



The Product Hunt Manual: How to Launch Your Startup or Product on the Internet's Hottest Site

Kiki Schirr

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Startups that launch on Product Hunt can see thousands of signups or tens of thousands of views on the first day alone--if they rank in the top ten.

We all know that Product Hunt is the place to launch your startup, but it can be hard to tell why or how a product shoots up the charts. Learn how to maximize your performance on Product Hunt by leveraging your network.

Kiki Schirr is a big fan of the Product Hunt community, and an avid Hunter. Ryan Hoover, founder of Product Hunt, named her as one of the 30 Hunters with the highest quality hunts in his "2014 in Numbers" Medium post. When this book was on Product Hunt it took first place, and remains in the top 100 hunts of all time.

This book simplifies the process of rising up the Product Hunt rankings by dividing this book into two parts—an explanatory section that goes into theory, and an example workbook, that will help you prepare for your day in the spotlight.

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