



GROWTH TOOLKIT

25 Essential Tools for Growth

HOWARD KINGSTON
www.startupremarkable.com

Contents.

Introduction.....	3
About the Author.....	5
Section 1: Pre-Launch – Branding & Research.....	6
Marketing Research & Planning.....	7
Naming & Branding.....	7
Pre-Launch: Branding & Research – Essential Resources.....	8
Idea Inspiration.....	9
Section 2: Launch – Growth & Awareness.....	10
Launch Part 1: Growth - Getting Users.....	11
Growth – Essential Read.....	11
Launch Part 2: Awareness - Getting Known.....	11
Awareness – Essential Read.....	13
Launch Part 3: Sales / BD.....	13
Sales / BD – Essential Read.....	14
Section 3: Longevity – Growth Mindset.....	15
Growth Mindset – Essential Read.....	16
Section 4: Thanks!.....	18

Introduction.

They say that a rocket burns 96 percent of its fuel in the first ten minutes after launch, as it makes a bid to reach escape velocity and escape Earth's gravity.



I've always felt that launching a startup seems similar to this.

In any of the businesses I've launched, during the early stage it felt I was expelling huge amounts of energy just trying to get the thing off the ground!

Not knowing the right strategies, not having the right contacts, and not using the right tools for the job.

Over the past few years, as well as launching my own startups, **I've spent hundreds of hours** teaching entrepreneurs at General Assembly, spoken to hundreds of founders one-on-one, and spoken at conferences around the world on one main subject: how to help entrepreneurs launch and grow their startups. In other words, **how to help them achieve escape velocity.**

Along my own journey, I regularly wondered to myself, “Is this the best way I can be doing this?” Then, someone would introduce me to a way of doing it that would either:

1. Save me tons of time
2. Save me money
3. Automate what I was already doing manually
4. Improve my results to give me a competitive advantage

And I would always think, “I wish I had known about that sooner.”

If you’ve ever wondered what you can do to improve your startup’s efficacy and maximize your growth, then this guide will serve you well. All the tools listed are ones I personally use, and I believe these tools can help turn the inefficiencies of spinning wheels into the feeling of “rubber meeting the road.”

Yes, there is already a number of startup resource lists out there (hello, Startup Stash and epic medium posts), but in my experience, I found:

- a. These lists were overwhelming. They typically included over 300 tools. I’d bookmark them and never come back to them because they were just too big.
- b. They were too generic. They included tools for everything from graphic design to development to HR and recruiting. When I’m working on growth, I just want a list of the best tools for the stage of growth I’m at, ones that have been tried and tested by someone I trust.
- c. They weren’t actionable. They were just a lot of links and snippets. I wanted a list of things that would **help** me grow. Hence why I’ve included over **\$500 of free marketing budget** for everything from:
 - a. Facebook ads
 - b. Google PPC
 - c. Fiverr.com
 - d. Clarity

Use this stuff and it will help you grow.

To your continued success,

Howard

p.s. I’d love to connect with you; please contact me through one of the options below:

[Twitter](#) | [LinkedIn](#) | [Angellist](#) | [Huffington Post](#)

About the Author.



Hi, I'm Howard Kingston. You may know me as the co-founder of Adludio, the energetic Irish entrepreneur, or the guy with lots of hair. Either way, I'm excited you're here.

In late 2012 I co-founded Adludio. What started with an idea onstage at a Startup Weekend became a fast-growing mobile advertising business with Fortune 500 clients including Nike, Unilever, Red Bull, PayPal, Nestle, and dozens more. We've raised \$3M in VC investment, became profitable (a rarity in tech these days ;) & have won a number of awards.

My intro to the tech-startup world began with quite a ride: helping launch a gaming startup that grew to 15 million users & gained international acclaim before eventually being acquired.

Along the way I've been blessed with the opportunity to tick off some life goals, such as speaking at SXSW, being featured in amazing places such as BBC, Forbes, and Huffington Post, and being named as a member of London's 'Silicon 60' and the Tech City Insider 100.

Section 1: Pre-Launch – Branding & Research.



All truths are easy to understand once they are discovered; the point is to discover them.

– Galileo

The early days can seem the hardest. That's when we're trying to figure out those things that we think are super important, but probably aren't in the long run.

Here are some simple tools I personally use to get a project's brand good enough to launch so I can move on to execution. Remember, speed is key at this stage and perfection is the enemy of progress.

Marketing Research & Planning

Researching your audience? → If you're using SurveyMonkey, stop. [Typeform](#) is 10x slicker, great on mobile, and free for most needs. I combine this with [ASK formula](#) when doing research

Free Stuff → [Get it free right here](#)

Want to know how your competitors do it? → Use [SimilarWeb](#) to spy on your competitors for info such as how much traffic they get, and where from. I use it regularly for choosing keywords

Free Stuff → [Get it free right here](#)



Stuck on your business plan? → Forget the 10-page version (that no one reads). Just create a [Lean Canvas](#). They're great for mapping out ideas quickly, and most investors will now prefer this to a 10-page business plan. We created one of these at Adludio when starting out.

Free Stuff → [Get it free right here](#)

Naming & Branding

Spending hours finding a business name? → [Domainr](#) is the best tool I've found to help me find a domain name for my business or idea. When the dot-com has been taken, this gives me some nice alternatives. Was my go-to tool when choosing names for Adludio & Future Ad Labs.

Free Stuff → [Get it free right here](#)

Want a logo, like right now? → With [Squarespace Logo Builder](#), now you can get it. Perfect for hackathons, startup weekends or MVPs. You'll probably want to hire a designer to make you one before your IPO.

Free Stuff → [Get it free right here](#)

Need great FREE images → Chances are you'll need images along the way (blog posts, websites, social media, etc.). I used to get my images from iStockphoto but every time I paid

money I died a little inside, and when I was feeling lazy I'd get something off Google images ... but every time the doorbell rang, I knew it could be the Internet police. [Pexels](#) offers great stock imagery for free, can't argue with that...

Free Stuff → [Get it free right here](#)

Want great graphics, but not a graphic designer? → [Canva](#) gives you great graphics with zero graphic design ability. Save \$\$ when you upload your own images (from, say, Pexels above), you get to use the service completely free.

Free Stuff → [Get it free right here](#)

Need help to get more done → [Fiverr](#) is the website where everything on it costs exactly \$5. What can you get for \$5, you ask? Well, it turns out, a hell of a lot. I regularly get logos, simple webpages, and graphic design tasks done through Fiverr. Where did I get the cover graphic, copyediting, and ebook formatting for this ebook, for example? You guessed it: Fiverr.com.

I've sorted it so **you get your first \$5 task on Fiverr for free**. Click the link below to get it!

Free Stuff → [Get it free right here](#)

Pre-Launch: Branding & Research – Essential Resources

Want to stand out from the crowd? → [Purple Cow](#) is my favorite book on branding. It's not a how-to book, but rather a reminder on how important it is to stand out from the crowd and not play it safe (and be forgettable). I re-read this before every taking any branding decision.

Get it on Amazon → [Get it from Amazon UK](#) | [Get it from Amazon USA](#)

Start with Why → Essential branding viewing and my favorite Ted talk (I've watched it 20+ times)

Watch it for free → [Watch on Ted.com here](#)

Idea Inspiration

Still lacking inspiration or looking for that killer idea? Luckily [Bored Elon Musk](#) has too many ideas, so he's just giving them away (hello, Hyperloop). 'He' tweets others regularly here.



Section 2: Launch – Growth & Awareness.



Success comes when preparation meets opportunity.

– Henry Hartman

Launching your startup will feel a bit like blowing up a balloon. The tools you’re using in the previous chapter are like blowing up the balloon, and your launch is when you “pop” the balloon, making a lot of noise and making people pay attention.

These tools in the next section are here to help you make this noise. It’s in three sections: Growth (user acquisition), Awareness (press/content), and Sales/BD.

Launch Part 1: Growth - Getting Users.

Need users fast, but have no marketing budget? → Paid marketing (Google Pay-Per-Click, Facebook ads, etc.) works. Not only are these methods effective, but they are fast. Turn on a campaign in the morning and you have hundreds of users by lunchtime. The catch? It costs money, of course! No budget? No problem – I’ve found you **over \$500 of free advertising** for Google, Facebook, and Bing. Go get it by clicking below

Free Stuff → [Get it free right here](#)

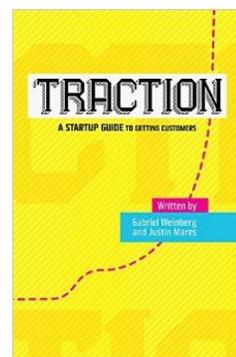
Need to send emails to customers? Most startups use Mailchimp. I’ve found it clunky and it ends up being expensive in the long run. Instead, I use [Aweber](#), which offers unlimited contacts and good drip campaign abilities.

Free Stuff → [Get your 30 day free trial right here](#)

Growth – Essential Read

Planning your marketing Strategy? → When every business is different, how do you know what growth channel is best for your business? [Traction](#) gives the best overview of all marketing channels available to you, as well as a “bull’s-eye framework” I personally use when planning my marketing strategies.

Get it on Amazon → [Get it from Amazon UK](#) | [Get it from Amazon USA](#)



Launch Part 2: Awareness - Getting Known

Promoting your launch? → There are lots of places people go to check out new startups and products. If you get featured, you can expect a nice flow of early-adopter users (Product Hunt is the most famous of these, [here’s a great post how to successfully launch on it](#))). [Promote Hour](#) lists all these types of sites in one easy place for you. Let your marketing team lose on these. Promote Hour lists all of these sites in one place.

Check It Out → [Get it free right here](#)

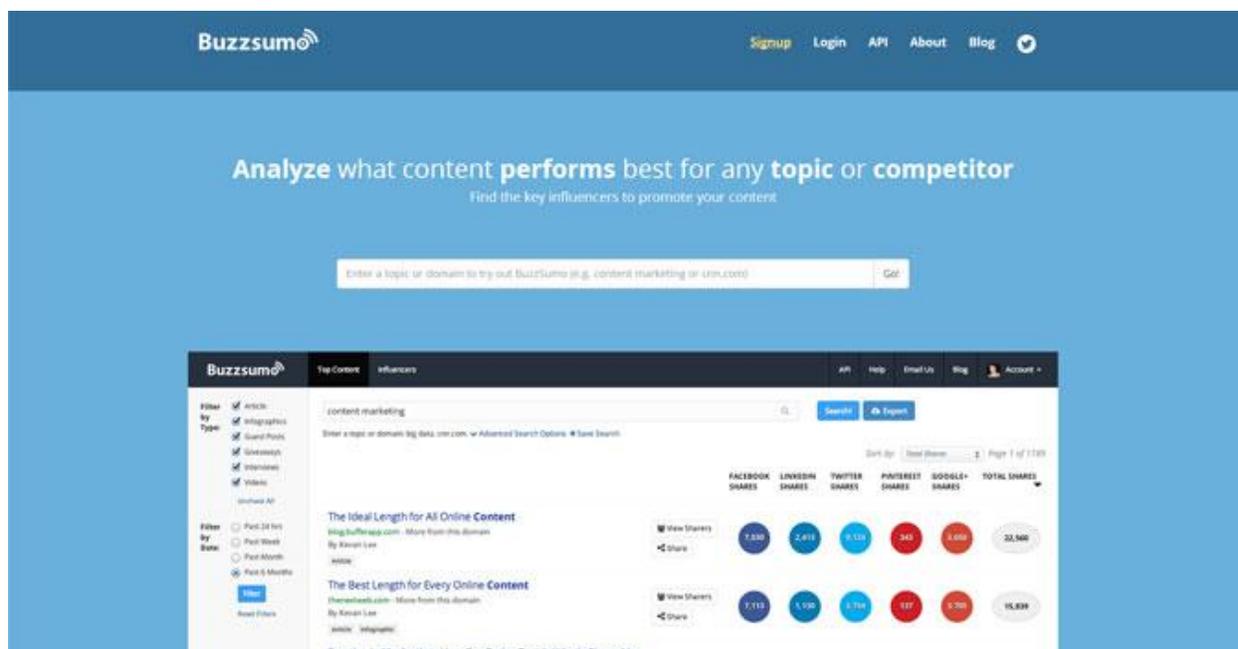
Growth Toolkit – 25 Essential Tools for Growth

Want to be featured in the press? Use [HARO](#) & receive daily leads from journalists and TV and radio producers looking for experts to “comment” and interview for their media pieces. Media outlets include Entrepreneur, CNN, and the *New York Times*. I use HARO regularly to get media mentions for Adludio ([here's a recent example](#)).

Check It Out → [Get it free right here](#)

Want to write headlines that go viral? → Coming up with viral headlines for your content is hard. This is my secret weapon. I use [Buzzsumo](#) to lose the guesswork and turn the art of catchy headlines into a science. [Buzzsumo](#) tells you what headlines have proven to be the most popular in the past, and then you can do some R&D – rob & duplicate ;) – to make your own. I use it to help create the title for every piece of content I write (including this ebook).

Check It Out → [Get it free right here](#)



The screenshot displays the Buzzsumo website interface. At the top, there's a navigation bar with 'Signup', 'Login', 'API', 'About', and 'Blog' links. The main heading reads 'Analyze what content performs best for any topic or competitor' with a subtext 'Find the key influencers to promote your content'. Below this is a search input field containing 'content marketing' and a 'Go!' button. The search results are displayed in a table format with columns for 'Facebook Shares', 'LinkedIn Shares', 'Twitter Shares', 'Pinterest Shares', 'Google+ Shares', and 'Total Shares'. Two results are visible:

Article Title	Facebook Shares	LinkedIn Shares	Twitter Shares	Pinterest Shares	Google+ Shares	Total Shares
The Ideal Length for All Online Content blog.bufferapp.com - More from this domain By Raven Lee	7,830	2,418	9,124	343	6,688	23,403
The Best Length for Every Online Content themeads.com - More from this domain By Raven Lee	1,119	1,100	5,724	107	6,726	14,836

SumoMe → The tool I use for all my email list-building needs (including [StartupRemarkable](#)).

Check It Out → [Get it free right here](#)

Awareness – Essential Read

Want to be better at sales, networking...and life? → [How to win friends and influence people](#) is less about getting PR, and more about being likeable when speaking to people. If you only take action on one tip from this entire ebook, read this book. It will change your life. It did mine, and it's one of only three books I re-read every year.

Get it on Amazon → [Get it from Amazon UK](#) | [Get it from Amazon USA](#)

Launch Part 3: Sales / BD

Want to track your Sales/BD deals like a pro? → If you're just starting out and your revenue is driven by sales, you need some kind of sales CRM. Forget Salesforce for now, just use something easy to learn that you can get using quickly. I've been using Pipedrive for the past three years since we started and it ticks every box. **Bonus: *If you use the link below, you'll get a bonus 'surprise' on your trial ;)***

Check It Out → [Get it free trial right here](#)

Find anyone's email address → [Rapportive](#) is a free tool that I use to see who it is that's emailing me, connect with them on LinkedIn with one-click, and also to help me find out people's email addresses when hustling for BD/investment etc. Everyone should use this; it amazes me how many people still don't.

Check It Out → [Get it free right here](#)



Be persistent → Never forget to follow up on an email again. If someone doesn't respond to your first email, [Boomerang](#) will send it back to your inbox in, say, two weeks, prompting you to give the person a gentle nudge to respond to your email. It makes you look on the ball.

Check It Out → [Get it free right here](#)

Know when to follow up → A kind of creepy tool that tells you when people open your email. I've actually stopped using it as it feels wrong and gets annoying after a while, but useful.

Check It Out → [Get it free right here](#)

Sales / BD – Essential Read

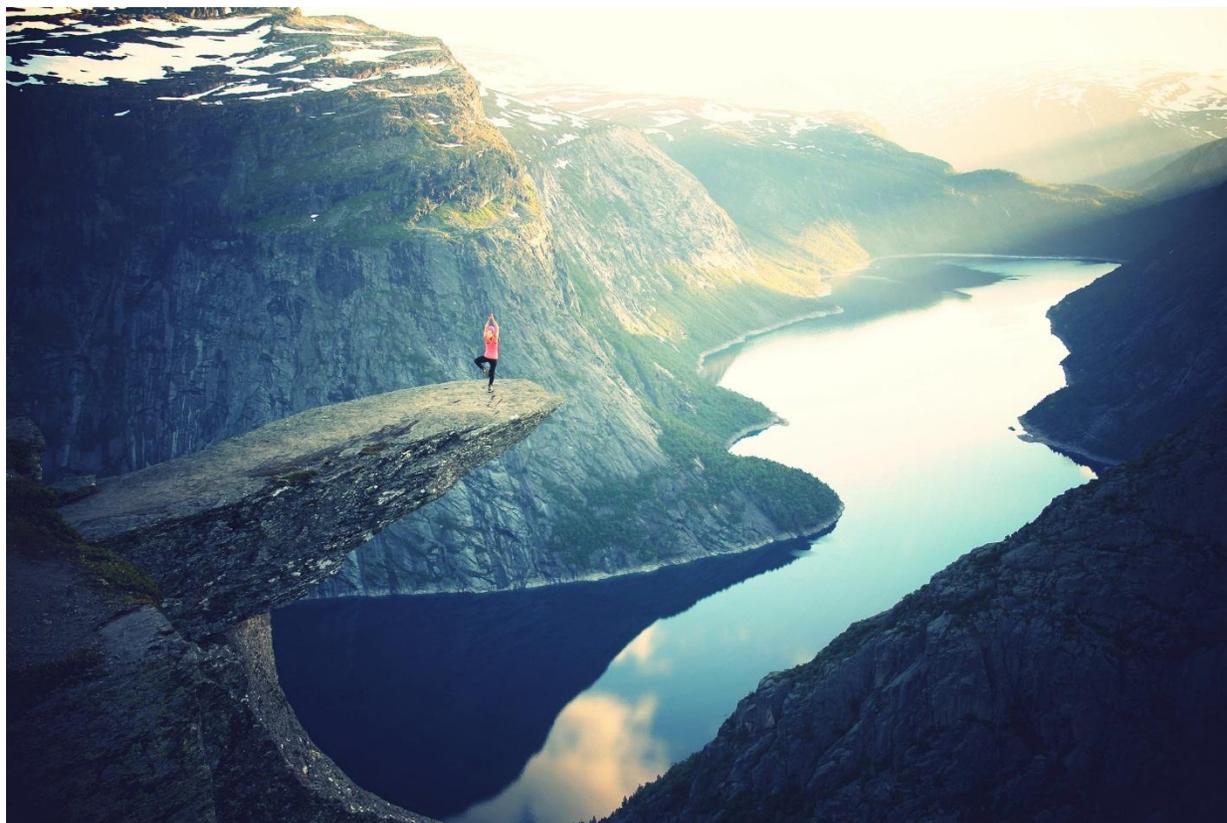
Predicable Revenue → I love this book. It breaks down sales from an art to a science. The closest thing to “Growth Hacking for Sales” that I've found.

Get it on Amazon → [Get it from Amazon UK](#) | [Get it from Amazon USA](#)

Always be closing → The cult-like scene from Glengarry Glen Ross, that's the best sales scene I've seen in a movie. Note: This clip is more for entertainment than a guide on how to motivate your sales team.

Watch it for free → [Watch on Youtube.com here](#)

Section 3: Longevity – Growth Mindset.



Our greatest glory is not in never falling, but in rising every time we fall.

– Confucius

Many people think the growth curve will be like riding a ski lift – a smooth ride to the top of the mountain of success. The truth is that it's closer to riding a roller coaster, with extreme highs and lows on the way to the top. These tools will help make sure you're prepared for the ride.

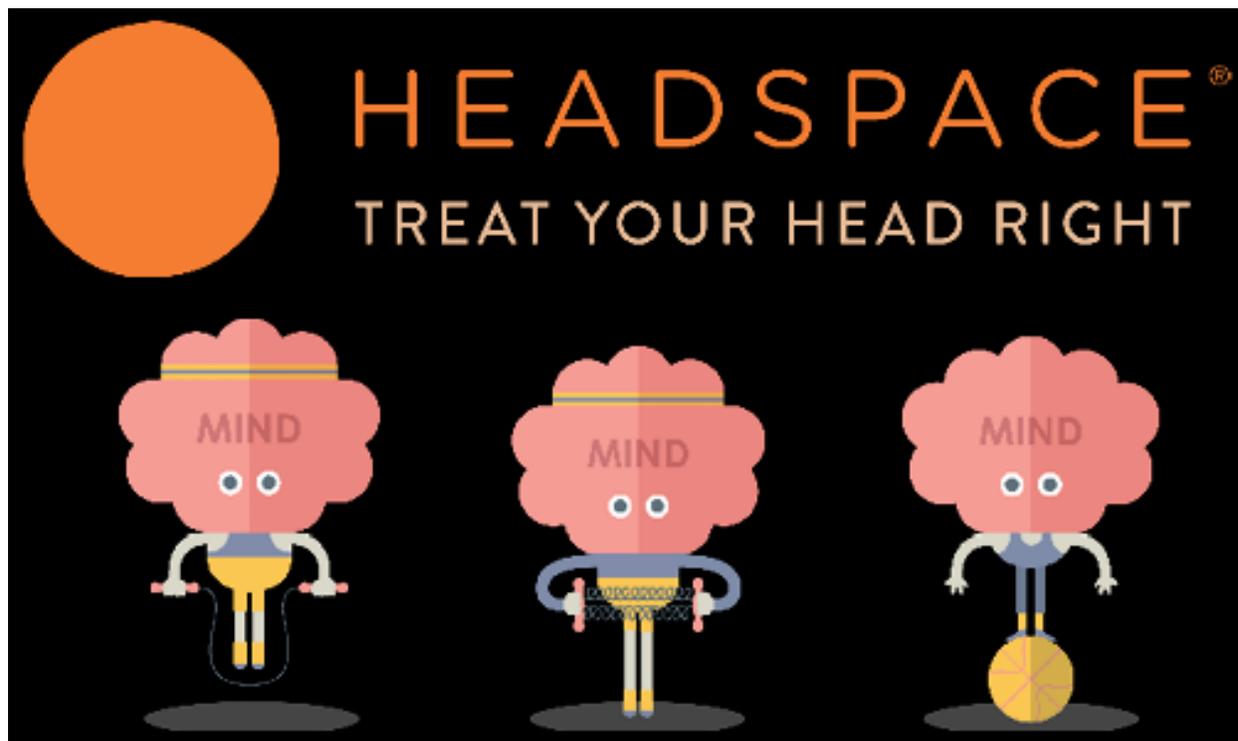
Need someone to speak to? → If you haven't thought to yourself, "What the f*ck am I supposed to do in this situation?" you just haven't been running your startup long enough. [Clarity](#), aka "phone sex for entrepreneurs" allows you to talk to the world's top entrepreneurs and pay per minute for their advice. You can call everyone from Mark Cuban to Sean Ellis. I've made and received over one hundred calls on Clarity – it's my virtual advisory board.

I'm offering every reader of this book a free 15-minute Clarity call with me (usual price on Clarity: \$75). Make sure to use the link below to get your free time.

Check It Out → [Get it free right here](#)

Finding the startup life stressful? → Entrepreneurial life is like running a marathon along a 26-mile roller-coaster track. Just like you'd exercise your body to get marathon-fit, Meditation helps you get your brain fit for the marathon. Many top entrepreneurs meditate, including me. I've been using [headspace](#) daily for over a year now and [see it as an essential daily routine](#).

Check It Out → [Try the first 10 session free](#)



Growth Mindset – Essential Read



Growth Toolkit – 25 Essential Tools for Growth

6 Pillars of Self-Esteem → Slightly cringey title. Very incredible book. You cannot fail to take massive positive action in your life after reading this. Another of the select few books I re-read every year.

Get it on Amazon → [Get it from Amazon UK](#) | [Get it from Amazon USA](#)

Section 4: Thanks!



Good luck on your journey!

Thank You

I hope you have enjoyed this book as much as I enjoyed putting it together for you. If from reading this guide you use even just one tool, read one book, or watch one video and it helps you do something faster or better, then my work here is done. Please do drop me an email to tell me what you found most useful: howard@startupremarkable.com

If you have enjoyed this guide, please send it to your entrepreneurial friends. They can download it for free at <http://www.startupremarkable.com>

Thanks again. Wishing you success!

Howard

Legal stuff:

The information contained in this guide is for informational purposes only. I am not a lawyer or an accountant. Any legal or financial advice that I give is my opinion based on my own experience. You should always seek the advice of a professional before acting on something that I have published or recommended. Please understand that there are some links contained in this guide that I may benefit from financially. The material in this guide may include information, products or services by third parties. Third Party Materials comprise of the products and opinions expressed by their owners. As such, I do not assume responsibility or liability for any Third Party material or opinions. No part of this publication shall be reproduced, transmitted, or sold in whole or in part in any form, without the prior written consent of the author. All trademarks and registered trademarks appearing in this guide are the property of their respective owners. Users of this guide are advised to do their own due diligence when it comes to making business decisions and all information, products, services that have been provided should be independently verified by your own qualified professionals. By reading this guide, you agree that I am not responsible for the success or failure of your business decisions relating to any information presented in this guide.