CONTENTS

Preface: Traction Trumps Everything

CHAPTER ONE [1] Traction Channels

CHAPTER TWO | 8 Traction Thinking

CHAPTER THREE [19 Bullseye

CHAPTER FOUR | 27 Traction Testing

CHAPTER FIVE | 35 Critical Path

CHAPTER SIX | 42 Targeting Blogs

CONTENTS

CHAPTER SEVEN | 48

Publicity

CHAPTER EIGHT | 57 Unconventional PR

CHAPTER NINE | 65 Search Engine Marketing (SEM)

CHAPTER TEN | 74 Social and Display Ads

CHAPTER ELEVEN | 82 Offline Ads

CHAPTER TWELVE | '92 Search Engine Optimization (SEO)

CHAPTER THIRTEEN | 102 Content Marketing

CHAPTER FOURTEEN | 109 Email Marketing

CHAPTER FIFTEEN | 118 Viral Marketing

CHAPTER SIXTEEN | 129

Engineering as Marketing

CHAPTER SEVENTEEN | 137 Business Development (BD)

CHAPTER EIGHTEEN | 147 Sales

CONTENTS

CHAPTER NINETEEN | 159

Affiliate Programs

CHAPTER TWENTY | 167 Existing Platforms

CHAPTER TWENTY-ONE 1975 Trade Shows

CHAPTER TWENTY-TWO 1 183 Offline Events

CHAPTER TWENTY-THREE | 191 Speaking Engagements

CHAPTER TWENTY-FOUR 198 Community Building

ACKNOWLEDGMENTS | 205

APPENDIX: MIDDLE RING TESTS | 209

INDEX | 215