing customers — ask for a 15-min call this week**

*Your customers are your best source of referrals, testimonials, and insight. You need to know exactly why they signed up before you can replicate it.*

**Post a Show IH thread on Indie Hackers — share your story and 12-customer milestone**

*Indie Hackers is the highest-concentration community for your target customer. A genuine founder story post regularly drives 20–50 signups.*

**Search r/SaaS for 'feedback' threads and leave 10 helpful comments — no promotion yet**

*You need comment history before posting anything about FeedbackPulse. Subreddit moderators remove promotional posts from new accounts.*

**Spend 2 hours researching Frill, Upvoty, Nolt, and Canny — note their pricing and positioning**

*You have no competitor research on file. You can't write a compelling pitch without knowing exactly how you're different from the tools your customers are comparing you to.*

## Week 2: Build Your First Pipeline

**Complete at least 5 customer calls — take notes on exact words they use to describe the problem**

*The language your customers use to describe their pain is your best marketing copy. Use their words, not yours.*

**Set up a referral offer — one free month per paying referral — and email it to all 12 customers**

*Word-of-mouth from happy customers is your fastest path to the next 13 customers. Make it easy and give them a reason to act.*

**Post one value-first thread on r/SaaS about your experience with feedback chaos**

*After a week of helpful comments, you have enough credibility to post. A genuine story post — not a product pitch — regularly drives traffic and signups.*

**Identify 20 Indie Hackers members who have posted about feedback problems — add to a tracking spreadsheet**

*These are warm prospects. You can reach out personally with a relevant message instead of cold-pitching strangers.*

**Update your homepage headline to use the exact language from customer calls**

*If customers describe the problem differently than your current copy, your homepage is losing conversions. Fix it now while the calls are fresh.*

## Week 3–4: Run Your First Channel Experiments

**Send 20 personal outreach messages to Indie Hackers members from your tracking spreadsheet**

*Personal, relevant outreach to warm prospects converts far better than broadcasting to cold audiences. Aim for a 20% reply rate.*

**Submit FeedbackPulse to Changelog News and 2 developer newsletters**

*Free editorial placements in developer newsletters can drive hundreds of qualified visitors in a single day with zero ad spend.*

- Start Product Hunt pre-launch prep — engage on the platform daily for 2 weeks before launch

*Product Hunt rewards accounts with activity history. Starting now means you'll be ready to launch in 3–4 weeks with a warm account.*

- Add UTM parameters to all links so you know which channel drives signups**

*Without tracking, you won't know which of your experiments is working. This takes 30 minutes and saves weeks of guessing.*

- Write one blog post: 'How I built a feedback widget that installs in 5 minutes' — post to dev.to

*Technical content on dev.to gets indexed by Google and surfaces to developer audiences searching for feedback tools. One post can drive traffic for months.*

## R E F E R E N C E   S E C T I O N S

The following sections provide the detail behind your action plan. When a step in "Your First 30 Days" mentions a customer type, a pitch, or a channel, flip to the matching section here for the full detail.

## Your Best-Fit Customers

4 types of people are most likely to buy from FeedbackPulse. The plan is to reach out to all of them in your first 30 days and see who responds fastest.

<b>Indie SaaS Makers</b>	
Solo developers or 2–3 person teams running profitable bootstrapped SaaS businesses with \$5K–\$50K MRR. They are active on Indie Hackers, Twitter/X, and related maker communities. Their documented willingness to pay of \$15–\$50/month lines up directly with your \$29/month price point.	
<b>Who they are</b>	Solo developers or 2–3 person teams, bootstrapped SaaS, \$5K–\$50K MRR, active in the indie maker community on Indie Hackers, Twitter/X, and related forums
<b>What they want</b>	Professionalize feedback collection to compete with larger players, prioritize limited dev resources, and maintain user connection at scale
<b>Why they care</b>	They are building serious products but can't justify enterprise tool pricing. They want to look and act like a bigger team without the overhead — and they know scattered feedback is slowing them down.
<b>What they'll spend</b>	\$15–\$50/month for a simple, effective solution that saves significant time on feedback management
<p>★ <b>Recommended starting customer: This segment is the closest analog to your 12 existing customers. They congregate in communities you can reach today (Indie Hackers, r/indiehackers), their willingness to pay matches your price, and they make buying decisions fast without procurement processes.</b></p>	

<b>Early-Stage SaaS Founders</b>	
Solo founders or small founding teams of 2–5 people building their first SaaS product. They are bootstrapped, cost-conscious, and want solutions that work immediately without requiring product management expertise. They are highly sensitive to setup friction and price.	
<b>Who they are</b>	Solo founders or founding teams of 2–5 people at pre-seed or seed stage SaaS companies with less than \$100K ARR
<b>What they want</b>	Establish a professional feedback system early to validate product-market fit, prioritize features based on user input, and avoid the chaos of scattered feedback across multiple channels
<b>Why they care</b>	They are building fast and can't afford to miss what users are telling them. Getting feedback right early is the difference between building the right thing and wasting months on the wrong one.
<b>What they'll spend</b>	Unknown — find out by talking to them 🗨️. Likely similar to Indie SaaS Makers given bootstrapped budgets, but not yet confirmed.

<b>Growing SaaS Product Managers</b>	
Product managers at Series A/B SaaS companies with \$500K–\$5M ARR and 10–50	

### Growing SaaS Product Managers

employees. They have dedicated product teams, budget authority, and are actively looking for tools to centralize feedback and make data-driven decisions. They are more likely to compare you against Canny or Productboard.

<b>Who they are</b>	Product managers at Series A/B SaaS companies with \$500K–\$5M ARR, 10–50 employees, with dedicated product teams
<b>What they want</b>	Centralize scattered feedback, create systematic feature prioritization, and demonstrate user-driven decisions to their leadership team
<b>Why they care</b>	They are accountable for roadmap decisions and need to show their work. Scattered feedback makes them look disorganized. A clean prioritized board gives them credibility.
<b>What they'll spend</b>	Unknown — budget exists at this company size, but price sensitivity and willingness to pay vs. Canny/Productboard is not yet confirmed 📎

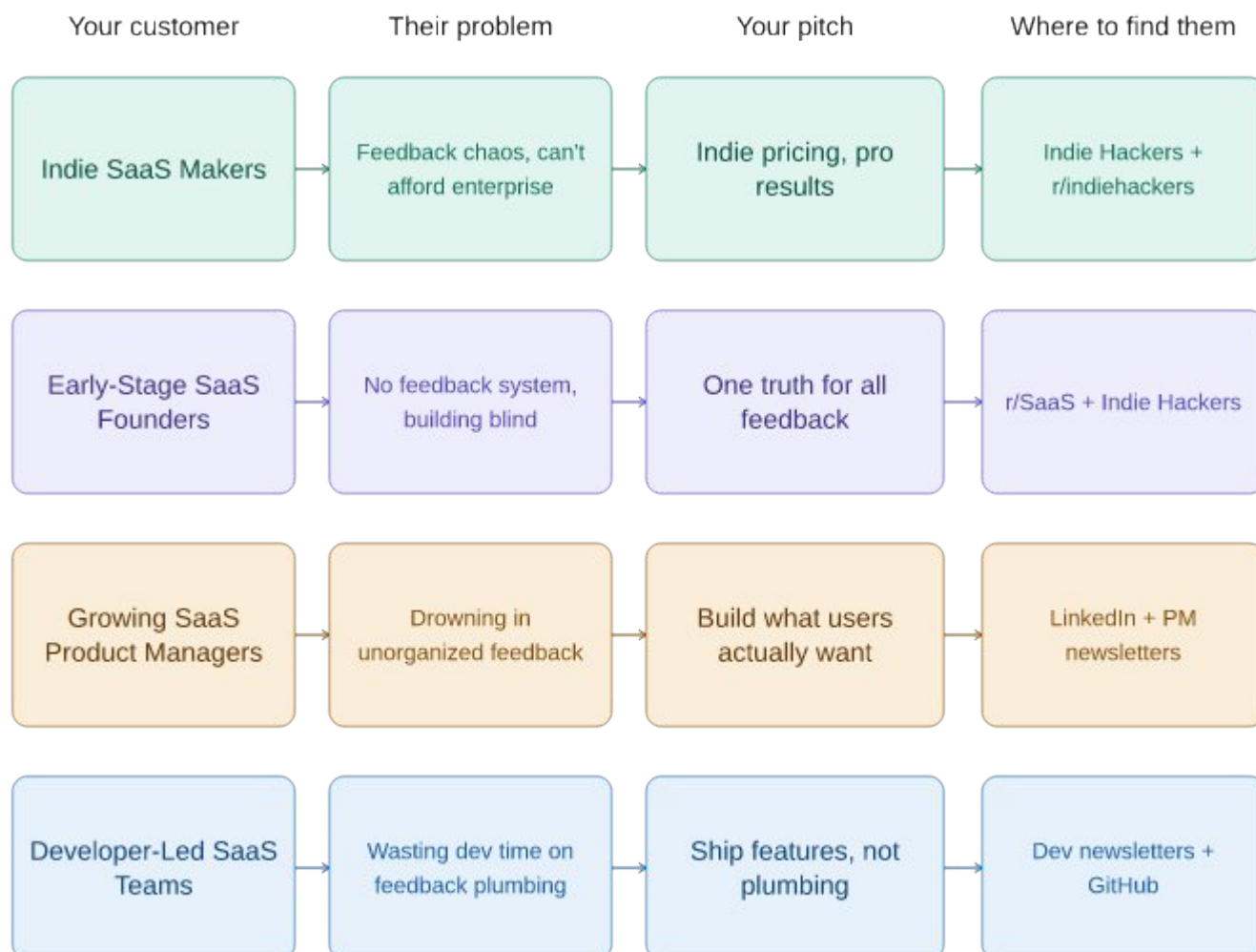
### Developer-Led SaaS Teams

Engineering-heavy SaaS teams where developers wear multiple hats including product decision-making. They prefer technical solutions they can implement quickly without involving other departments or going through lengthy vendor evaluations. This segment is inferred and needs validation before you invest significant time here.

<b>Who they are</b>	Technical co-founders, lead developers, or engineering managers at developer-focused SaaS companies with 5–25 employees
<b>What they want</b>	Implement feedback collection without complex integrations or lengthy vendor evaluations, maintain technical control, and quickly validate feature requests
<b>Why they care</b>	They hate spending dev time on internal tooling that isn't their core product. A 5-minute install that just works is exactly what they want — if they know it exists.
<b>What they'll spend</b>	Unknown — find out by talking to them 📎. No willingness-to-pay data exists for this segment yet.

## The Big Picture

Here's how everything connects. Each customer type has a core problem, a pitch that speaks to it, and a specific place where you can reach them. Read this left to right:



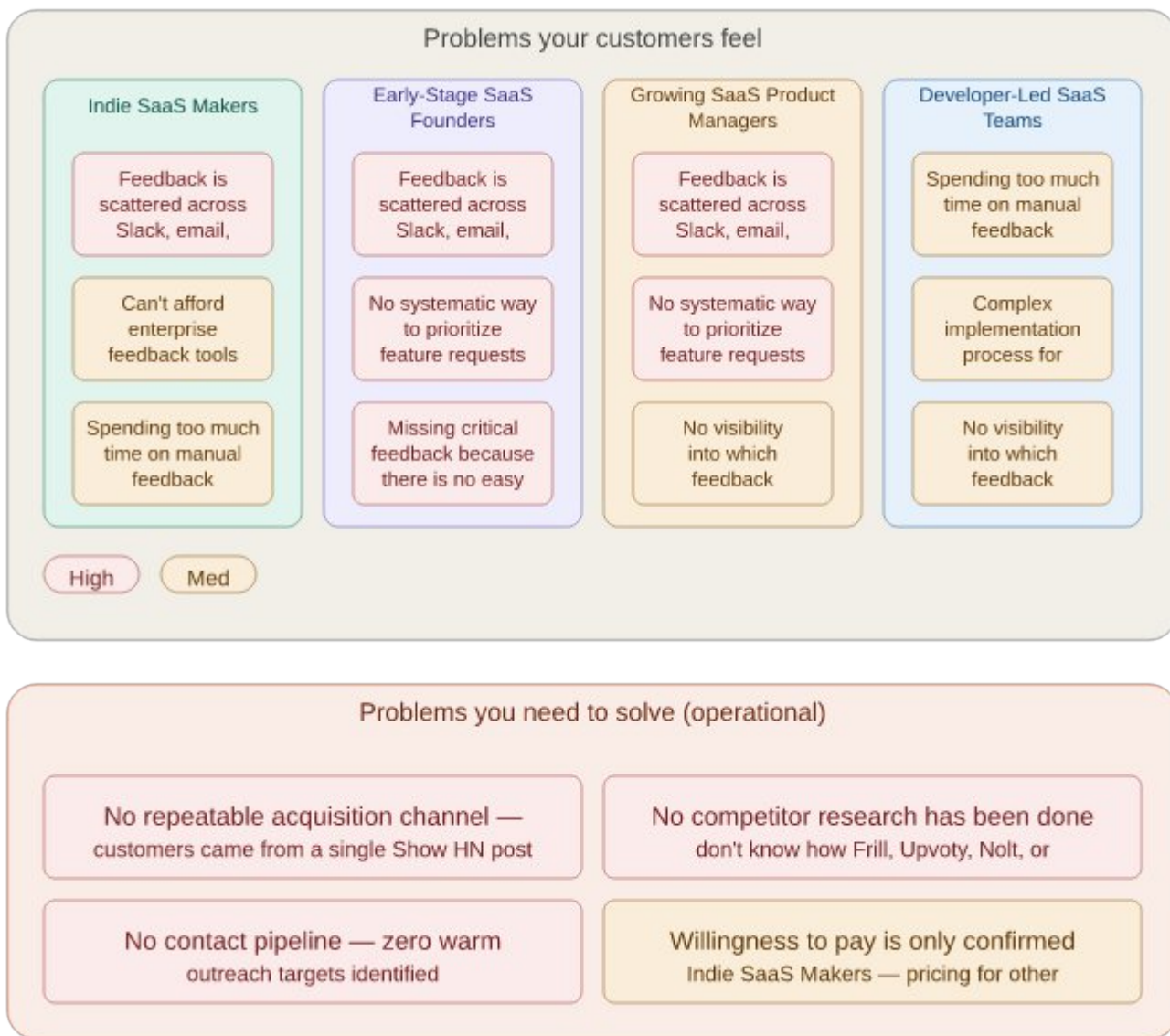
Read each row left to right: customer, problem, message, channel

### → How to read this

Follow each row left to right: that's the customer, their core frustration, the message that speaks to it, and the place where you deliver that message. Each row is a complete mini-strategy.

# Problems Worth Solving

These are the frustrations and gaps your business addresses. They're split into two groups: problems your customers feel (the reasons they'll buy), and problems you need to solve (operational challenges on your side). All are best guesses for now — your first expeditions will confirm which ones matter most.



## Problems Your Customers Feel

### Indie SaaS Makers

- **High** Feedback is scattered across Slack, email, support tickets, and spreadsheets — teams waste 8–12 hours per week collecting it and still lose ~40% of requests
- **Medium** Can't afford enterprise feedback tools like Productboard (\$300–500/month) or UserVoice (\$499/month) — resort to Google Forms or Notion tables

- **Medium** Spending too much time on manual feedback synthesis instead of building the actual product
- **Medium** Feedback gets lost or forgotten over time, leaving users feeling ignored

### Early-Stage SaaS Founders

- **High** Feedback is scattered across Slack, email, support tickets, and spreadsheets — teams waste 8–12 hours per week collecting it and still lose ~40% of requests
- **High** No systematic way to prioritize feature requests — roadmap is driven by the loudest customer, not real demand
- **High** Missing critical feedback because there is no easy in-product submission path — users won't hunt for a contact form
- **Medium** Complex implementation process for feedback tools requires significant dev time they don't have

### Growing SaaS Product Managers

- **High** Feedback is scattered across Slack, email, support tickets, and spreadsheets — teams waste 8–12 hours per week collecting it and still lose ~40% of requests
- **High** No systematic way to prioritize feature requests — roadmap is driven by the loudest customer, not real demand
- **Medium** No visibility into which feedback represents broader user sentiment vs. individual complaints
- **Medium** Feedback gets lost or forgotten over time, leaving users feeling ignored

### Developer-Led SaaS Teams

- **Medium** Spending too much time on manual feedback synthesis instead of building the actual product
- **Medium** Complex implementation process for feedback tools requires significant dev time they don't have
- **Medium** No visibility into which feedback represents broader user sentiment vs. individual complaints
- **High** Missing critical feedback because there is no easy in-product submission path — users won't hunt for a contact form

### Problems You Need to Solve

- **High** No repeatable acquisition channel — all 12 customers came from a single Show HN post and growth has flatlined for 6 months
- **High** No competitor research has been done — you don't know how Frill, Upvoty, Nolt, or Canny are positioning against you
- **High** No contact pipeline — zero warm leads or outreach targets identified
- **Medium** Willingness to pay is only confirmed for Indie SaaS Makers — pricing for other segments is unknown

- **Medium** No validation experiments have been run — it's unclear which messages, channels, or segments convert best

## Your Pitch

These are the messages you'll use when talking to potential customers, writing emails, or posting on social media. Each one is tailored to a specific customer type. Use the "Use this when" note to know which pitch fits which situation.

### "One source of truth for all user feedback"

**Best for: Indie SaaS Makers**

FeedbackPulse replaces the chaos of Slack threads, support emails, and spreadsheets with one prioritized feedback board embedded directly in your product. It installs in 5 minutes and costs \$29/month — no enterprise sales call, no lengthy setup. Your users submit feedback where they already are, and you finally see the full picture.

**Use this when:** Use this as your default pitch everywhere — Indie Hackers posts, Reddit threads, cold outreach, and your homepage headline. It addresses the highest-severity pain point across all segments.

### "Enterprise capabilities at indie pricing"

**Best for: Indie SaaS Makers**

Productboard costs \$300–500/month and takes weeks to set up. FeedbackPulse gives you the same core capability — a prioritized, centralized feedback board — in 5 minutes for \$29/month. Built specifically for bootstrapped teams who need it to work now, not after an onboarding call.

**Use this when:** Use this when talking to indie makers or early-stage founders who have looked at enterprise tools and walked away. Lead with the price comparison. Works well in Indie Hackers comments and r/SaaS threads where people complain about tool costs.

### "Meet users where they are"

**Best for: Early-Stage SaaS Founders**

Most feedback tools ask your users to leave your product, find a form, and remember what they wanted to say. FeedbackPulse embeds directly inside your app — where users are already engaged. In-app widgets get 3–5x more responses than email surveys, and the feedback you get is more specific and useful.

**Use this when:** Use this when talking to founders who are frustrated by low survey response rates or who rely on support tickets as their only feedback channel. Good for Product Hunt launch copy and onboarding emails.

### "Build what matters, not what's loudest"

**Best for: Growing SaaS Product Managers**

When feedback lives in five different places, you end up building for whoever complained most recently — not for what your users actually need. FeedbackPulse consolidates everything into one prioritized board so you can see real demand patterns, not just noise. Stop shipping features that get ignored.

**Use this when:** Use this when pitching to product managers who need to justify roadmap decisions to leadership. Works well in LinkedIn posts and PM-focused newsletters. Validate this message before making it a primary pitch — it's not yet confirmed.

## "Focus on product, not feedback plumbing"

**Best for:** Developer-Led SaaS Teams

Developer teams typically spend 15–20 hours building custom feedback systems that break, need maintenance, and still don't solve prioritization. FeedbackPulse is a 5-minute embed that handles all of that — built by a developer who solved this exact problem at three separate companies. Ship features, not infrastructure.

**Use this when:** Use this when reaching developer-led teams through GitHub, dev newsletters, or technical communities. This segment and pitch are not yet validated — test before investing heavily.

**All pitches are best guesses** 📧 These messages are based on what we know about each customer type. As you talk to real prospects, pay attention to which phrases get a reaction and which fall flat. Update your pitch language based on what you learn.

# Where to Find Customers

Specific places and actions for reaching each customer type, organized by urgency.

## Start Now

### Indie Hackers community posts and Show IH

Best for: Indie SaaS Makers | Cost: Free

Your 12 existing customers came from a single Hacker News post — Indie Hackers is the same audience, more concentrated, and more receptive to bootstrapped tools.

- Post a Show IH thread this week: title it 'Show IH: I built a 5-minute feedback widget for indie SaaS — here's what I learned from 12 paying customers'
- Spend 30 minutes per day for 2 weeks commenting helpfully on threads where founders complain about feedback chaos — mention FeedbackPulse only when directly relevant
- Write one longer post on Indie Hackers about your own journey building FeedbackPulse and the problem it solves — link to a free trial at the end
- Join the Indie Hackers Slack and introduce yourself in the #products channel with a one-liner and a link

### Reddit — r/SaaS and r/indiehackers

Best for: Early-Stage SaaS Founders | Cost: Free

r/SaaS has 200K+ members who are exactly your target customer — founders and PMs actively discussing the problems FeedbackPulse solves.

- Search r/SaaS for posts about 'feedback', 'feature requests', and 'user feedback' — leave genuinely helpful comments on the top 10 results before posting anything promotional
- Post a value-first thread: 'How we handle user feedback at our bootstrapped SaaS (and what we tried before)' — share your real experience, mention FeedbackPulse at the end
- Set up a Google Alert for 'feedback tool SaaS reddit' so you can respond to relevant threads within 24 hours
- Do not post promotional content until you have 10+ helpful comments on the subreddit — moderators will remove it and you'll be banned

### Direct outreach to your 12 existing customers

Best for: Indie SaaS Makers | Cost: Free

Your existing customers already love the product enough to pay for it. They are your best source of referrals, testimonials, and insight into what's working.

- Email all 12 customers this week with a personal note — ask for a 15-minute call to understand why they signed up and what they'd tell a friend about FeedbackPulse
- Ask each customer directly: 'Do you know 1–2 other founders who struggle with feedback chaos? I'd love an intro.'
- Offer a referral incentive — one free month for every paying customer they refer — and make it easy with a simple referral link

- Turn the best quotes from these calls into testimonials for your homepage and Indie Hackers posts (with permission)

## Start Soon

### Product Hunt launch

Best for: Early-Stage SaaS Founders | Cost: Free

Product Hunt surfaces new tools to thousands of early adopters and SaaS founders in a single day — a well-prepared launch can generate 50–200 signups.

- Spend 2 weeks before launch engaging on Product Hunt — upvote and comment on 5 products per day so your account has activity history
- Line up 10 supporters (existing customers, Indie Hackers connections) who will upvote and comment in the first 2 hours of launch day
- Write a launch description that leads with the problem: 'Feedback scattered across Slack, email, and spreadsheets? FeedbackPulse fixes that in 5 minutes for \$29/month'
- Offer a Product Hunt exclusive — 20% off first 3 months — to create urgency and reward early supporters

### Developer-focused newsletters (TLDR, Bytes.dev, Changelog)

Best for: Developer-Led SaaS Teams | Cost: Low

Developer newsletters reach technical founders and engineering leads who make tool decisions — and they trust editorial recommendations over ads.

- Email the editors of TLDR Dev and Bytes.dev with a one-paragraph pitch: explain the problem, the 5-minute install, and the \$29/month price — ask if they'd feature it
- Submit FeedbackPulse to the Changelog News section (free submission at [changelog.com/news](https://changelog.com/news))
- Write a short technical blog post: 'How I built a feedback widget that installs in 5 minutes' — submit it to dev.to and Hashnode for organic discovery
- Track which newsletter drives signups using UTM parameters so you know where to double down

## ⌘ Start Later (after first expeditions)

### LinkedIn content targeting SaaS PMs

Best for: Growing SaaS Product Managers | Cost: Free

Product managers at Series A/B companies spend time on LinkedIn — short posts about roadmap prioritization and feedback chaos get strong engagement from this audience.

- Post 2x per week on LinkedIn — short posts (150–200 words) about the cost of scattered feedback, with a soft mention of FeedbackPulse at the end
- Search LinkedIn for 'Product Manager SaaS' and connect with 10 new PMs per week — send a personal note, not a pitch

- Comment on posts by SaaS PM influencers (Lenny Rachitsky, Shreyas Doshi) with thoughtful responses — this builds visibility with their audiences
- Share a case study post once you have a PM customer willing to be named — 'How [Company] went from feedback chaos to a prioritized roadmap in one week'

## How You Stand Out

### Similar (But Different) Businesses

These aren't direct competitors, but they compete for the same customer budget and attention. They're also potential partners.

They do this	What they offer	What you offer differently
High-end enterprise tools	Comprehensive product management suites with advanced analytics, integrations, and prioritization frameworks	5-minute setup, \$29/month flat, no feature bloat — built for teams that need feedback collection now, not a full PM platform
Mid-market feedback boards	Clean feedback voting boards with reasonable pricing and quick setup	Embedded in-app widget captures feedback inside the product — not a separate portal users have to find and visit
Budget alternatives	Very affordable, simple feedback boards with basic voting	In-app embedded collection vs. external board — users submit feedback in the moment, not after leaving your product
DIY / doing nothing	Free or near-free tools teams already use, repurposed for feedback collection	Purpose-built prioritization board with in-app collection — no manual copying, no lost requests, no spreadsheet maintenance

### What Makes You Hard to Copy

- Embedded in-app widget — feedback is captured inside the product, not through an external portal users have to find
- 5-minute installation — no dev sprint, no onboarding call, no lengthy configuration required
- \$29/month flat pricing — no per-seat fees that balloon as the team grows
- Built by a founder who experienced this exact problem at three separate companies — the product solves a real, lived pain
- Positioned against doing nothing — your real competition is Google Forms and Notion tables, not Productboard

### Your Biggest Risk

Frill, Upvoty, and Nolt are at a similar price point and are already established. If any of them ships an embedded widget, your primary differentiator disappears. No formal competitor research has been done yet — this is a gap you need to close in the next two weeks.

## Questions to Answer

These are the most important things you don't know yet. Each one has a practical way to find the answer. Treat this as your learning roadmap.

### **Why did my 12 existing customers sign up — and what words do they use to describe the problem?**

**How to find out:** Call all 12 customers this week. Ask: 'What were you doing before FeedbackPulse? What made you decide to try it? What would you tell a friend it does?' Record the calls and pull out the exact phrases they use.

● **CRITICAL**

### **Which channel will consistently bring in new customers — not just a one-time spike?**

**How to find out:** Run 3 parallel experiments in the next 30 days: Indie Hackers post, r/SaaS thread, and personal outreach to 20 warm prospects. Add UTM parameters to every link. After 30 days, compare signups per hour of effort for each channel.

● **CRITICAL**

### **What are Frill, Upvoty, Nolt, and Canny actually saying to customers — and how do I position against them?**

**How to find out:** Spend 2 hours this week reading their homepages, pricing pages, and G2/Capterra reviews. Note what customers praise and complain about. Look for gaps that FeedbackPulse fills — especially around embedded in-app collection.

● **CRITICAL**

### **What will Early-Stage SaaS Founders and Growing SaaS PMs actually pay for a tool like this?**

**How to find out:** Ask directly in customer calls and in community posts. Try the Van Westendorp question: 'At what price would this feel too expensive? Too cheap to trust?' Also look at what Canny and Frill charge and whether customers in those segments mention price as a barrier.

● **HIGH**

### **Do Developer-Led SaaS Teams actually have this problem — and do they discover tools the way I think they do?**

**How to find out:** Post in 2–3 developer communities (dev.to, Hacker News, a relevant GitHub discussion) with a question about how dev teams handle user feedback. Count the responses and look for patterns. If fewer than 20 people engage, this segment may not be worth pursuing yet.

● **HIGH**

### **What is the real reason customers stay — and what would make them cancel?**

**How to find out:** Ask in customer calls: 'What would have to change for you to cancel?' and 'What's the one thing you'd miss most if FeedbackPulse disappeared tomorrow?' This tells

you what to protect and what to build next.

• **HIGH**

**Does the 'Build what matters, not what's loudest' pitch actually resonate with Growing SaaS PMs?**

**How to find out:** Post a LinkedIn article or thread aimed at PMs using this framing. Measure comments, shares, and profile clicks. If engagement is low after 2 posts, try a different angle before investing more time in this segment.

• **MEDIUM**

## What's Still Open

These are decisions you'll need to make as you learn from your first customers. None of them need to be decided today — but keep them on your radar.

### Should I focus all my energy on Indie SaaS Makers first, or try to reach multiple segments at once?

- Focus only on Indie SaaS Makers for 30 days — pro: faster learning, less context-switching; con: may miss faster-converting segments
- Run parallel experiments across 2–3 segments — pro: more data faster; con: effort is split and results are harder to interpret
- Follow the customer calls — go where the warmest conversations lead — pro: data-driven; con: requires completing calls first

*Recommendation: Focus on Indie SaaS Makers for the first 30 days. They match your existing customers, they're reachable today, and their willingness to pay is confirmed. Expand to other segments once you have a repeatable channel.*

*When to decide: Decide before you write your first community post — your segment focus determines your message and where you post it*

### When should I launch on Product Hunt — and is it worth doing before I have more traction?

- Launch now — pro: generates immediate visibility; con: without warm supporters and a polished page, you'll rank low and waste the opportunity
- Launch after reaching 25 customers — pro: more social proof and testimonials; con: delays a potentially high-traffic event
- Launch after 2 weeks of Product Hunt community engagement — pro: account has activity history which helps ranking; con: still limited social proof

*Recommendation: Start Product Hunt prep now but don't launch for at least 3–4 weeks. Use the time to build community engagement, collect testimonials from customer calls, and line up 10 supporters for launch day.*

*When to decide: Decide once you have at least 3 customer testimonials and 10 committed supporters — those are the minimum requirements for a successful launch*

### Should I raise the price above \$29/month to test higher willingness to pay?

- Keep \$29/month — pro: confirmed WTP for Indie Makers, low friction to sign up; con: may be leaving money on the table with PM segment
- Introduce a higher tier at \$79–99/month for Growing SaaS PMs — pro: captures more value from budget-rich segment; con: adds complexity before you've validated the segment
- Run a price test — offer \$49/month to new signups for 30 days and measure conversion — pro: real data; con: requires careful messaging to avoid confusing existing customers

*Recommendation: Keep \$29/month for now. Validate the Growing SaaS PM segment first. Once you have 5+ PM customers, run a price test with a higher tier.*

*When to decide: Revisit pricing once you have 5 customers from the Growing SaaS PM segment — that's enough data to know if they'll pay more*

### **Should I invest time in content marketing (blog posts, SEO) or focus entirely on community and outreach?**

- Community and outreach only — pro: faster feedback loop, results in days not months; con: doesn't compound over time
- Content marketing only — pro: compounds over time, drives inbound; con: takes 3–6 months to see results, wrong priority at 12 customers
- Community first, content as a secondary activity — pro: balances speed and compounding; con: requires consistent time commitment

*Recommendation: Community and outreach first. Content marketing is valuable but takes months to pay off. You need customers in the next 30 days, not 6 months from now. Write one blog post only if you have spare time after community work.*

*When to decide: Revisit once you hit 25 customers and have a confirmed acquisition channel — at that point, content can amplify what's already working*