PIRATE X SKILLS

GROWTH IS A PROCESS

JOIN THE CREW ON PIRATESKILLS.COM

PIRATE X SKILLS

BEN SUFIANI

FOUNDER SINCE 2008
GROWTH MARKETER
PROUD DADDY

PIRATE X SKILLS

#PIRATESKILLS

TAKE PICTURES
SHARE THE STREAM

Pirate X Skills

GROWTH IS A WHAT ..

Pirate X Skills

HENDRIK LENNARZ
TOP 5 GROWTH HACKS

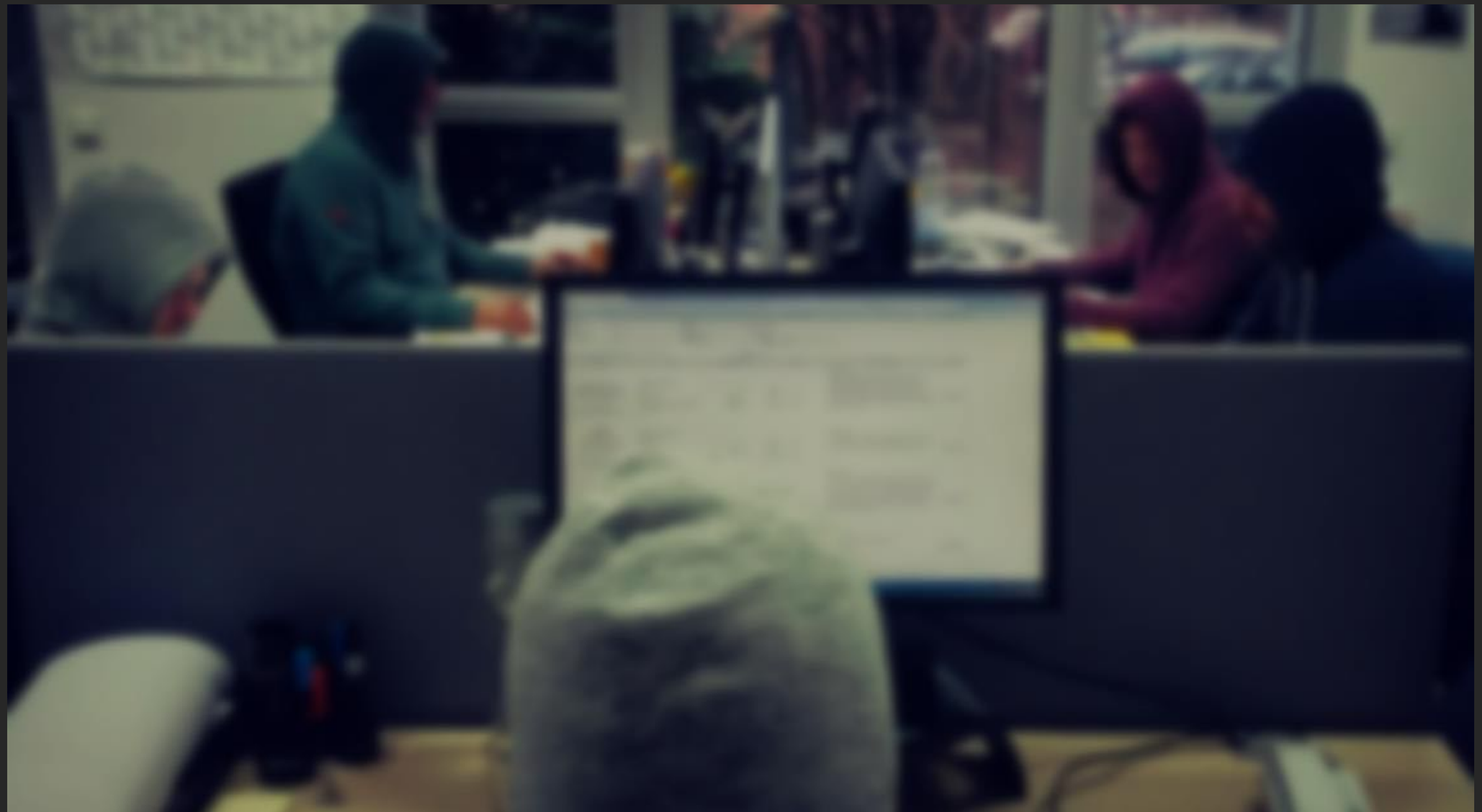
A

„...Why „Hacking“ is the one and only Growth Hack in Growth Hacking...“

B

„My Top 5 Growth Hacks“

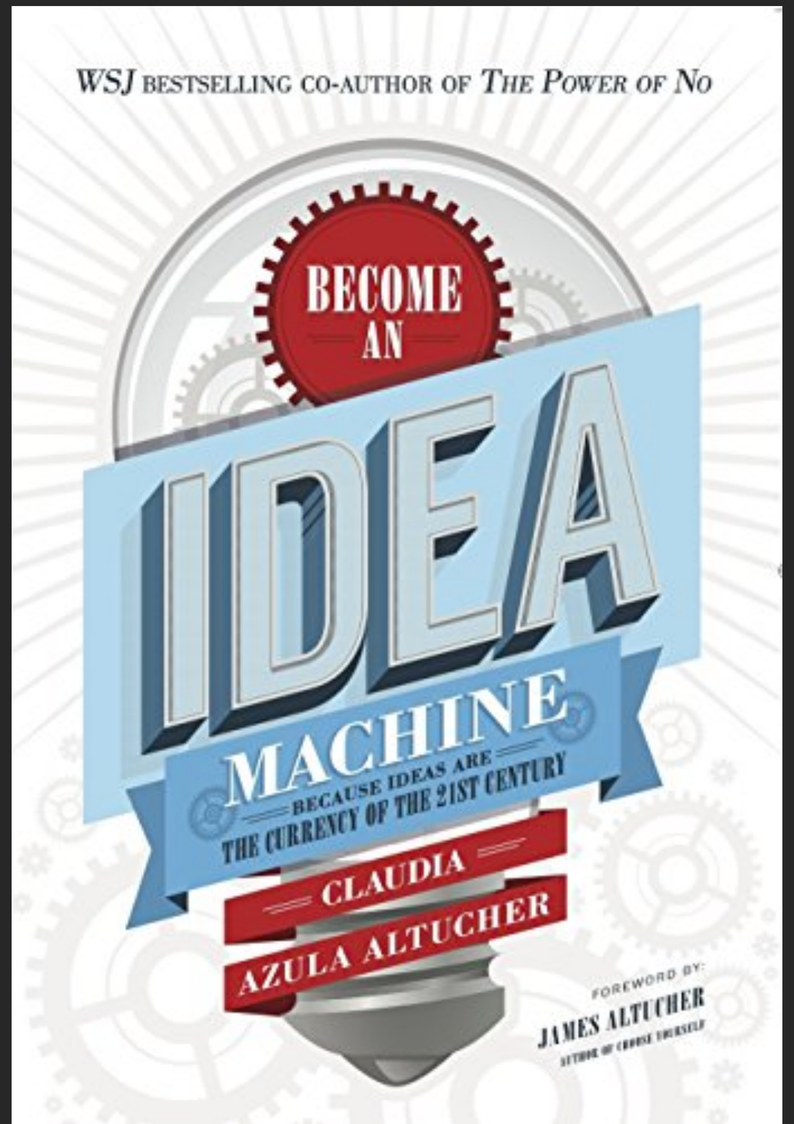
validated by 70+ Growth Hacking coaching sessions...



Pirate Skills 07/02/2018

Download www.growthhackingacademy.de/surprise

Ideas are the currency of the 21st century!



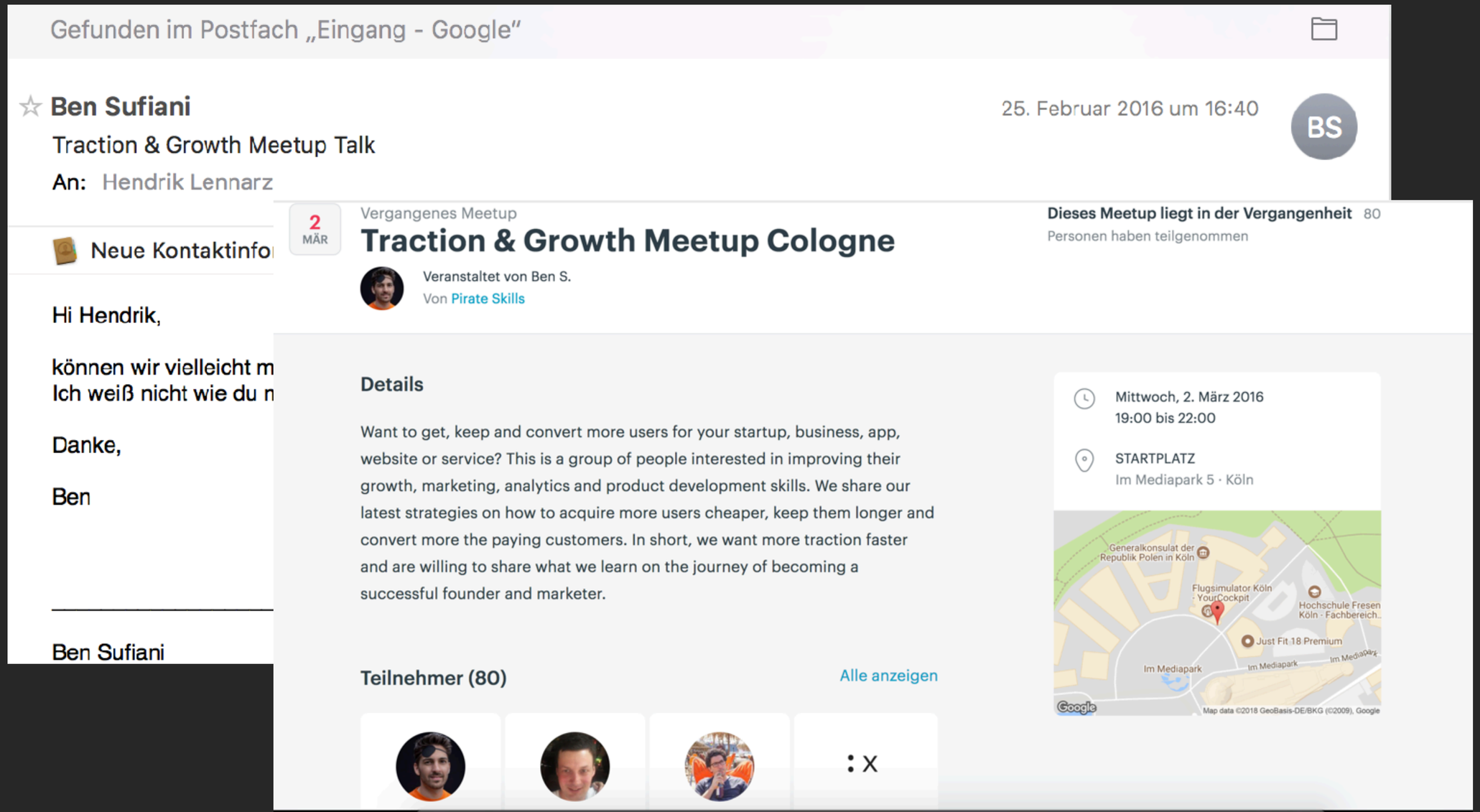
Download slides at www.growthhackingacademy.de/surprise

Idea: cryptogift.de

„If you can´t explain it simply, you don´t understand it well enough…“ - Albert Einstein

Download www.growthhackingacademy.de/surprise

Idea: Growth Meetup



Gefunden im Postfach „Eingang - Google"

☆ **Ben Sufiani**

25. Februar 2016 um 16:40

BS

Traction & Growth Meetup Talk

An: Hendrik Lennarz

Neue Kontaktinfo

Hi Hendrik,

können wir vielleicht m
Ich weiß nicht wie du n

Danke,

Ben

Ben Sufiani

2 MÄR

Vergangenes Meetup

Traction & Growth Meetup Cologne

Veranstaltet von Ben S.

Von Pirate Skills

Dieses Meetup liegt in der Vergangenheit 80

Personen haben teilgenommen

Details

Want to get, keep and convert more users for your startup, business, app, website or service? This is a group of people interested in improving their growth, marketing, analytics and product development skills. We share our latest strategies on how to acquire more users cheaper, keep them longer and convert more the paying customers. In short, we want more traction faster and are willing to share what we learn on the journey of becoming a successful founder and marketer.

Mittwoch, 2. März 2016
19:00 bis 22:00

STARTPLATZ
Im Mediapark 5 · Köln

Teilnehmer (80)

Alle anzeigen

Download www.growthhackingacademy.de/surprise

Idea: AB-testing for button colors

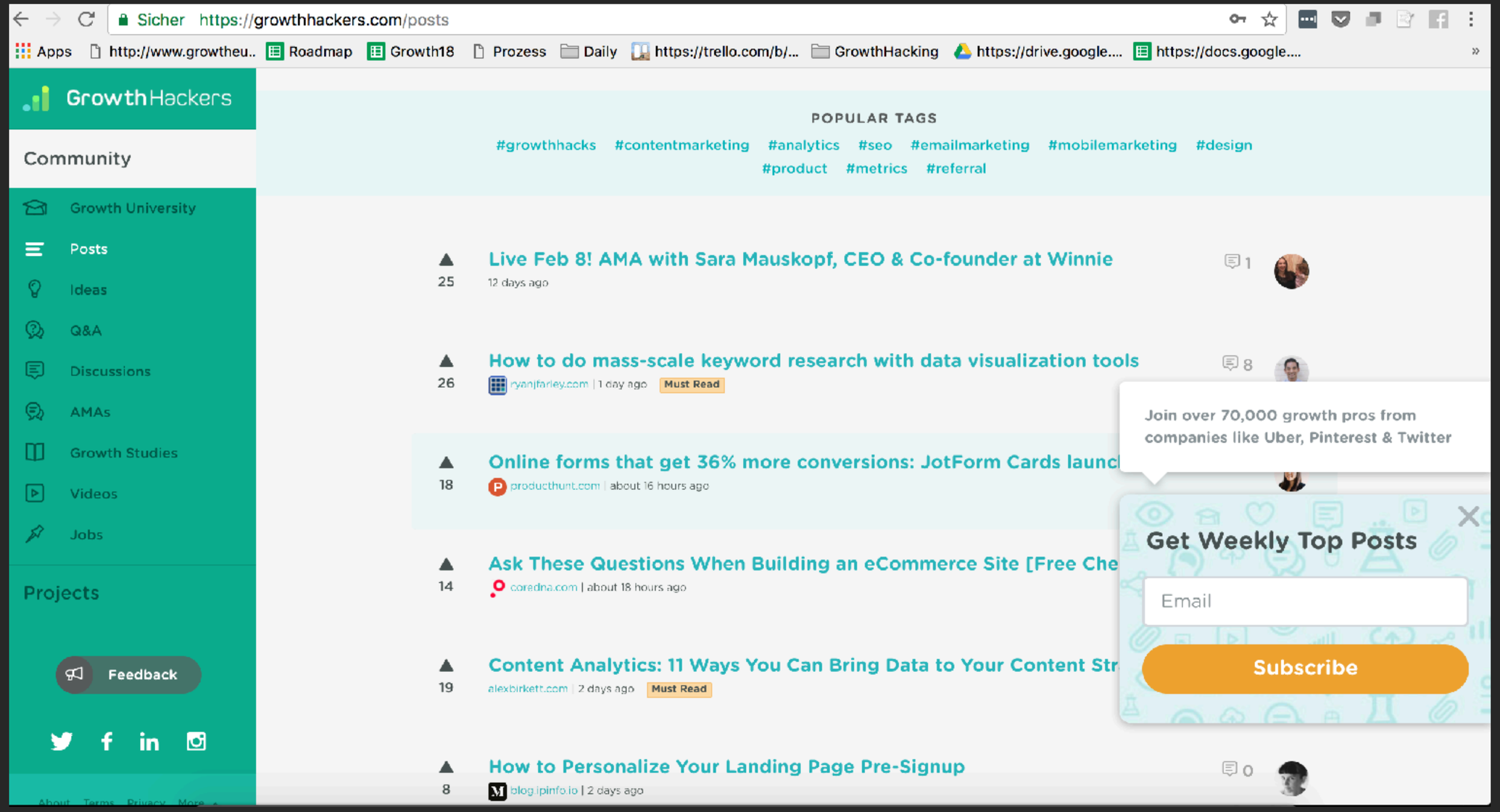
- Headlines
- Images
- Call-To-Actions
- Value Propositions
- Payment Provider
- Trust elements
- Pricing / Coupons
- ....

Download www.growthhackingacademy.de/surprise

Idea: Adwords for your top keyword, then FB lookalike...

Download www.growthhackingacademy.de/surprise

More Growth Hacking ideas?



Pirate Skills 07/02/2018

Download www.growthhackingacademy.de/surprise

Test your own execution speed!

A

Corporates

B

Growth Hacking

C

Startups/SMEs

Pirate Skills 07/02/2018

Download www.growthhackingacademy.de/surprise

Executed ideas are the old/new gold!

Download www.growthhackingacademy.de/surprise

Pirate Skills 07/02/2018

Download www.growthhackingacademy.de/surprise

My Top 5 Growth Hacks

(validated by 70+ Growth Hacking coaching sessions...)

01 **XXX**
xxx

02 **XXX**
xxx

03 **XXX**
xxx

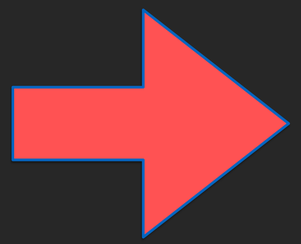
04 **XXX**
xxx

05 **XXX**
xxx

Download slides at www.growthhackingacademy.de/surprise

#1: What customer NEEDS!

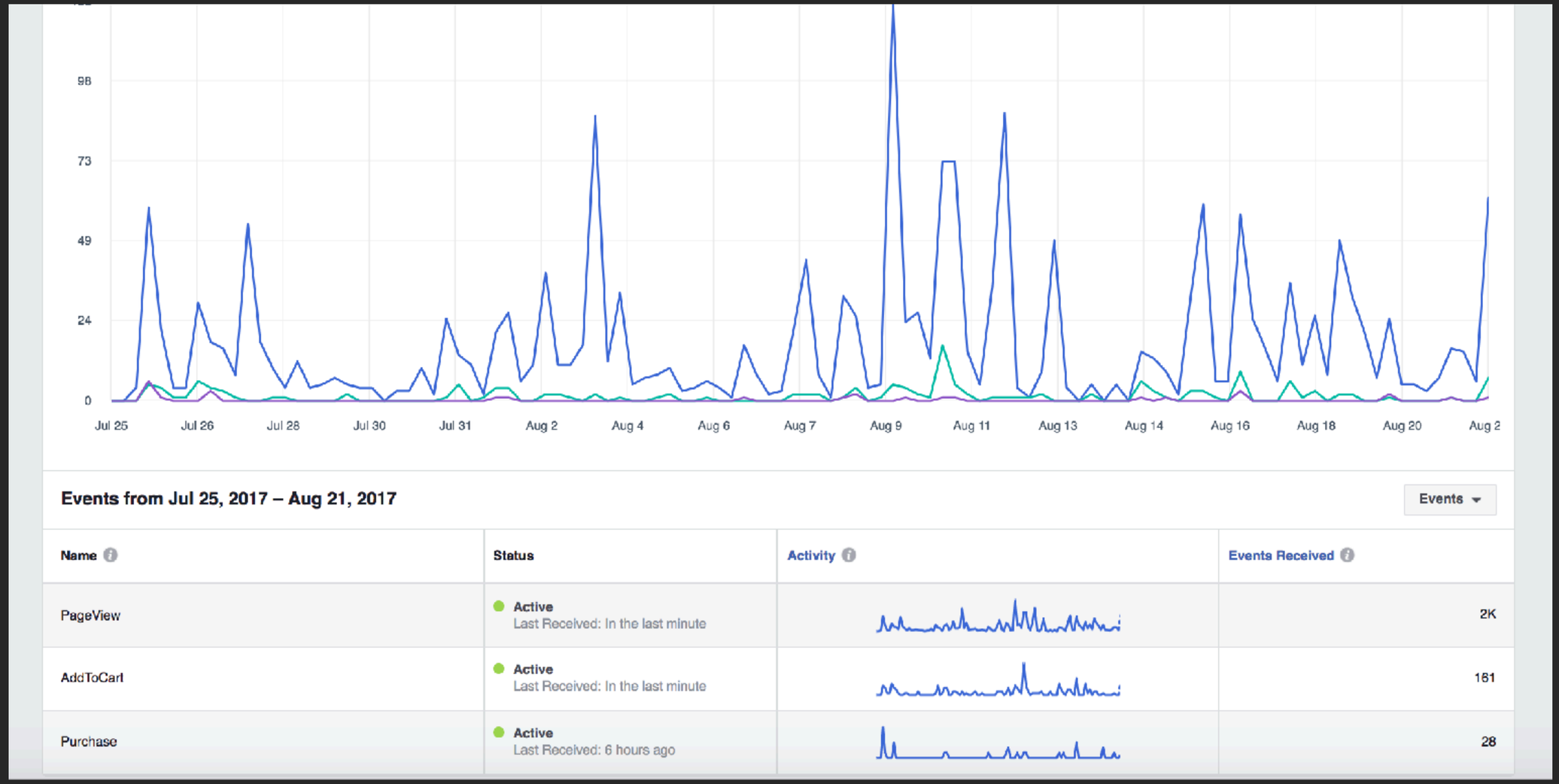
Hopes & Dreams	what does your customer want to attain or achieve above all else?
Pains & Fears	What are customers wanting to avoid or get away from?
Barriers & Uncertainties	What is preventing or getting in the way of what customers want?



Put your Value Proposition on website

Download www.growthhackingacademy.de/surprise

#2: Don´t sell too early in the funnel



Download www.growthhackingacademy.de/surprise

#3: There is an app for that

1. Wordpress + Optimizepress + mesmerize
2. Typeform
3. Google Analytics
4. Mailchimp
5. Zapier
6. Digistore24 / Monsum
7. Pages (macOS)
8. Facebook Business Manager
9. Google Suggest
10. Smartphone
11. Segment.com
12. Trusted Shops Reviews
13. Fastbill
14. Trello
15. Hubspot

www.instagram.com/hlennarz

www.growthhackingacademy.de

Download www.growthhackingacademy.de/surprise

#4: Be authentic, tell your story!

HUMBLE BEGINNINGS: CAPE TO CUBA IN 1999

1999 Cape to Cuba then and now 2017

WE SOLD OVER FOUR MILLION MOJITO'S

VOTED ONE OF THE 100 COOLEST RESTAURANTS ON THE PLANET

Our first trip to Cuba in 1999 was indeed a surprise! Not knowing what to expect and somewhat concerned with all the negative publicity about this communist island, my son Bartél and I arrived at Jose Marti airport in Havana with reserved opinion.

We only had an address, "Calle San Ignatio entre Jesus Maria". The taxi driver smiled and said: "No problem". We travel light so there were no suitcases to load and we took off in a Lada, a Russian concoction on four wheels. The trip to our destination we estimated to be forty five minutes in the fading light of early evening.

Twenty five minutes later, we parked in front of Fabio and Eugenio's Casa Hospitalia on Calle San Ignatio. The Cuban music from the Lada's sound system during the trip popped my eardrums. There was smoke from the engine compartment and a small fire also started under the backseats. "Are you all right Dad?" When he realised I was lip reading he ignored me and quickly paid the 60 Peso's for the fare. I didn't pay much attention until the next day.

Standing on the balcony early the next morning, sipping a truly Cuban espresso, looking down on the street and in the distance to Plaza Vieja, I thought of our building in Kalk Bay. We need to create this in our village! I went back into the chandelier filled marble pallazzo for a refill espresso and my mind was made up! We must discuss this on our flight back to Cape Town.

We spent four weeks in Cuba, absorbing things of beauty, of Cuban culture, the amazing people and Mojito's! I still wonder how the rest of the world can get it so wrong! On our many trips back to Cuba, with the ballet season in November and the Hurricanes and the old American cars, I sometimes wonder why they have the highest literacy rate on the planet and why some countries still have an issue with the Cubans.

Now, some seventeen years later, our restaurant is included in the "COOLEST RESTAURANTS". Top of the world 100 best on the planet! I should like to dedicate this honour to the people of Cuba and the times I spent with them.

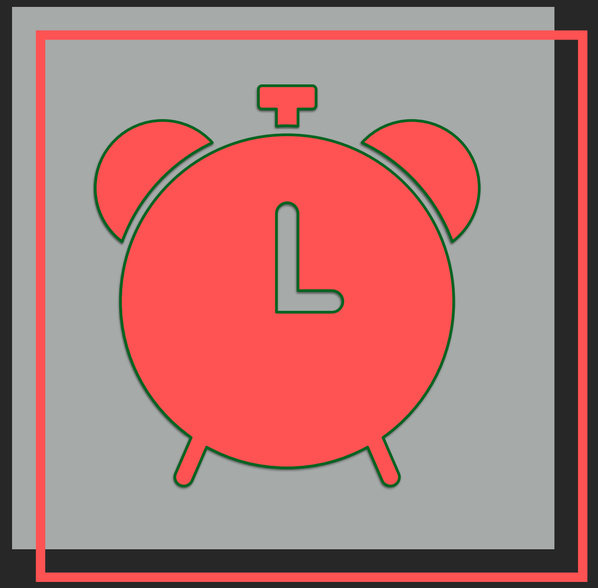
DOG FRIENDLY VENUE

AND THE REVOLUTION GOES ON!

EST 1999 KALKBAY

Download www.growthhackingacademy.de/surprise

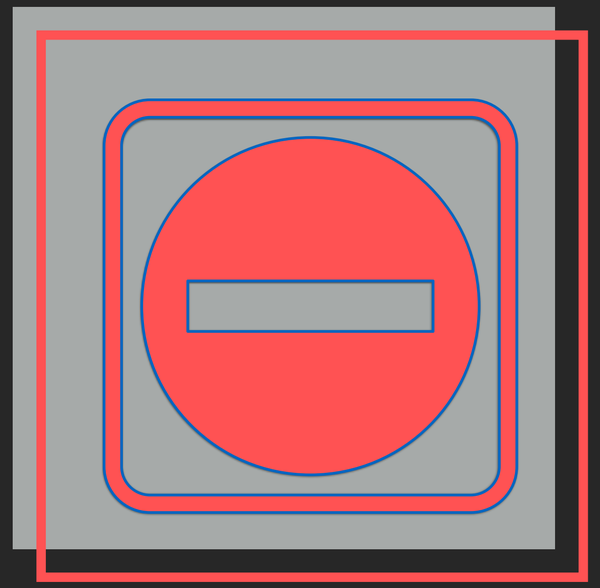
#5: Synchronize: Daily, Weekly, Monthly!



Fix Time & Place
& Timebox

1. Last
2. Next
3. Problem?

3 questions



No discussions

Download www.growthhackingacademy.de/surprise

My Top 5 Growth Hacks

(validated by 70+ Growth Hacking coaching sessions...)

01

What the customer needs

Write the value proposition on your website...

02

Don´t sell to early

Grab emails everywhere...

03

There is an app for that

Learn testing tools fast...

04

Be authentic

Your story can´t be boring...

05

Synchronize team

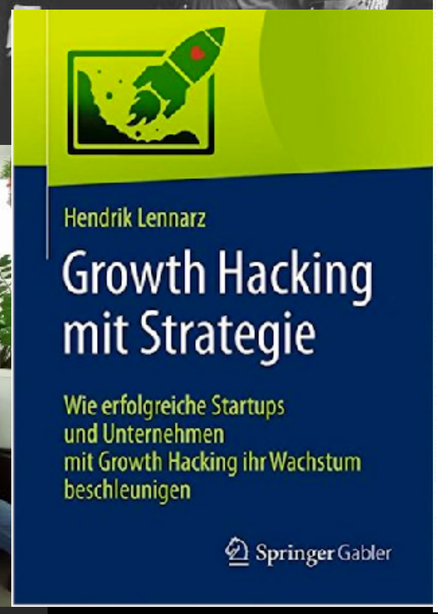
Daily, Weekly, Monthly will boost execution speed...

06

One more?

Download slides at www.growthhackingacademy.de/surprise

#5+1: Go for it!


Hendrik Lennarz
Growth Hacking mit Strategie
Wie erfolgreiche Startups und Unternehmen mit Growth Hacking ihr Wachstum beschleunigen
Springer Gabler

© Iryna Volina (fotolia) / europakarte.org
Island
Reykjavik
Schweden
Finnland
Norwegen
Helsinki
Russland
Oslo
Stockholm
Tallinn
Estland
Moskau
Lettland
Riga
Litauen
Vilnius
Dänemark
Kopenhagen
Minsk
Irland
Dublin
Vereinigtes Königreich
Weißrussland
Polen
London
Niederlande
Amsterdam
Berlin
Warschau
Kiew
Deutschland
Belgien
Brüssel
Luxemburg
Ukraine
Prag
Tschechien
Slowakei
Moldawien
Paris
Bratislava
Kischinau
Liechtenstein
Vaduz
Wien
Budapest
Frankreich
Österreich
Ungarn
Rumänien
Schweiz
Bern
Slowenien
Ljubljana
Zagreb
Belgrad
Bukarest
San Marino
Kroatien
Bosnien Herzegowina
Serbien
Monaco
Sarajevo
Bulgarien
Andorra
Italien
Montenegro
Kosovo
Sofia
Andorra la Vella
Podgorica
Skopje
Ankara
Portugal
Korsika
Tirana
Mazedonien
Rom
Madrid
Vatikanstadt
Albanien
Türkei
Lissabon
Spanien
Mallorca
Palma
Sardinien
Athen
Griechenland
Zypern
Sizilien
Malta
Valletta
Kreta

>>>Join for free and share the Growth Hacking Spirit!<<<

WWW.GROWTHEUROPE.COM ›

Pirate Skills 07/02/2018

Download www.growthhackingacademy.de/surprise

More Growth Hacking?

01 **What the customer needs**
Write the value proposition on your website...

02 **Don´t sell to early**
Grab emails everywhere...

03 **There is an app for that**
Learn testing tools fast...

WWW.GROWTHHACKINGACADEMY.DE/SURPRISE/ >

04 **Be authentic**
Your story can´t be boring...

05 **Synchronize team**
Daily, Weekly, Monthly will boost execution speed...

06 **Go for it!**
Find your niche and keep on going...

Download slides at www.growthhackingacademy.de/surprise

PIRATE X SKILLS
GROWTH
IS A PROCESS
JOIN THE CREW ON PIRATESKILLS.COM

PIRATE X SKILLS

HENDRIKS TOP 5

JOIN THE CREW ON PIRATESKILLS.COM

PIRATE X SKILLS

BEN SUFIANI

@BENSUFIANI

+49-176-30543705

BEN@PIRATESKILLS.COM

PIRATE X SKILLS

FEEDBACK & IDEAS

- HERE & NOW .. LOUD & CLEAR
- FEEDBACK BOARD
- BIT.LY/PIRATESKILLSLIVE

PIRATE X SKILLS

B2B LEADS WITH LINKEDIN

MAR 7TH 2018

STARTPLATZ AND FB LIVE

JOIN THE CREW ON PIRATESKILLS.COM