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Most startups don't fail because they can't build a product. Most startups fail because they can't get traction. Building a successful company is hard.

Smart entrepreneurs

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How that the key to success isn't the originality of your offering, the brilliance of your team, or how much money you raise.

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In *Traction*, serial entrepreneurs Gabriel Weinberg and Justin Mares give startups the tools for generating explosive customer growth. 'Anyone trying to break through to new customers can use this smart, ambitious book' Eric Ries, author of *The Lean Startup*. Most startups

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with new buzzwords, however Traction is entirely something else. As Justin Mares and Gabriel Weinberg realized from their own experiences, building a profitable firm is tough. For every startup that grows to the point where it may go public or be profitably acquired, thousands

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of others sputter and die.

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recommendation tends to be a lot of platitudes repackaged with new buzzwords, however Traction is entirely something else.

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Most startups don't fail because they

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can't build a product. Most startups fail because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building

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a successful company
is hard.

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Here is the summary
of the book Traction:
How any startup can
achieve explosive
growth. I hope that
you find it useful!

Traction is a sign that

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your startup is taking off. If you charge, it means customers are buying. If your product is free, it means your user base is growing.

~~How to achieve explosive startup growth! : startups~~
Most startups don't fail because they can't build a product.
Most startups fail

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because they can't get traction. Startup advice tends to be a lot of platitudes repackaged with new buzzwords, but Traction is something else entirely. As Gabriel Weinberg and Justin Mares learned from their own experiences, building a successful company is hard.

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To succeed a startup must grow quickly.

Traction is the measurable evidence of customer demand.

Depending on the nature of your business, it could be the number of app

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downloads, the number of free/paid subscribers, the number of sales transactions etc.

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Weinberg, Justin
Mares Two successful startup founders offer a comprehensive overview of the various ways startups can achieve strong, sustainable growth, and a guide to choosing the ones that will make the difference.

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Achieve
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Any startup can get customers by advertising, but most of the customers won't be loyal because they come to your product by seeing your ad. If they see your ad or see your product somewhere else also

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then chances of being loyal increases. Out of 24 methods in this book, 23 have high chances of getting loyal customers.

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How Any

Almost every failed startup has a product. What failed startups don't have are enough customers. Founders and employees fail to spend time thinking about (and working on) traction in the same way they work on building a product. This shortsighted approach has startups

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trying random tactics -
some ads, a blog post
or two - in an
unstructured way

Explosive

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Guide to Getting
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