

## [PRO GUIDE TO **BECOME A SAAS OWNER**]

# How to create your own software company for free and generate automated revenue?

The screenshot shows the Sell SaaS website interface. At the top, there's a navigation bar with 'SELL SAAS White label software', 'Products to resell', 'Pricing', 'Blog', and a 'PARTNER DASHBOARD' button. Below the navigation bar, a green 'START' button says 'Discover the white label products software to sell.' The main heading is 'Resell AI software under your name' with a sub-headline 'All without any coding skills.' Below this, it says 'Simply choose the products, connect your payment provider, and launch a SaaS business in minutes.' There are three bullet points: 'No credit card required', 'Free to join', and '30-second setup'. At the bottom of this section are 'VIEW PRICING' and 'READ THE GUIDE [+60 PAGES]' buttons. On the right, the 'Create your account' form is visible, featuring a 'Start here!' link, a text input for email (pre-filled with 'email@company.com'), a password input, a checkbox for terms and privacy policy, and a large blue 'SIGN UP FOR FREE' button. A link for 'Already registered? Sign in' is at the bottom of the form.

We're so glad that you would like to join the Sell SaaS partnership program! The Sell SaaS program is free and accessible to anyone in the world who would like to start their own software company. The Sell SaaS platform is the best for marketers and affiliates.

*"This guide is the way to clone the business model of SAAS based on \$15 000 000 sales."*

### Why this guide?

1. You will get a real business for free, which would have taken you months to do.
2. This business is based on multiple millions of dollar sales on a proven market.
3. Once you have subscriptions, you will make money while you sleep.
4. This is the best way to make money online, selling monthly subscriptions with a tangible product in front of a real market, where customers buy.

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### **START MAKING MONEY / WHERE TO PROMOTE**

Growing from other people's network  
Growing from your existing user base

## WHO WE ARE

### Our mission

We are the team behind Anyleads.com and Sell-SaaS.com. It took us almost five years to build Anyleads and understand the market of software. We made around \$5 000 000 in sales with our software and our partners around \$10 000 000 in sales. Today we created sell-saas.com to allow anyone in the world to make the same.

The deal is simple. We provide you the infrastructure to sell, the product, the update, the design, and the scalability. Our team will even do the support for your customers. Then you will have to promote your own software company and sell subscriptions. It's easy to understand and deploy; We made all the installation process so that you have 0 lines of code to write and start selling right away.

**The platform Sell SaaS is free to set up, takes 3 minutes to launch, and is ready to sell in a few minutes. You will get the same product to resell under your name, where I made more than \$5M in sales.**

### Our vision

The market of software is massive and growing like crazy for many years. New companies are incorporated each day, and all businesses on the internet will need to find new leads. To find new leads, they need lists of customers and a way to contact them.

We will provide you all the software, in white label with your logo, colors, and solve this problem.

This market problem is sized on billions of dollars value; if you take just a small % of this market, you will make good revenue and even become a millionaire faster than working for a company as an employee.

## Our concept

Our concept is simple: you will not have to worry about paying anything. We just ask you to buy a domain or use your current domain, create your Stripe account because customers will pay directly to you first. The installation process is about 3 minutes from registering to final access to your own software company.

When a customer pays to your platform, we will track each payment, and we will take a commission on each payment that you will generate. That's the only thing we will take and that you will pay to us. We will handle the scalability, push new features, update the product, and support you in white label, so you can focus on driving traffic to your new software company and generate sales.

## Our business model / what you will pay to us?

As explained above, the only thing you will have to pay to Sell SaaS is the commissions we track over the payments you generate.

Launching your saas/software will cost you \$0. If you don't generate sales, no worries, we will keep your saas active and online until you start generating sales.

For example, let's say you sell one subscription of \$100 / month, customers will pay you the \$100 directly via Stripe, and you will get the money first. We will then take a % on the payment, and you will have to pay us later, that's mean each 1st of each month.

Please find below our commission's system level.

Sales generated	For you	For us	Example	For you	For us
\$ 0 - \$ 10 000 sales*	60%	40%	\$100	\$60	\$40
\$ 10 000 - \$ 100 000 sales*	65 %	35%	\$100	\$65	\$35
\$ 100 000 - \$ 500 000 sales*	70%	30%	\$100	\$70	\$30
\$ 100 000 - Unlimited \$ sales*	75%	25%	\$100	\$75	\$25








*\*The steps are since the creation of your software since the beginning of your first sale.*

You can find more information here: <https://sell-saas.com/pricing/en>


## COMPETITORS + THE PRODUCT THAT YOU WILL SELL

### Who will be your competitors?

Please find below a list of competitors. When you launch your saas, you will resell software that is in front of those competitors. The plan is very long so we will put some of them. Remember, all those competitors are making millions of dollars in sales each year. You will resell precisely what they are doing. That means tools to find leads, send emails and automate the prospecting process.

Logo	Url
	<a href="https://hunter.io">https://hunter.io</a>
	<a href="https://www.uplead.com">https://www.uplead.com</a>
	<a href="https://prospect.io">https://prospect.io</a>
	<a href="https://www.voilanorbert.com">https://www.voilanorbert.com</a>
	<a href="https://saleshub.ai">https://saleshub.ai</a>
	<a href="https://www.lemlist.com">https://www.lemlist.com</a>
	<a href="https://www.gmass.co">https://www.gmass.co</a>

 mailshake™	<a href="https://mailshake.com">https://mailshake.com</a>
 Lusha	<a href="https://www.lusha.com">https://www.lusha.com</a>
 APOLLO	<a href="https://www.apollo.io">https://www.apollo.io</a>
 Seamless.AI	<a href="https://www.seamless.ai">https://www.seamless.ai</a>
 AeroLeads	<a href="https://aeroleads.com">https://aeroleads.com</a>
 Snov.io	<a href="https://snov.io">https://snov.io</a>
 LeadFuze	<a href="https://www.leadfuze.com">https://www.leadfuze.com</a>
 skrapp	<a href="https://skrapp.io">https://skrapp.io</a>
 RocketReach	<a href="https://rocketreach.co">https://rocketreach.co</a>
 Anymail finder	<a href="https://anymailfinder.com">https://anymailfinder.com</a>
 Clearbit	<a href="https://clearbit.com">https://clearbit.com</a>

	<a href="https://d7leadfinder.com">https://d7leadfinder.com</a>
	<a href="https://www.zoominfo.com">https://www.zoominfo.com</a>

## What will you sell?

Below find what your software will include. You are free to include or exclude one product from the suite you will resell.

Product name	Product description
Enrichment data software to find new leads (emails)	Find leads from a list of companies. Customers will be able to get leads from a list of companies or domains. The software is perfect for B2B companies, Sales, and Growth Hackers. The best enrich software to find leads. Ideal for generating leads to prospect them by cold email. Find business emails and leads information. Export leads directly to Excel with business data. Access to +15M B2B companies and extract them by country, industry, and size.
Email, phone & social media extractor from a list of websites	Customers can upload a list of domains and extract emails, social media URLs, usernames (Facebook, Twitter, etc.), phone numbers on all website pages. A report is available to download as Excel once all the emails are extracted. This is the best solution to extract all emails from a list of websites (companies).
Find emails from a first name, last name, and company name.	Customers can upload a CSV with this information: first name, last name, and company name (or domain). Once they upload the data, the tool will try to find each contact email from the email format (first.last@company.com). This tool is perfect for discovering emails from a list of business data.
Chatbot solution to capture and convert visitors into leads	Convert your visitors into leads. Automatically chat with your visitors and capture data from them. Customers will be able to install a chatbot to capture information from their visitors. The collected leads information could be sent by email, SMS (mobile number), or directly into a Slack channel.

Daily registered domains with leads information.	Daily dump of all domains created on the Internet, that's means all new companies. Customers will get around +100K leads of new domains created each day with location, phone numbers, emails, domains, registered date, and more. It's perfect for capturing new companies created on the Internet and generate new leads from it by selling SEO, marketing services, WordPress websites, development or content creation, etc.
Online review management to get more online reviews.	Customers can install a simple widget on their websites to increase reviews and force their visitors to put a review about their website. It's perfect for any business or local business to grow its customers' reviews. It works with Google, Yelp, and Facebook reviews. This technology helps to increase genuine organic reviews by driving visitors to the review page.
Sequence (cadence) / newsletter campaigns with unlimited emails to send	A simple software to create emailing or sequence campaigns. Make your customers sending newsletters or cold emails (drip until recipients reply) by adding their SMTP provider and IMAP. Track opens, clicks, bounce, unsubscribe, replies and create emailing campaigns in plain text or HTML. Give your customers the power to do emailing campaigns at scale with high volume: craft helpful newsletters or simple cold emails with the simple online editor.
API to prevent fake emails registration on your service	Each time someone registers to your service, ping this API to verify if the email is correct and not a disposable email to prevent fake registration.
Social proof notification widget to increase credibility on your website	Generate and display notifications on your website by installing a widget to show random messages to your visitors. This will increase your sales and credibility.
Extract B2B emails from B2B social media and build targeted lists	Extract emails and contact from B2B social media. Find new leads in one click and create targeted lists. Our system will help you find leads based on job title, location, country, industry, and company size.

## HOW TO START & INSTALLATION

### 1. Buy a domain name or use an existing domain

First, you need to think of your strategy to implement and create your online company.

Let's say you already have a domain name or an agency domain called "Peter leads" peter-leads.com. You will be able to install the software as a subdomain under your existing agency brand name. For example, you can install leads.peter-leads.com or tools.peter-leads.com.

If you don't have a domain or an agency name, you can buy a domain name on namecheap.com or gandi.net or any provider to buy a domain name.

Again installing the software under your domain name or your current agency name is not the excellent strategy we recommend.

We recommend buying a new domain name to build a real identity for the long term, a brand where people will remember your name and not your subdomain.

We recommend you buy a domain name related to the software theme you selected.. For example, something that will contain the word "leads" or the word "prospecting" or the word "scale" or the word "grow," etc.

You are free to choose the name you will like but remember that your future customers will buy your company to find leads, find emails, and send campaigns to generate leads.

Leading registrars to buy a domain name:

<https://namecheap.com>

<https://gandi.net>

<https://domains.google>

<https://www.godaddy.com>

Buying a domain is the only thing you will have to invest in to launch your own saas company.

Cost is around \$10 / year, more or less depending on the registrar's price.

## 2. Creating your Sell SaaS account

Once you have registered your domain or selected how you will name your future software company, you are ready to register on our platform.

=> **Registration & installation is 100% free.**

To register, go to <https://sell-saas.com>.

The landing page will be displayed and then register in the block at the right of the page; see screenshot below.

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Once you are registered to the Sell SaaS platform, please do the onboarding tutorials.

It's around 15 steps to validate, to confirm that you will agree to our terms and conditions and our platform.

To validate your onboarding, check every time you agree and click on "next" until the end.

### 3. Creating your Stripe account

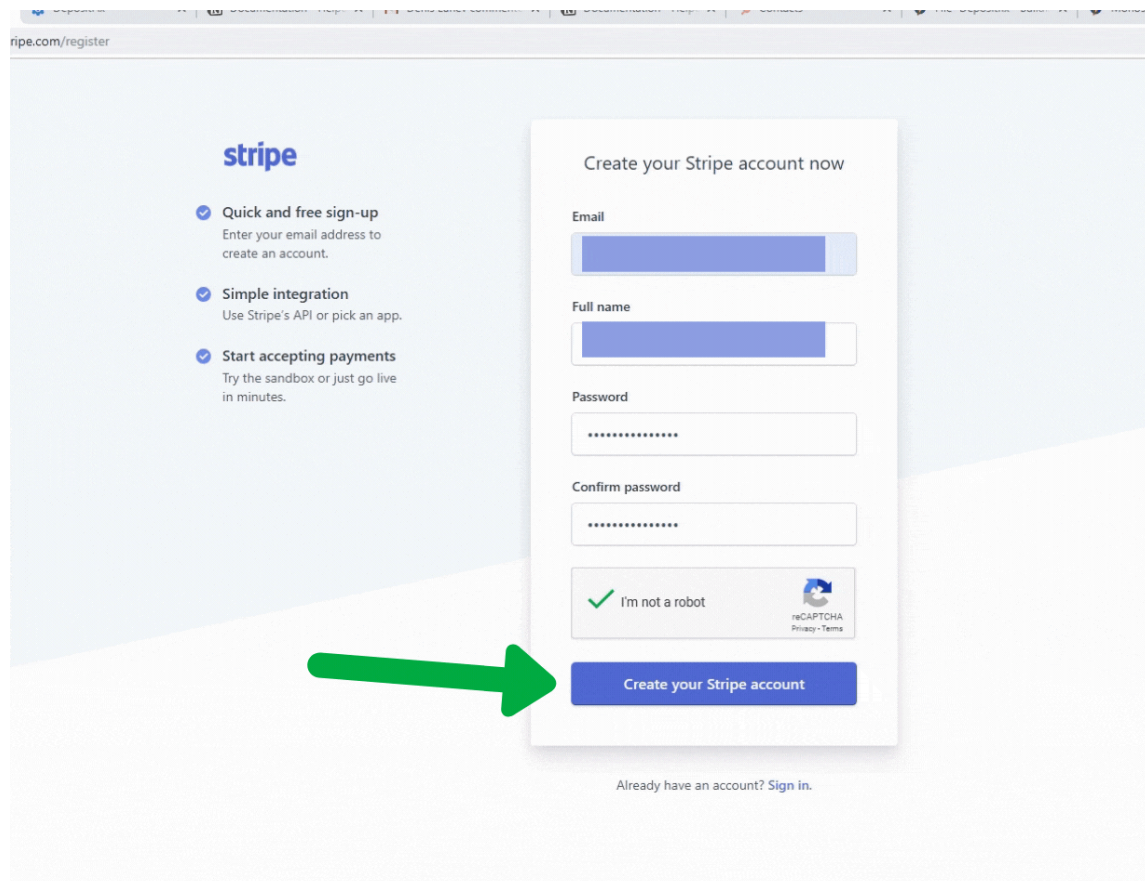
Stripe is the payment provider that will be linked to your software. Stripe will allow you to get payments via credit card and get monthly recurring payments from your software. Our platform is fully connected to Stripe. To get a Stripe account, you need a company registered in the country you are living or operating your business. If you don't have a company, you can still use Stripe as a solo entrepreneur or micro business, depending on the country you are living in.

Once you have registered your account on Sell SaaS, you need to register an account on Stripe. Please follow the steps below. If you already have one Stripe account, jump to the section "I already have a Stripe account." If you don't have a Stripe account, follow the first step below.

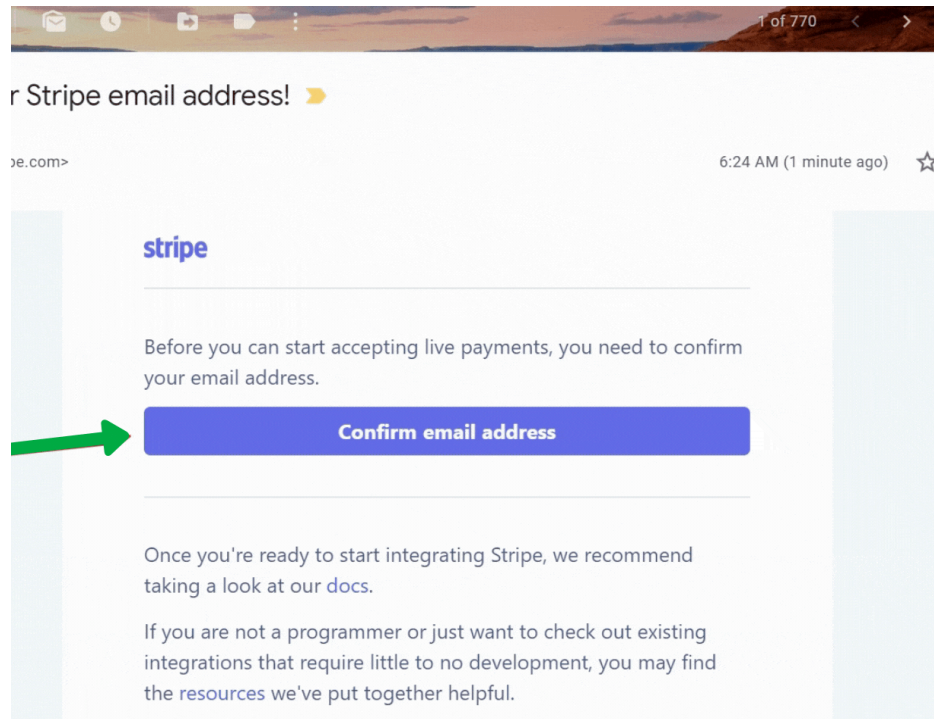
#### **1. I don't have a Stripe account**

If you don't have a Stripe account open this URL: <https://dashboard.stripe.com/register>

Once you are on the page, please fill in all the fields required to open your account.

The image shows a screenshot of the Stripe registration page. On the left, there's a sidebar with the Stripe logo and three bullet points: 'Quick and free sign-up', 'Simple integration', and 'Start accepting payments'. The main content area is titled 'Create your Stripe account now' and contains several input fields: 'Email', 'Full name', 'Password', and 'Confirm password'. Below these fields is a reCAPTCHA widget with the text 'I'm not a robot'. At the bottom of the form is a blue button labeled 'Create your Stripe account'. A large green arrow points from the bottom left towards this button. Below the button, there is a link that says 'Already have an account? Sign in.'

Stripe will send a confirmation email. Check your inbox and click on Confirm email address.

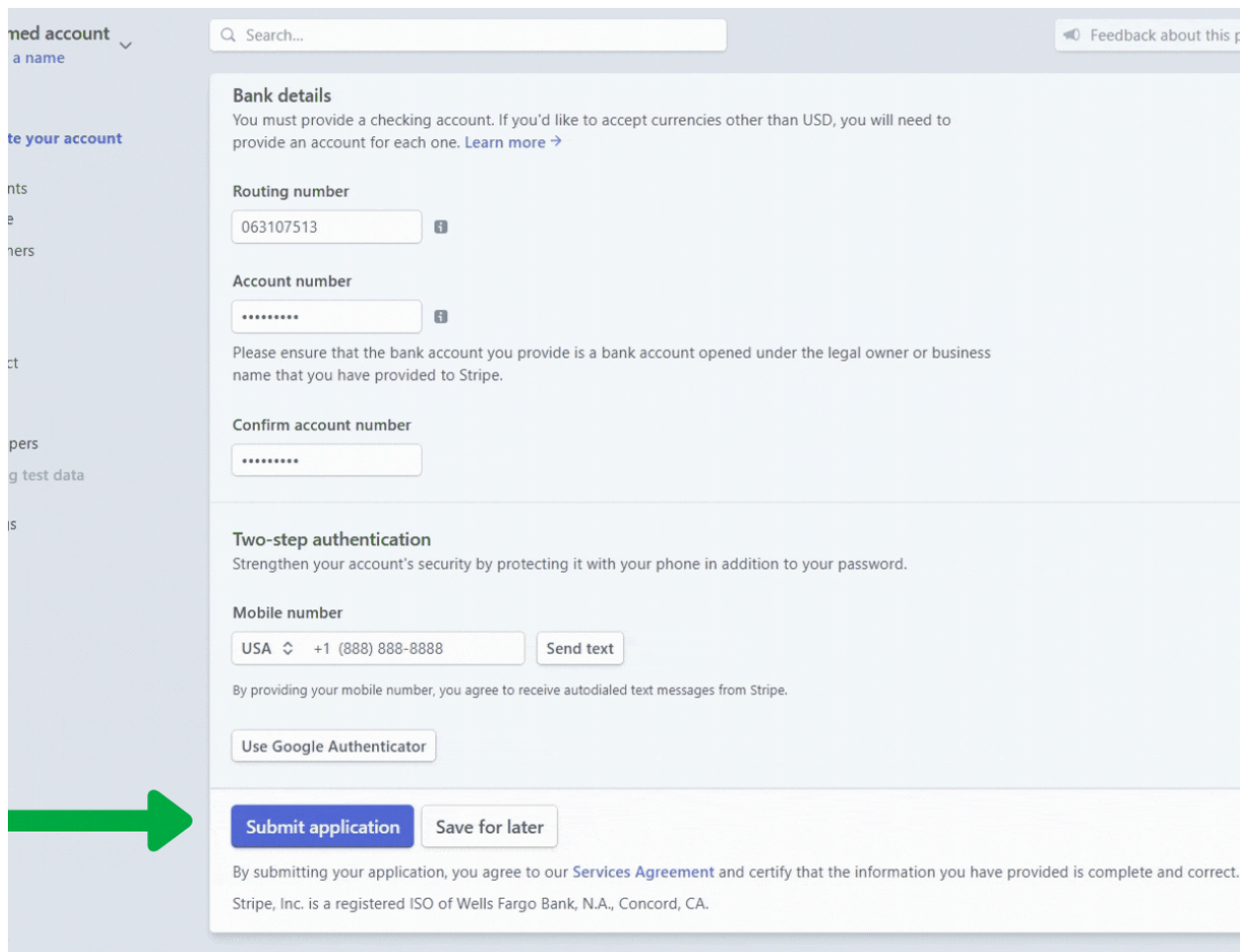


You will then be redirected to your Stripe dashboard.

Click on **Activate your account**.

A screenshot of the Stripe dashboard. On the left is a sidebar menu with options: Home, Activate your account (highlighted with a green arrow), Payments, Balance, Customers, Radar, Billing, Connect, Orders, Developers, Viewing test data, and Settings. The main content area is titled "Activate your account" and contains a form. The form fields include: Country (dropdown menu set to "United States"), Business address (fields for "123 Main Street", "Address Line 2", "Chicago", "Illinois", and "60646"), Business phone (dropdown menu set to "USA" and text field "+1 (888) 888-8888"), Type of business (dropdown menu set to "Individual, sole proprietor, or sing"), and Employer Identification Number (EIN) (text field "12-3456789" with an "Optional" label). At the bottom of the form, there is a note: "If you use your Social Security number for business tax purposes, you can use that instead."

At the end of the form, click on Submit Application.



The screenshot shows the Stripe account setup interface. On the left is a sidebar with navigation links. The main content area is divided into two sections: 'Bank details' and 'Two-step authentication'. The 'Bank details' section includes fields for 'Routing number' (063107513) and 'Account number' (masked with dots), with a 'Confirm account number' field below. A note states: 'Please ensure that the bank account you provide is a bank account opened under the legal owner or business name that you have provided to Stripe.' The 'Two-step authentication' section includes a 'Mobile number' field (USA +1 (888) 888-8888) with a 'Send text' button, and a 'Use Google Authenticator' button. At the bottom, there are two buttons: 'Submit application' (highlighted with a green arrow) and 'Save for later'. A disclaimer at the very bottom states: 'By submitting your application, you agree to our [Services Agreement](#) and certify that the information you have provided is complete and correct. Stripe, Inc. is a registered ISO of Wells Fargo Bank, N.A., Concord, CA.'

New Stripe accounts will go through an approval process.

In most cases, this process is almost instantaneous, and most users will accept payments right away.

If more information is needed to complete the approval, Stripe will contact the account owner.

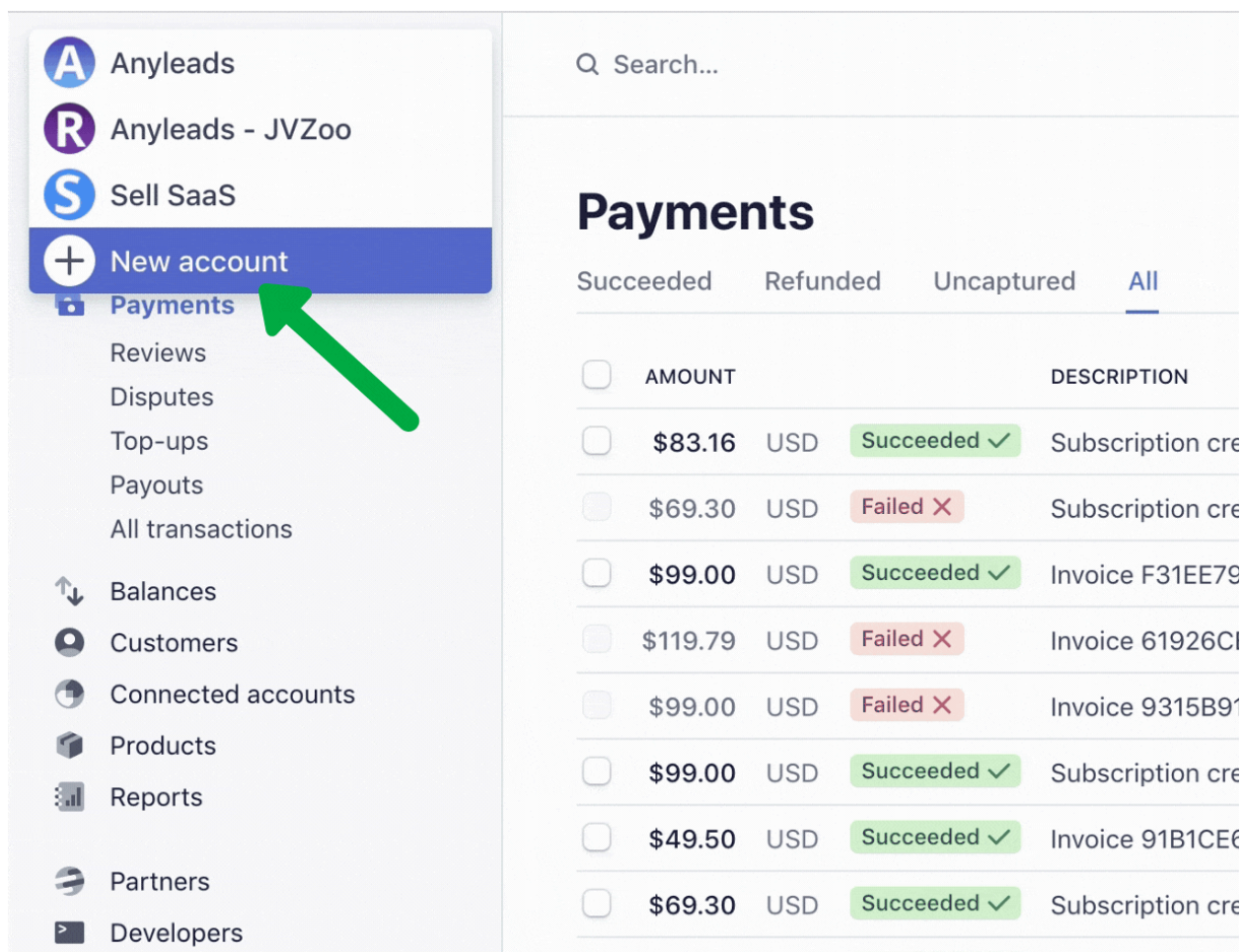
## 2. I already have a Stripe account

If you already have a Stripe account, you should create a new Stripe account under the existing one.

This part is essential because you can't use your existing account with Sell SaaS; you need to separate it to a new account for only Sell SaaS.

No worries, the company can be the same as your first account. It's just a second account to separate everything.

Go on your Stripe account dashboard, click the top left to the logo, and then click on "New account."

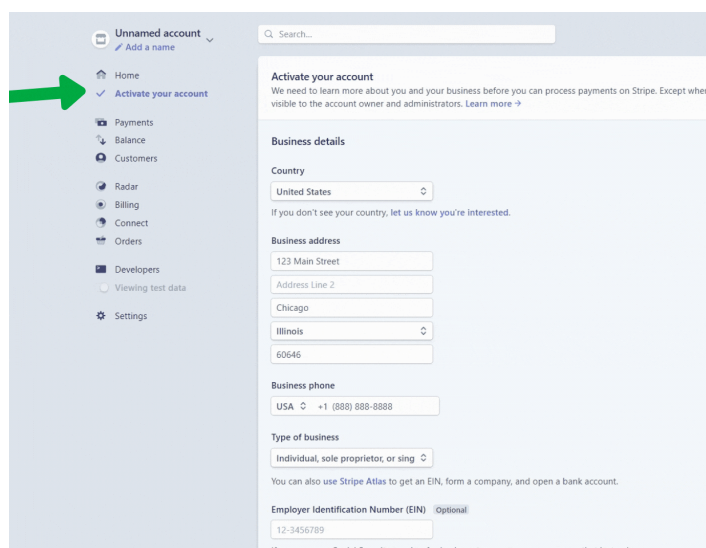


The screenshot shows the Stripe dashboard interface. On the left sidebar, the 'New account' option is highlighted with a blue background and a green arrow pointing to it. Below it, the 'Payments' section is also visible. The main content area displays a 'Payments' table with columns for 'AMOUNT', 'USD', 'Status', and 'DESCRIPTION'. The table lists several transactions, including successful subscriptions and failed invoices.

AMOUNT	USD	Status	DESCRIPTION
\$83.16	USD	Succeeded ✓	Subscription cre
\$69.30	USD	Failed ✗	Subscription cre
\$99.00	USD	Succeeded ✓	Invoice F31EE79
\$119.79	USD	Failed ✗	Invoice 61926CI
\$99.00	USD	Failed ✗	Invoice 9315B91
\$99.00	USD	Succeeded ✓	Subscription cre
\$49.50	USD	Succeeded ✓	Invoice 91B1CE6
\$69.30	USD	Succeeded ✓	Subscription cre

You will then be redirected to your new Stripe dashboard.

Click on **Activate your account**.



The screenshot shows the Stripe dashboard with the 'Activate your account' page selected. The left sidebar has a green arrow pointing to the 'Activate your account' link. The main content area shows the 'Activate your account' form with fields for Business details, Business address, Business phone, and Type of business.

**Activate your account**  
We need to learn more about you and your business before you can process payments on Stripe. Except where visible to the account owner and administrators. [Learn more](#) →

**Business details**

Country  
United States

If you don't see your country, let us know you're interested.

**Business address**

123 Main Street  
Address Line 2  
Chicago  
Illinois  
60646

**Business phone**

USA +1 (888) 888-8888

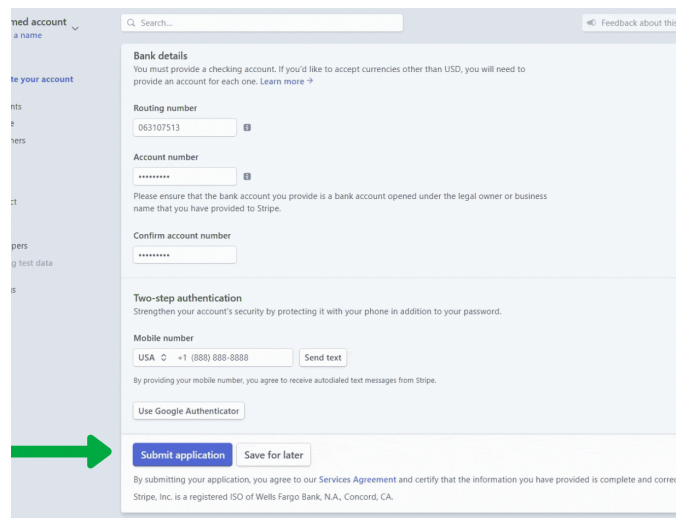
**Type of business**

Individual, sole proprietor, or single

You can also use Stripe Atlas to get an EIN, form a company, and open a bank account.

**Employer Identification Number (EIN)** Optional  
12-3456789  
If you use your Social Security number for business tax purposes, you can use that instead.

At the end of the form, click on **Submit Application**.



The screenshot shows the Stripe dashboard with the 'Bank details' page selected. The left sidebar has a green arrow pointing to the 'Submit application' button. The main content area shows the 'Bank details' form with fields for Routing number, Account number, and Confirm account number. Below these fields is the 'Two-step authentication' section with a 'Send text' button and a 'Use Google Authenticator' button.

**Bank details**  
You must provide a checking account. If you'd like to accept currencies other than USD, you will need to provide an account for each one. [Learn more](#) →

**Routing number**  
063107513

**Account number**  
\*\*\*\*\*

Please ensure that the bank account you provide is a bank account opened under the legal owner or business name that you have provided to Stripe.

**Confirm account number**  
\*\*\*\*\*

**Two-step authentication**  
Strengthen your account's security by protecting it with your phone in addition to your password.

**Mobile number**  
USA +1 (888) 888-8888 [Send text](#)

By providing your mobile number, you agree to receive automated text messages from Stripe.

[Use Google Authenticator](#)

[Submit application](#) [Save for later](#)

By submitting your application, you agree to our [Services Agreement](#) and certify that the information you have provided is complete and correct. Stripe, Inc. is a registered ISO of Wells Fargo Bank, N.A., Concord, CA.

New Stripe accounts will go through an approval process.

In most cases, this process is almost instantaneous, and most users will accept payments right away. If more information is needed to complete the approval, Stripe will contact the account owner.

Once you have done, wait that your account is activated and go to the next step to install Sell SaaS software.

## 4. Recommended structure for the installation (next step)

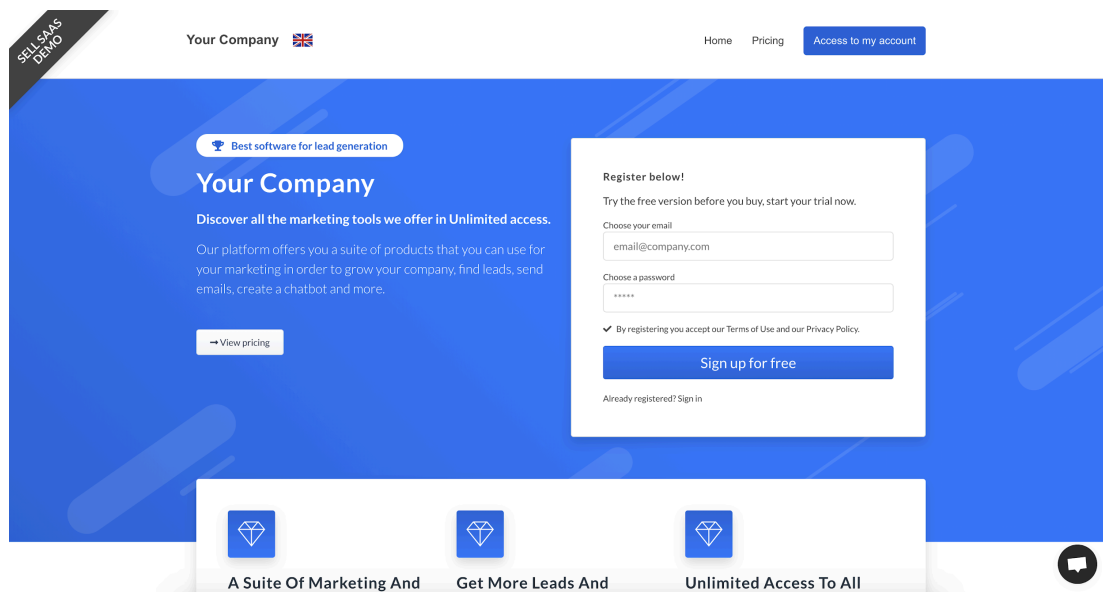
Before installing the software, we will recommend you the best structure to install your application/software to generate the maximum of sales.

By default, we have ten themes all ready to use that will generate your software company.

To have a long-term partnership with us, we recommend switching to a custom landing page after installing.

It's essential to create a unique landing page, a brand where your customers will remember you.

By default, when you install the Sell SaaS software, we will create a theme for you, and the platform will be ready to sell. For example, here is a screenshot of the default theme.



You can also consult an example of the demo website here; this is what you will get if you install it without a custom landing page. The software will be directly installed on your domain or subdomain.

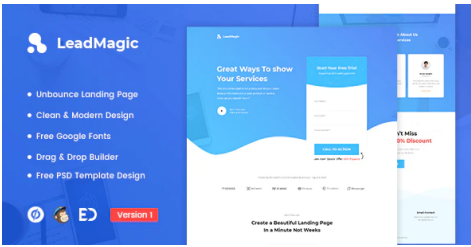
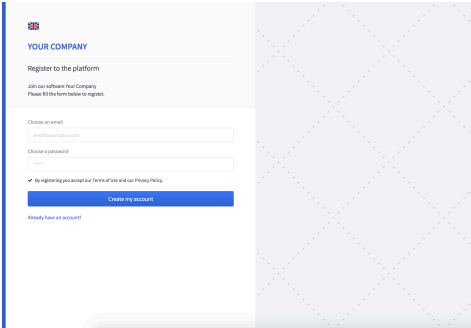
[https://t4u1k9q9.sell-saas-demo.com/en?preview\\_demo=true](https://t4u1k9q9.sell-saas-demo.com/en?preview_demo=true)

As we recommend installing the software with a custom landing page, you can choose to have only the application access. That means you build your landing page and install only the application for login, register, forgot password, and create your landing page on WordPress.

For example, if you call your company peter-leads.com, you will design a custom landing page on WordPress or any other theme provider. Then you will install the application of Sell SaaS on a custom domain, for instance, on app.peter-leads.com or leads.peter-leads.com, whatever the name you would like to use.

If you installed only the application for login/register and forgot the password, this will look like this more or less (you can customize this page too after installing).

Let's say you will name it: peter-leads.com.

Company name	Type	Example
peter-leads.com	WordPress Or Unbounce Or Click funnels Or Instapage Etc.. any provider to create a landing page	
app.peter-leads.com or Leads.peter-leads.com or tools.peter-leads.com	Sell SaaS application  Example of pages:  Register: <a href="https://t4u1k9q9.sell-saas-demo.com/register/en">https://t4u1k9q9.sell-saas-demo.com/register/en</a>  Login: <a href="https://t4u1k9q9.sell-saas-demo.com/login/en">https://t4u1k9q9.sell-saas-demo.com/login/en</a>  Forgot password: <a href="https://t4u1k9q9.sell-saas-demo.com/forgot/en">https://t4u1k9q9.sell-saas-demo.com/forgot/en</a>	

If you would like to buy a theme for WordPress and save time to go fast, buy a theme on this platform, they have thousands of themes ready to use for saas application (software).

You can buy a WordPress theme on <https://themeforest.net>.

## 5. Installing with your landing page or our theme

### Installing a subdomain (Example leads.peter-leads.com or app.peter-leads.com)

Suppose you would like to install app.peter-leads.com. Go in your registrar's DNS zone and add an A record. Do not create a subdomain or a redirection. Only add an A record.

HOST / NAME	TYPE	IP	TTL (time to live)
app	A	147.135.6.154	600

Suppose you would like to install leads.peter-leads.com. Go in your registrar's DNS zone and add an A record. Do not create a subdomain or a redirection. Only add an A record.

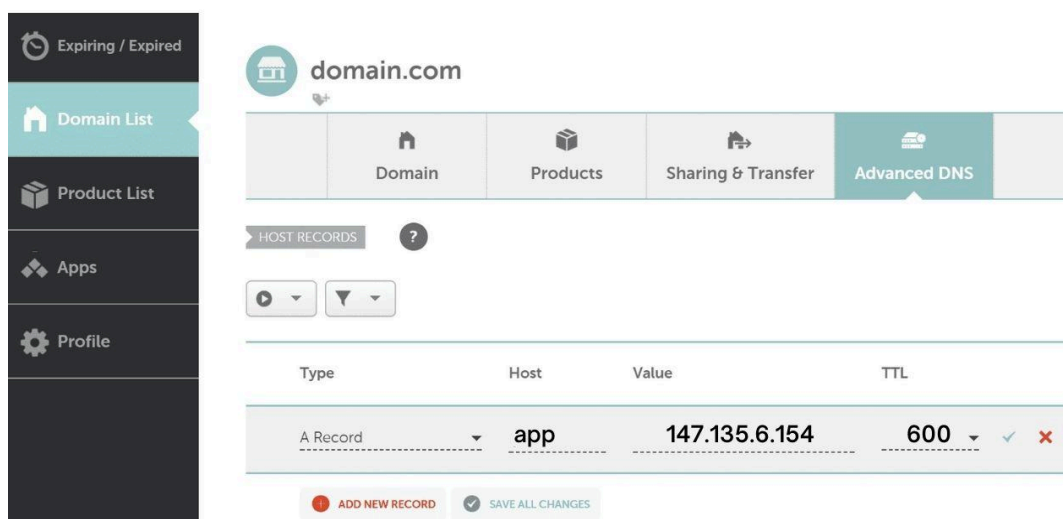
HOST / NAME	TYPE	IP	TTL (time to live)
leads	A	147.135.6.154	600

### For namecheap.com

You can follow this tutorial:

<https://www.namecheap.com/support/knowledgebase/article.aspx/319/2237/how-can-i-set-up-an-a-address-record-for-my-domain/>

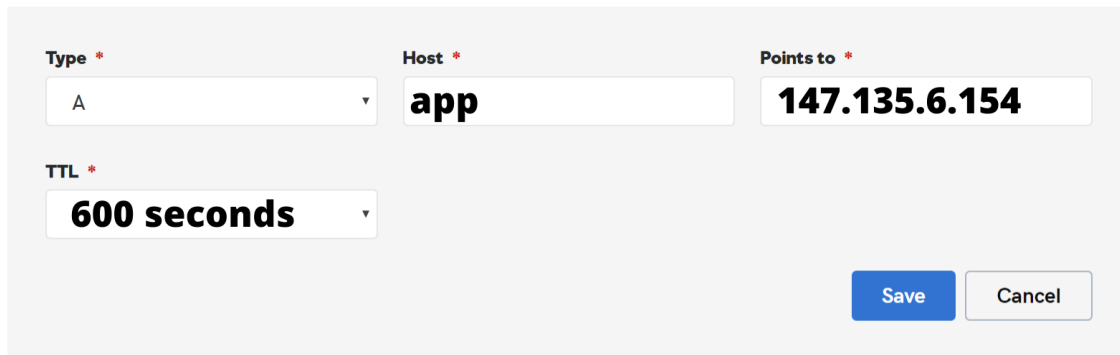
But your DNS zone should look like this after adding the A record in case you set up the app.\* as a subdomain:



For [godaddy.com](https://godaddy.com)

You can follow this tutorial: <https://ph.godaddy.com/help/add-an-a-record-19238>.

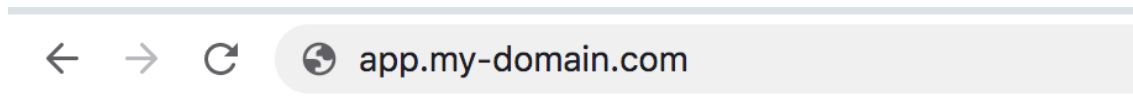
But your DNS zone should look like this after adding the A record:



The screenshot shows a DNS record configuration form. It has four main fields: 'Type' with a dropdown menu set to 'A', 'Host' with the text 'app', 'Points to' with the IP address '147.135.6.154', and 'TTL' with a dropdown menu set to '600 seconds'. There are 'Save' and 'Cancel' buttons at the bottom right.

Once you have added the single A record, wait 2 or 3 hours for DNS propagation, then try to access the subdomain's URL. In this case, for the tutorial, it will be `app.yourdomain.com`.

You should see a message like this:



**Redirection is done. You can now connect this domain..**

Once you see this message, you can move to the next step, "6. Final installation of your software".

### **Installing a domain (Example peter-leads.com)**

Suppose you would like to install `peter-leads.com` and use our theme. Go in your DNS zone of your registrar and add 3 A records. Do not create a subdomain or a redirection. Only add the 3 A records that are below.




HOST / NAME	TYPE	IP	TTL (time to live)
www	A	147.135.6.154	600
@	A	147.135.6.154	600
*	A	147.135.6.154	600

For namecheap.com

You can follow this tutorial:

<https://www.namecheap.com/support/knowledgebase/article.aspx/319/2237/how-can-i-set-up-an-a-address-record-for-my-domain/>




But your DNS zone should look like this after adding the 3 A records.

<input type="checkbox"/> Type	Host	Value	TTL	
<input type="checkbox"/> A (record)	app	147.135.6.154	600 (seconds)	
<input type="checkbox"/> A (record)	www	147.135.6.154	600 (seconds)	
<input type="checkbox"/> A (record)	*	147.135.6.154	600 (seconds)	

For godaddy.com

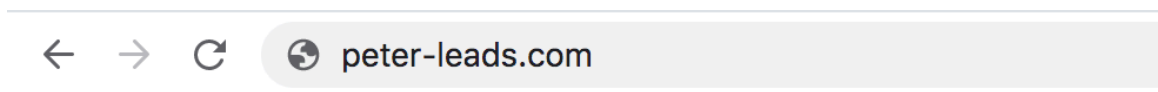
Your URL follows this tutorial: <https://ph.godaddy.com/help/add-an-a-record-19238>.

But your DNS zone should look like this after adding the 3 A records:

<input type="checkbox"/> Type	Host	Value	TTL	
<input type="checkbox"/> A (record)	app	147.135.6.154	600 (seconds)	
<input type="checkbox"/> A (record)	www	147.135.6.154	600 (seconds)	
<input type="checkbox"/> A (record)	*	147.135.6.154	600 (seconds)	

Once you have added the 3 A records, wait 2 or 3 hours for DNS propagation, then try to access the subdomain's URL; in this case, for the tutorial, it will be peter-leads.com.

You should see a message like this:



Redirection is done. You can now connect this domain..

Once you see this message, you can move to the next step, "6. Final installation of your software".

## 6. Final installation of the software

Once you have decided which theme you want and the structure you would like to set up and added the A records to connect your domain or subdomain, go on <https://sell-saas.com> and connect to your dashboard.

You should be already logged in as you registered before.

On the Sell SaaS dashboard, click on the top of left of your dashboard on the section “Installation” or go directly on this page: <https://app.sell-saas.com/features/products/instructions>.

**SELL SAAS™** Installation My software Guide / Help desk Billing Roadmap

Installation **STEP 1 Instructions** → STEP 2 Installation ← INFOS View products you will sell

**Become CEO of your own software company**

Don't know how to start? Click here to access to our secret guide.

Discover how to become a millionaire with Sell SaaS

When you are ready Click here!

**Install my company** **Read the installation guide**

2 ways to install: Let's say you will call your next company **Sell Saas**.

**CUSTOM BRANDING LANDING PAGE** **RECOMMENDED** [VIEW THE EXAMPLE](#)

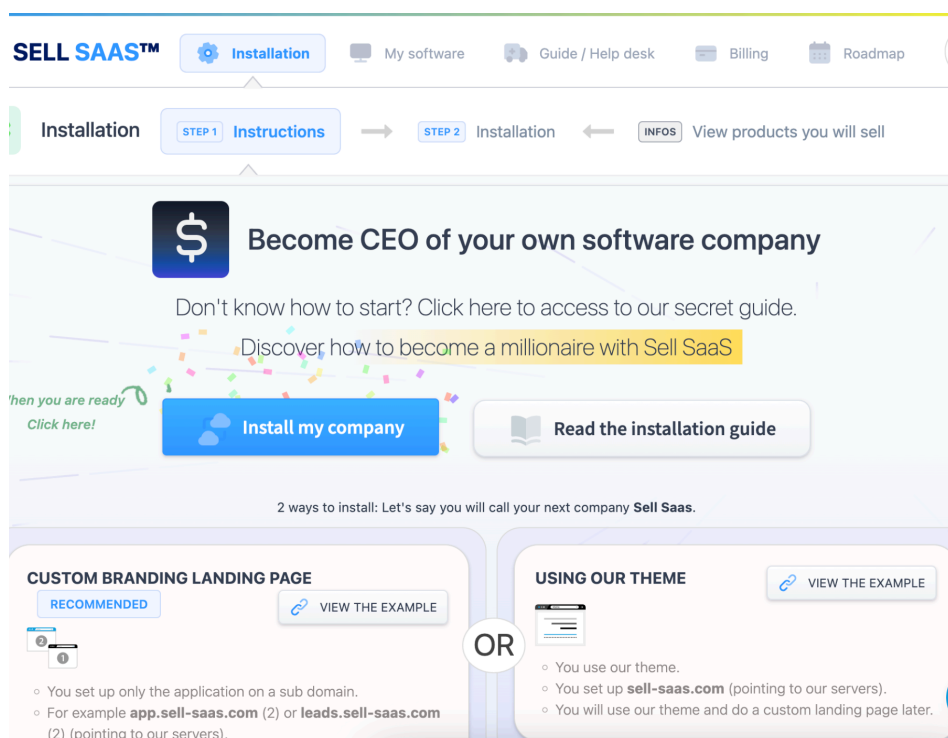
- You set up only the application on a sub domain.
- For example **app.sell-saas.com** (2) or **leads.sell-saas.com** (2) (pointing to our servers).

**OR**

**USING OUR THEME** [VIEW THE EXAMPLE](#)

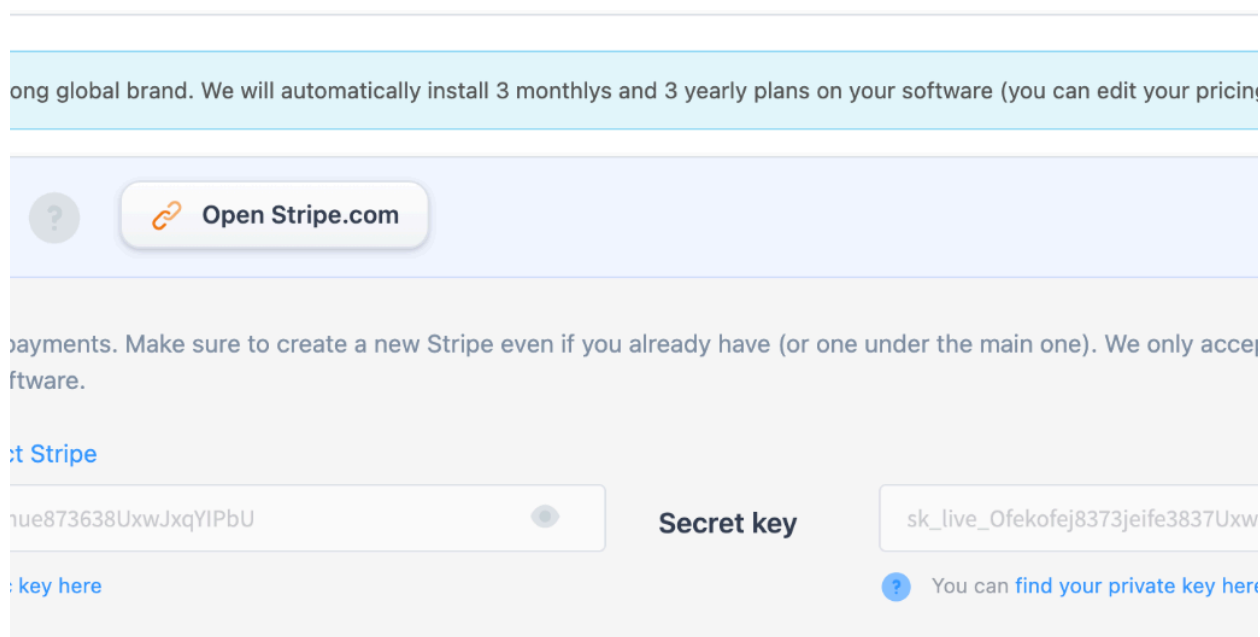
- You use our theme.
- You set up **sell-saas.com** (pointing to our servers).
- You will use our theme and do a custom landing page later.

Scroll down and click on the big button “Install my company.”



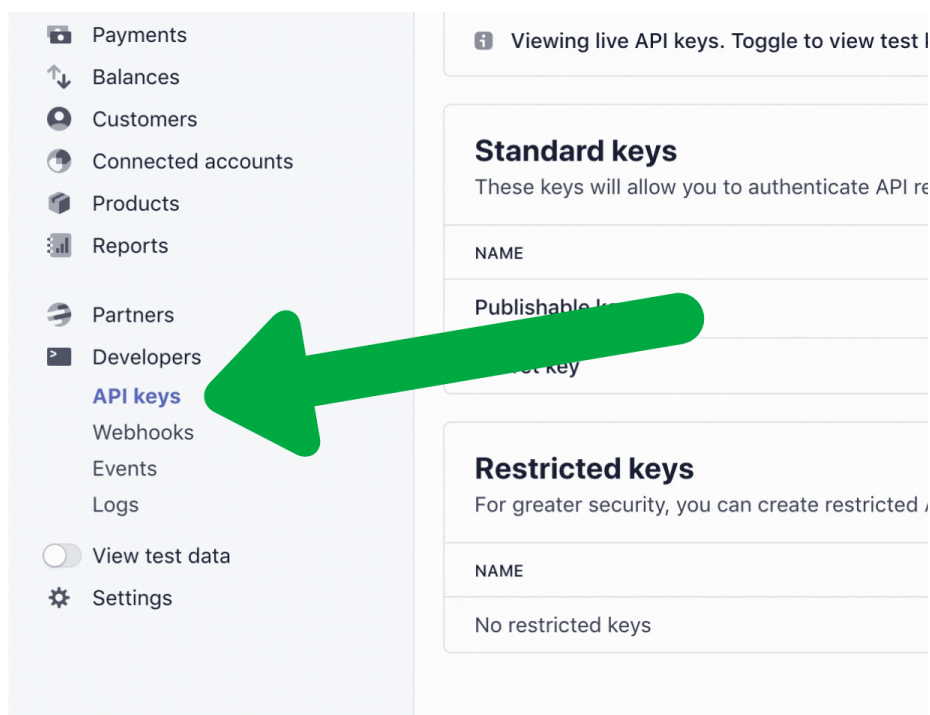
This will open a page where you will have to fill some fields to install your software company.

Step 1:

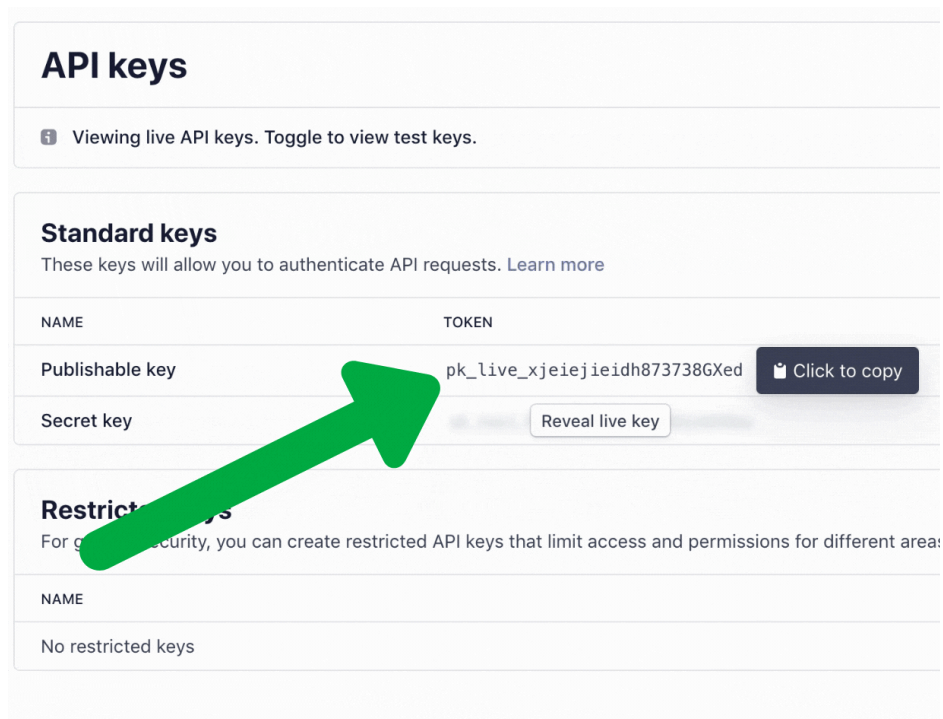


The first fields are the Stripe API keys to connect Stripe to the software.

Go on your Stripe account dashboard, and at the left, click on “developers” and “API keys.”



On the Stripe, the dashboard copy the publishable key.



Paste the Publishable key in the Sell SaaS's fields and do the same for the Secret key (you might have to click on reveal the live key to see it). Make sure your key doesn't contain \*\*\*\* inside.

### Step 2:

**Company name, domain & main color** ? STEP 2

**Name of your future software company**  
Company name  
The name of your future company that will be displayed everywhere on the software, keep it short and easy to remember. Like Facebook, Twitter etc...

**Domain or sub domain**  
marketing-tools.com  
Add your domain (Eg: marketing-tools.com) or a sub domain (Eg: app.marketing-tools.com). The best structure is to set up app.mycompany.com and then deactivate our theme and do your own landing page.

**Main color**  
#1d9feb  
Main color of your company branding

**Landing page / set up**  
I will do my own landing page, install only the application access (login / register)  
You can switch / change the configuration at any time later.

Fill the field such as your name of your future company. For example, Peter leads, the domain and sub domain you want to use and the main color.

If your company is in Europe and you need to add the VAT to your customers, check the TAX system and select your country and input the VAT % you need to add; for example, we will add 20% to France and other nations you can customize. Still, by default, we have added the % of the VAT per country to add.

**Taxes** ?

**Tax system**

☐ Activate the Tax system

Add tax when your customers are paying.

charged (related to your future company)

If you don't need to add the VAT, uncheck the "Active the Tax System," leave it unchecked.

Next step:

The screenshot shows a web interface for configuring DNS A records. At the top, there's a header with the text "Configure your A records to point to our servers" and a button "Invite a technical team member to help you". Below this, a section titled "Do you want to use my own custom domain?" contains instructions: "You should only use this IP when adding a A record. If you add a sub domain you only have to add one A record. If you use our theme you will have to add 3 A records. Do not use Proxy OR redirection OR your own HTTPS (we will generate the HTTPS for you for free). You should only add A records for the set up. If you need help contact our support team." An example is provided: "For example the TTL (time to live) will be 600 seconds (5 minutes), the host will be (www or @ or \*) and the destination will be this ip: 147.135.6.154." Below this, there's a section "Add the A records for:" with a dropdown menu. Three records are shown: "www", "@", and "\*". Each record has a dropdown for "TTL" set to "600", a dropdown for "Type" set to "A", and a text input for "IP" set to "147.135.6.154". Below this, there's another section "Add the A records for:" with a dropdown menu. One record is shown: "app". It has a dropdown for "TTL" set to "600", a dropdown for "Type" set to "A", and a text input for "IP" set to "147.135.6.154".

Choose if you want to install a domain or subdomain to connect to the software.

This is based on the previous records you have added:

If you have added 3 A records to install a domain, fill the domain (without HTTPS:// or www), for example, peter-leads.com.

If you have added only one A record to install a subdomain (if you would like to create your landing page), you would like to connect the subdomain, for example, app.peter-leads.com.

At the right, select your software's primary color; this will be the unique color we will use everywhere for buttons, layouts, and more.

The last option, "landing page/setup," is depending on your strategy. If you want to make your landing page and only install the application without our theme, select this option. If you're going to use our theme, choose the option to install the default landing page.

Generally, if you want to make your landing page, you will connect a subdomain such as app.peter-leads.com.

If you want to use our theme, you will connect to a domain such as peter-leads.com.

Last step:

The screenshot shows a web form with a light blue header. On the left, there is a 'Logo' label with a question mark icon. To its right is a button with a link icon and the text 'Open canva.com to design your logo and favicon'. Below the header, there are two main sections. The left section is titled '120 recommended)' and contains a large dashed rectangular box for a logo. Below this box is a button with an upload icon and the text 'Upload your logo'. The right section is titled 'Upload a favicon (512 x 512 recommended)' and contains a smaller dashed rectangular box for a favicon. Below this box is a button with an upload icon and the text 'Upload your favicon'.

Upload a logo of 400 x 120 pixels and a Favicon of 512 x 512 pixels. You can change them later.

Once you have done all the steps, click on “check if the configuration is ready.”

This screenshot shows the same web form as the previous one, but with an additional orange button at the bottom. The button has the text 'Click to check if the configuration is ready' in white. The form fields for the logo and favicon are still visible above the button.

If the DNS is directed and all the fields are correctly filled, you should see a message like this. Click on “finish the installation of the software.”



have passed all tests! You are ready to finish the installati

or

[Recheck again the configuration](#)



## Congratulations!

**You have successfully finished installing your software, and it will be ready in a few minutes, ready to sell!**

Wait around 5 minutes until we set up the HTTPS of your software.

You will be able to access the domain you have installed or the subdomain and will be able to start the promotion.

By default, we have added one pricing plan of \$99 / month, giving unlimited access to the software.

This pricing works well, and we made millions of sales with it.

You are free to customize this pricing.

See the next step below to customize your software's pricing and add new monthly plans and yearly plans.

By default, your software is configured like this:

- Seven day trial with credit card required and automatic charge at the end of the period
- \$99 / month unlimited access to all the products
- Unlimited users for this pricing

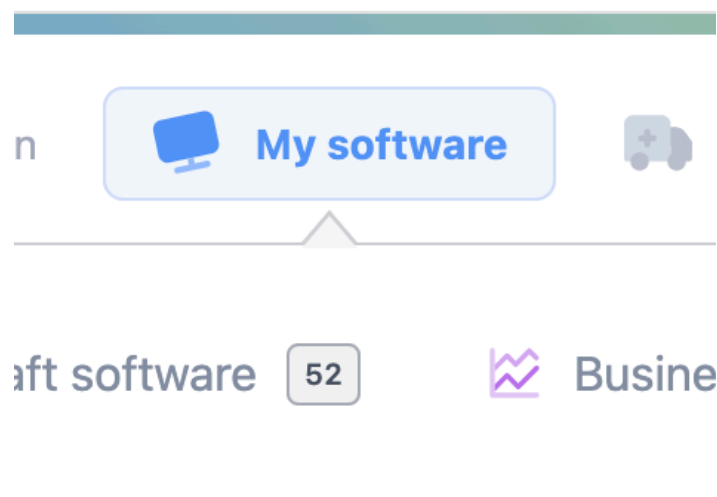
You are free to customize this by editing your software's configuration, such as removing the card for the trial, the trial length, and your software's price.

## 7. Editing / best pricing plans

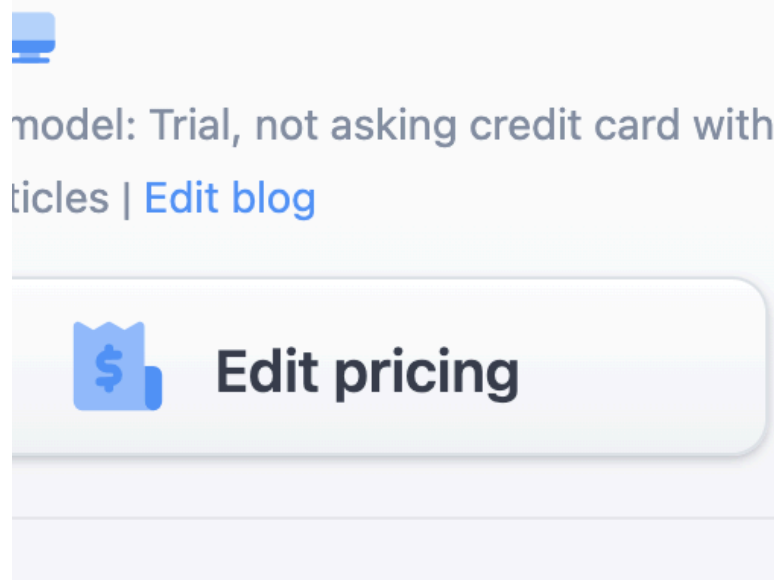
Once you have finished the installation of your software, you can customize the software's pricing plan.

To do this, go to "my software" on your Sell SaaS dashboard or directly via this link:

<https://app.sell-saas.com/features/manage-saas/published-saas>.



Select your software and click on “Edit pricing”.



⚠️ Never delete a pricing plan or a currency if you already have active customers: you will lose revenue if you do this. Please sell in USD by default (and add your local currencies as options), the market is huge, adding only local currencies is money losing for you!

Pricing regulation: Please do not add low pricing. You are here to make money. Minimum \$49 / month for a limited plan (or 2,3 products) and minimum \$79 or \$99 / month for Unlimited plan (all the products). If you do not respect this average price Sell SaaS partnership will be suspended. Chat with us if you have any questions about the pricing / business model you want to put in place.

🔧 Type of business model

x day trial, no credit card required, customer has to upgrade at the end of the trial (BEST) ▼

🌐 Default currency to display

USD (\$) ▼

📅 Number of days for the trial

10

🚫 Prevent actions

In the first part of the page, you can configure the number of days of the trial and the type of business model you would like to do. We support different types of business models. See below the screenshot. Choose the one depending on your strategy.

🔧 Type of business model

x day trial, credit card is required, automatic billing at the end of the trial

✓ x day trial, no credit card required, customer has to upgrade at the end of the trial (BEST)

No trial, directly ask to charge the customer after registration

🌐 Default currency to display


📅 Number of days for the trial

If you scroll a bit on the page, you can now configure the trial's quantity and add new plans.


You can choose the billing period at the top right of the page and click on “add a new pricing plan.”


For example, select monthly and click on “add a new pricing plan.”

[+ Add a new pricing plan](#)




Add a pricing plan






Plan name




Currency

Select the currency

▼




Amount to bill




Interval of the plan

Monthly

▼



Name of the charge on the bank account of your customer



Is active?

☐

If you check it to make it active, customers will be able to upgrade on this plan and use it.

How pricing plan works?

Once you have added the plan you will be able to customize the limitations of this plan and assign quantity to each feature of all products.

Join for free the Sell SaaS program at: <https://sell-saas.com>

Recommended pricing based on \$5 000 000 sales from Anyleads.com and Sell-saas.com partners revenue with a business model: 7-day trial, no credit card required.

Product Number	Product Feature	Starter Monthly	Unlimited Monthly	Starter Yearly	Unlimited Yearly
	Frequency	Monthly	Monthly	Yearly	Yearly
	Price In USD	\$ 49 / month	\$ 99 / month	\$ 490 / year	\$ 880 / year
Product 1	Enrichment feature	2000	Unlimited	24000	Unlimited
	Export of companies	2000	Unlimited	24000	Unlimited
	Local business export	2000	Unlimited	24000	Unlimited
	Names to domains conversions	2000	Unlimited	24000	Unlimited
Product 2	Emails to Extract	2000	Unlimited	24000	Unlimited
Product 3	First name last name finder	2000	Unlimited	24000	Unlimited
	Manual finder	500	Unlimited	6000	Unlimited
Product 4	Number of chatbots	1	Unlimited	1	Unlimited
	Number of leads collected	500	Unlimited	6000	Unlimited
Product 5	Number of downloads	50	Unlimited	600	Unlimited
Product 6	Number of widgets	1	Unlimited	1	Unlimited
Product 7	Number of emails to send	5000	Unlimited	60000	Unlimited
	Number of senders	2	Unlimited	2	Unlimited
	Numbers of campaigns	5	Unlimited	60	Unlimited
	Number of contacts	7000	Unlimited	7000	Unlimited
Product 8	Number of requests	3000	Unlimited	36000	Unlimited
Product 9	Number of websites	1	Unlimited	1	Unlimited
	Number of notifications	10	Unlimited	10	Unlimited
Product 10	Linkedin contacts to extract	2000	Unlimited	24000	Unlimited
	Linkedin visits and requests	200	Unlimited	2400	Unlimited
	Number of shortcuts	5	Unlimited	5	Unlimited

**You are free to clone this pricing and adjust it depending on your audience and source of traffic.**

## 8. Creating a demo account for yourself

When you become a Sell SaaS partner, you will be able to upgrade your software with a 98% discount.

We do not allow a 100% discount because our system checks that you have a positive invoice > \$1 to make sure you are a paid user of your software.

Once you have upgraded with a 98% discount, you can use the software to make videos, demos and find new leads for your own software company.

That means you can use your software to resell it.

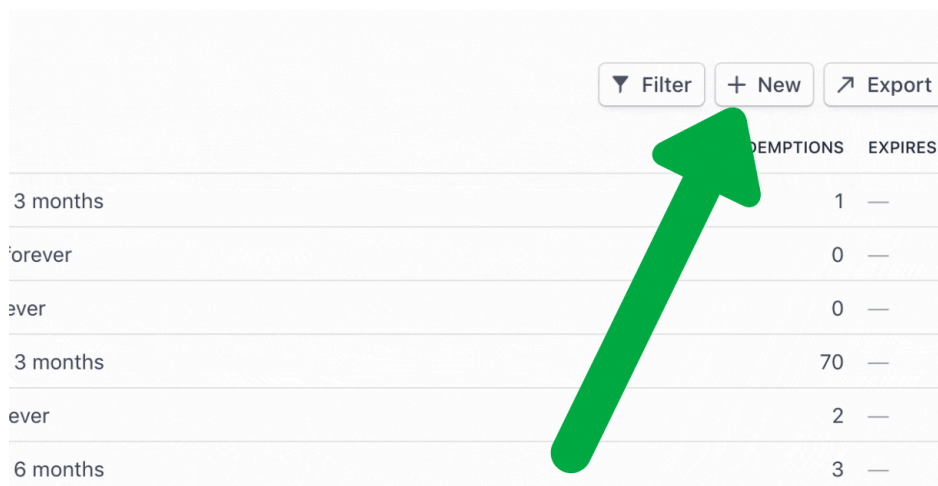
Demo accounts should be only used for demos, videos, or prospecting for your software, not for other businesses.

Essential: Must read, make sure to create a discount creating a minimum invoice of \$1 or equal \$1 ( $\geq \$1$ ). For example, if it's \$99 per month, you can create a 98% discount or a - \$98 off discount. If your product is at \$299 per month, make a -\$298 off discount. The goal is to have an invoice over \$1 but not high for a demo account.

Demo accounts should be used only to present, take video, make a demo, and use it to promote your own SaaS.

Go to this link: <https://dashboard.stripe.com/coupons>.

Top of right-clicking on "new."



The screenshot shows the Stripe Coupons dashboard. At the top right, there are three buttons: 'Filter', '+ New', and 'Export'. Below these is a table with columns for 'COUPONS' and 'EXPIRES'. A large green arrow points from the bottom towards the '+ New' button.

	COUPONS	EXPIRES
3 months	1	—
forever	0	—
ever	0	—
3 months	70	—
ever	2	—
6 months	3	—

Fill in all the fields like this.

The screenshot shows a coupon creation form with the following fields and options:

- Name:** A text input field containing "Discount code for demo". Below it, a note states: "This will appear on customers' receipts and invoices."
- ID:** A text input field containing "XDHE8373". Above the field is a toggle switch labeled "Optional". Below the field, a note states: "This will identify this coupon in the API. We recommend leaving this blank so we can generate an ID for you."
- Type:** Two radio button options: "Percentage discount" (selected) and "Fixed amount discount".
- Percentage off:** A text input field containing "98" followed by a percentage symbol "%".
- Duration:** A dropdown menu showing "Forever". Below it, a note states: "For subscriptions and customers, this determines how long this coupon will apply once redeemed. One-off invoices accept both 'once' and 'forever' coupons. [Learn more →](#)"
- Redemption limits:** Two unchecked checkboxes:
  - ☐ Limit the date range when customers can redeem this coupon
  - ☐ Limit the total number of times this coupon can be redeemed

At the bottom right of the form are two buttons: "Cancel" and "Create coupon".

Name: Discount for demo

ID: XDHE8373 (we selected this, but you can name it differently, it will be the code used as a discount, please change it to make it unique for you only)

Type: Percentage discount

Percentage off: 98%

Duration: Forever

Do not check any of the last two options on the screenshot; leave them NOT checked.

Please only use a 98% discount FOREVER. We only allow this amount for the demo account. It's essential for our statistics and your statistics too.

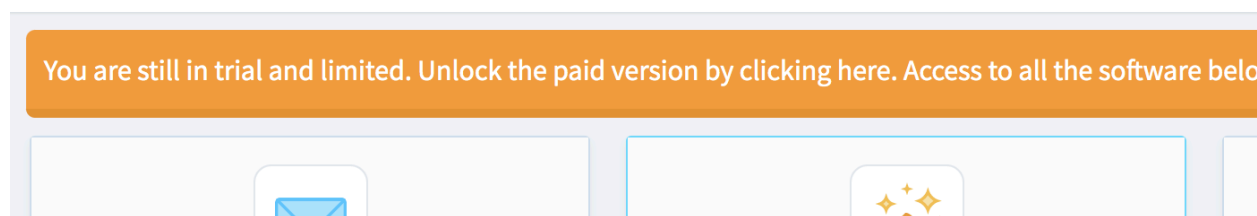
Then click on Create coupon.

Once you have done this, go on the website of your own SaaS.

Once you are on it, register as a demo account or use your current account.

Click on the orange bar on the dashboard (that means you are not upgraded yet).

All our products:



This will redirect you to the page to upgrade your software with the discount code of 98%.

Select your country, click on "I have a discount code," enter the code, and the price should reduce.

Then complete the checkout, and your account will be upgraded with the discount.

 Complete checkout

## What you will get with the Pro plan

- Get unlimited data upload
- Unlimited usage to all products
- Unlimited leads to find

## Country for invoice

United States



## Billing summary

Pro plan access	\$ 1.98
Charged from payment method	\$ 1.98
<b>Final amount</b>	<b>\$ 1.98</b>

## Use a discount code



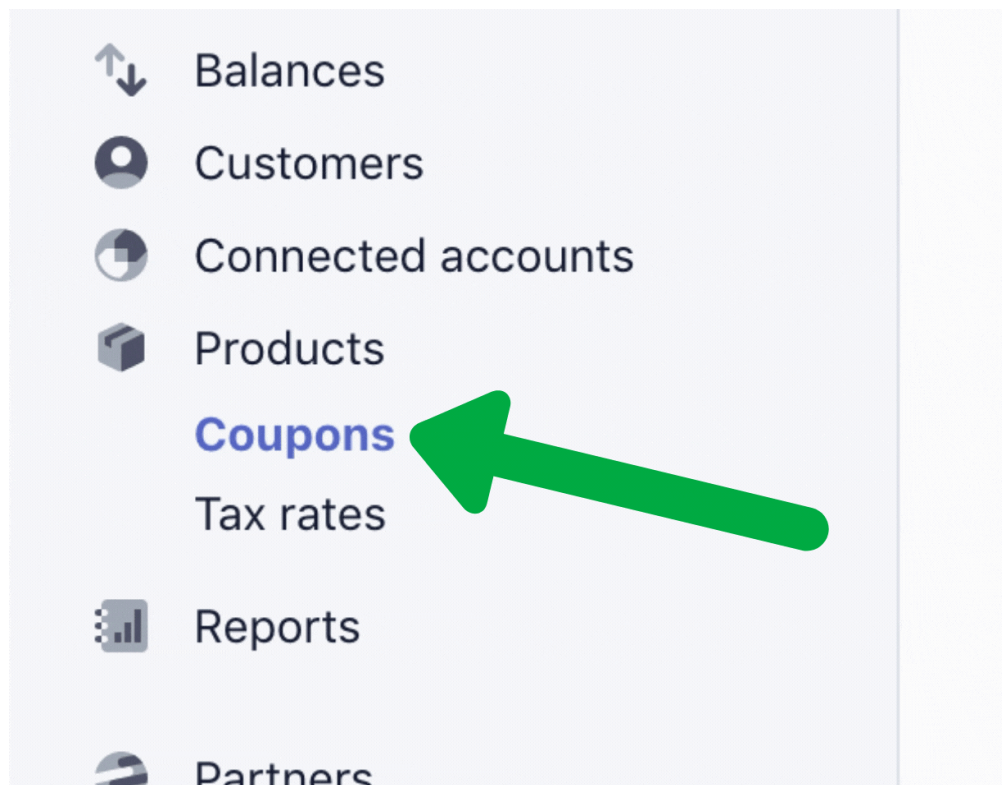
XDHE8373

You can now use this account as a demo account.

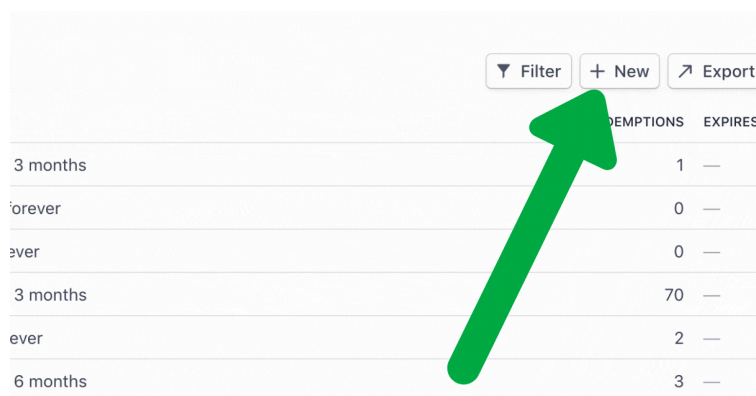
## 9. Creating discount for your future customers

You can create discounts to do promotions for your customers. To do this, go to your Stripe dashboard or directly to this link: <https://dashboard.stripe.com/coupons>.

In the Stripe dashboard, click at the left in the “product” section, then “coupons.”



Then click the top of right on “new.”



You will be redirected to a page where you can create a discount code.

### Create a coupon

Coupons can be used to discount invoices, subscriptions, or entire customer accounts.

**Name**

This will appear on customers' receipts and invoices.

**ID** Optional

This will identify this coupon in the API. We recommend leaving this blank so we can generate an ID for you.

**Type**

☒ Percentage discount

☐ Fixed amount discount

**Percentage off**

%

☐ Apply to specific products

**Duration**

⌵

For subscriptions and customers, this determines how long this coupon will apply once redeemed. One-off invoices accept both "once" and "forever" coupons. [Learn more →](#)

**Redemption limits**

☐ Limit the date range when customers can redeem this coupon

☐ Limit the total number of times this coupon can be redeemed

You can now give a name to your discount and create an ID (the ID will be the name of the discount code you will share with your future customers).

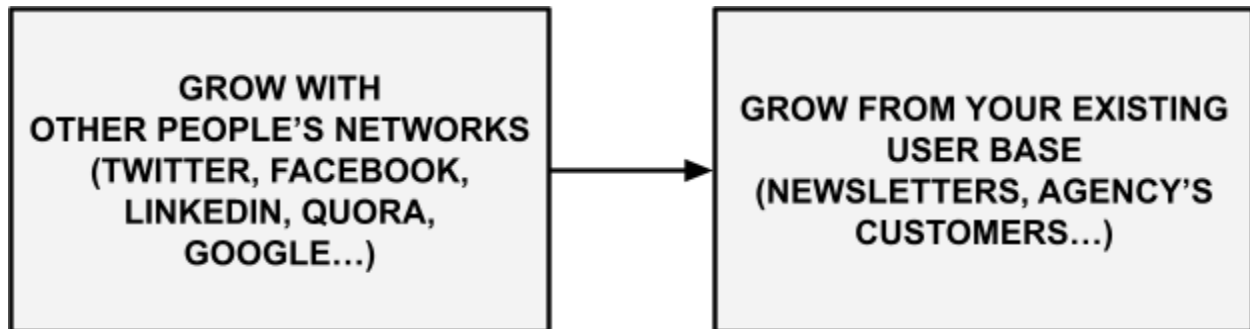
You are now ready to promote your online software company. Jump to the next step to discover different ways to promote your online business.

**Go to the next page to discover all the tips to promote your software company and start making money online.**

## START MAKING MONEY / WHERE TO PROMOTE

If you want to grow your company, you need to understand that there are two ways to acquire new customers.

- You can either grow from other people's networks (what we refer to as OPN).
- Or take advantage of your existing user base.



At the beginning of your adventure, if you are not an agency with existing customers, you will be mainly interested in growing from OPNs. These platforms include all websites where your potential customers hang out: Twitter, Facebook, LinkedIn, or even Quora, to name a few.

To help you acquire your first customers for your Sell SaaS white label business, we have crafted this guide with these two strategies in mind. It includes 20 ready-to-use tactics you can start working on to get new visitors and increase your traffic week after week.

Also, for people who do not like to read, each tactic includes a quick scheme that explains each experiment's main idea. You are free to dive into the text if you want more details.

**Of course, you should not try to execute all of them at the same time but choose one of them and see if it works for you. Trying to be a jack of all trades is the best way to be the master of none. The idea is to figure out which tactic is performing and optimize it until you saturate the channel (i.e., it does not provide more results for your company).**

One last word, though, there are even more ways to grow your business than the 20 tactics below. If you have an idea in mind and want to try something else, please do it. Creativity and execution are the two main factors of entrepreneurs who grow their businesses every year.

## Growing from other people's networks (OPN).

So, how can we grow from OPN? What tactic can you use? Let's start with the first one.

### Tactic #1. Try new platforms: e.g., clubhouse, TikTok, etc.



The idea is simple: it is better to be the first on a new growing social network than “unknown” on a popular one.

**For instance, If you have been on Twitter or LinkedIn these recent months, you should have seen how ClubHouse is getting a lot of traction. It is probably the new shiny app of 2021 where people can join the room to listen to people talking about a specific subject. There is not a lot of knowledge about how people can grow their business effectively yet. But one thing is certain; some people are getting a lot of new customers through it. If you have expertise in startups, entrepreneurship, lead generation, or anything that may attract your audience, you should jump on it and start a room.**

The same thing happened with TikTok last year. A growing social network, millions of new people joining each month, and a myriad of strategies to execute attract this new audience and make them hear about your solution.

*Every year, there is a new platform that images. Be open-minded and try to figure out if it includes your audience.*

**Tactic #2. Take advantage of active Facebook groups.**

We all know about Facebook groups and how they can attract new visitors. But one common mistake every beginner is making is to share something that does not provide enough value community. This is a lousy way of doing things because Facebook's algorithms will quickly stop spreading post resulting in no visibility.

**On the contrary, what you should do is think about some valuable content you could share inside: a tip, a great article, a must-watch video, and so on. If your content is useful, people will start liking it and commenting on it. They will thank you for sharing your knowledge, and you will have a way to interact with them. Once you post something valuable, you should always reply to every comment and message people through messenger to tell them how your solution can fix their issues.**

It is about starting a great relationship with them. What is great about this tactic is that people will also like your future posts because they will recognize you (even in other groups). I have used this tactic countless times, and I can tell you that the more I use it, my posts become popular.

*In a nutshell: share valuable content and interact with everyone who liked/commented on it.*

**Tactic #3. Message people on LinkedIn based on their profile attributes.**

LinkedIn is the number one social network to analyze business people. It is relatively easy to do a search and quickly find people who match your ideal customer profile.

You should do to succeed on this network to take a few minutes to draft what your customers look like. Are they senior managers working in B2B companies? Are they salespeople? Are they HR managers working in big corporations?

**Once you have a clear idea of your ideal customer profile (ICP), search them on LinkedIn and send them a connection request. You should then craft a message inside your request to explain who you are and why they should accept you as a connection.**

Then, you will be able to send them a private message to introduce your solution. Keep in mind that it takes some time to craft a great message. You should analyze what works and figure out what you should optimize. Don't leave anything to chance; it is hard to get a great message from the first try. Optimize, optimize, optimize.

### Tactic #4. Grow through Google with SEO.



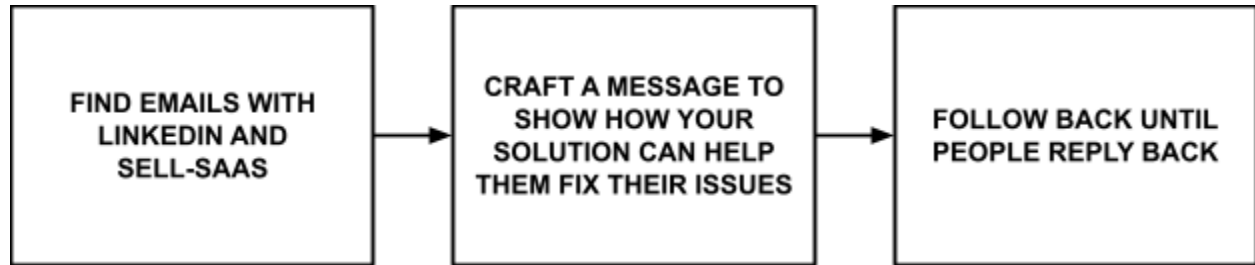
SEO is a long-term strategy. But believe me, once it works, it is free traffic every day coming to your site and buying your product.

So what should you do to start taking advantage of this incredible channel?

**First, you should monitor keyword opportunities and analyze them with SEMRush or Ahrefs. These two software (choose one of them) will help you find great search queries to target. Then, write content to attract new users based on these terms.**

Another thing is to find all the platforms to write guest posts and include a few links towards your site inside them. This takes a long time, but I can tell you that these backlinks will be precious in the long run. The more links are redirecting to your site; the more your domain will rank for specific search queries.

*If you think writing guest posts is time-consuming, check platforms like Quora, where you can answer people and link to your product.*

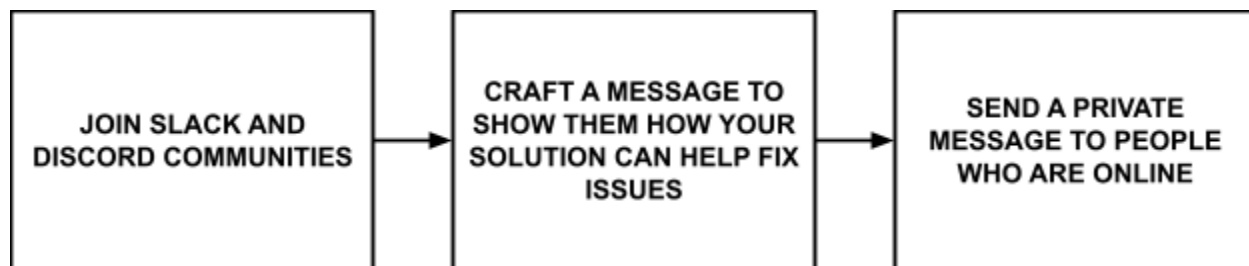
**Tactic #5. Growth through Email with cold email.**

What should you do to get new visitors? Use it!

Find emails on LinkedIn with your product and craft a message to show people how to acquire new customers.

**The critical thing to keep in mind is that you should always follow up until you get a response. People don't always reply to their first email. So don't waste your leads with only one email. Build sequences with messages that you optimize every week to reach the best possible outcome.**

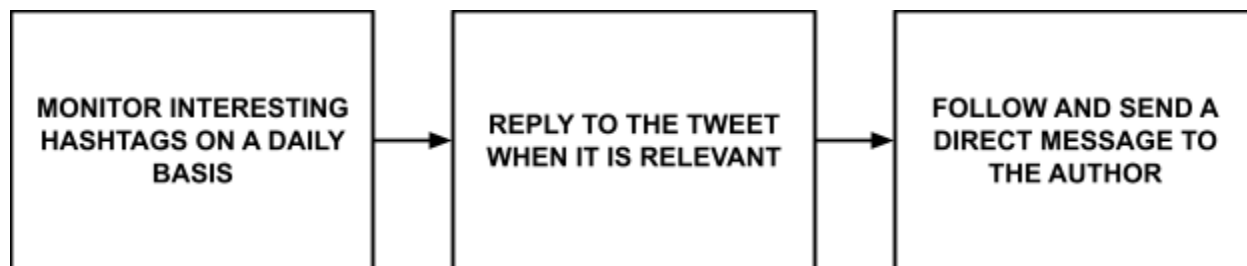
*Also, keep in mind that it can take several weeks before finding a message that is working. Be creative, optimize and double down when something is performing.*

**Tactic #6. Grow through Slack and Discord.**

There are thousands of Slack and Discord communities out there. You can find a community for almost every subject. Join marketing or sales communities and craft a message to show how your solution can help people get new customers. Then, send a private message to everyone online.

**People may complain that you are spamming a channel and ask the moderators to ban you. The primary way to avoid this is to personalize your message and make sure that you are providing value to the recipient. Otherwise, you might be spamming, and you will get kicked out.**

*Quality and personalization are more critical than ever for this strategy.*

**Tactic #7. Grow through Twitter by monitoring hashtags.**

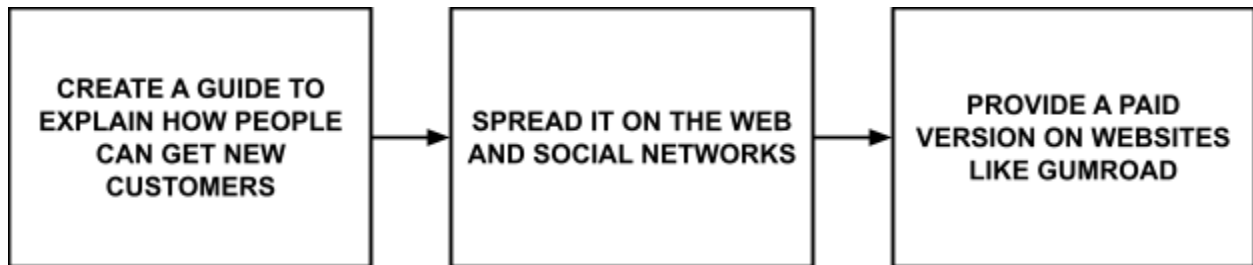
Thousands of fresh tweets are being published every second. It is straightforward to spot new opportunities every day to use one of them to create a conversation with someone and sell them your product.

**The best way to spot opportunities is to draft a few hashtags essential for you (the ones your community uses, like #leadgeneration) and reply with something relevant when you stumble upon one of them.**

You should also follow and send a direct message to the author. Remember, you should try to interact and create a relationship with the author to create proximity and sell your product.

*It is always a valuable discussion that leads people to try a new product.*

**Tactic #8. Grow with content by creating your guide and distribute it effectively.**

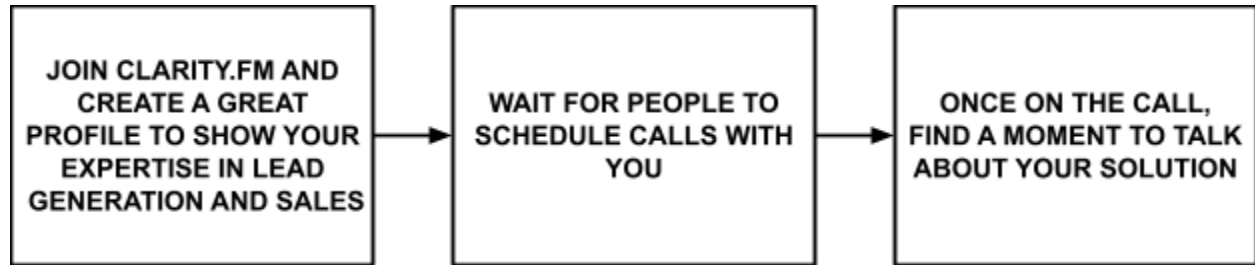


A great piece of content is the best way to attract and keep visitor's attention. Why? Because they are reading part of your sales speech. They are following you where you want to lead them by learning different things about a subject.

**Guides are a great way to attract new emails. People will easily give you their email address in exchange for a valuable piece of content. This is called a lead magnet, and it should be part of your content strategy.**

**Create a guide to explain how people can get new customers and highlight the myriad of ways to use your SellSaaS product. Then, spread it wherever you can: on social networks, by emails, private messages, etc.**

*You can also provide a paid version on websites like Gumroad to generate new opportunity revenue.*

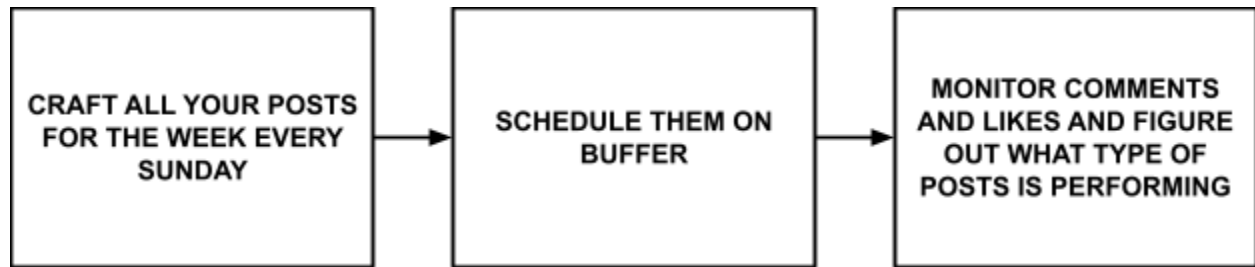
**Tactic #9. Be an author on clarity.fm and share your expertise.**

Clarity.FM is a platform where people can book private phone calls with experts. It is a great network to get answers to the most complex questions you can have.

**The idea is to create a profile on the platform and show your expertise in all the ways you can. People will schedule calls with you. Once on the call, you will always find a moment to talk about your solution.**

There is also a similar platform that is called Growth Mentors. You should take a look at it if you want to invest some time with potential prospects. In the long run, it is always a great mindset to proceed like this. You learn more about your target, and you can optimize your overall acquisition strategy.

*Also, update your LinkedIn profile to highlight that you are the CEO of your SellSaaS company name.*

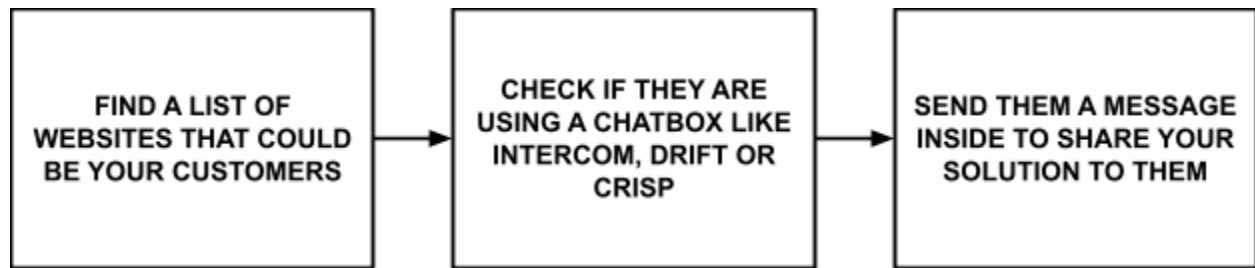
**Tactic #10. Share regularly on social networks with buffer.**

People hang out on social networks every single day. Your friends are on it, your family is on it, but your target is on it more than this. If you want to find what type of posts is performing, you should post every single day.

I recommend that you craft all your posts for the week every Sunday and schedule them on Buffer. Then, you will analyze the most popular ones to adjust your strategy and grow your followings.

**But what can you share? If this is what you are wondering, well, let me tell you that you must be creative. What type of content can be valuable to your audience? What tips can you give them? It is not easy to develop a great social content strategy from the start, but if you are practicing every day, you will figure out what makes people click.**

*Write valuable posts, schedule them, and optimize based on the things you have learned.*

**Tactic #11. Communicate with your leads through their chatbox.**

Do you know what is excellent when a website has a chatbox? You can start an interaction with them.

This tactic's idea is quite simple: find a list of websites that could be your customers: b2b saas companies, for instance. Then, go to each of them and check if they have a chatbox. When this is the case, send them a message and ask to speak with someone in charge of the marketing (i.e., your ideal customer profile).

**Then, try to show him how your product can help him generate more revenue and save him a long time. Remember, the most challenging part is to start an interaction with someone and to provide enough energy to make him stick with you. You can also take a few hours to prepare your advantages in advance to be more concise and straight to the point during your conversation with your target.**

*See this as a sales exercise. If you can close people on their chatbox, you will be able to sell to anyone.*

**Tactic #12. Avoid Product Hunt but think about other directories.**

Product Hunt does not accept sell-saas products to be submitted any more. So I recommend you avoid wasting your time. On the other hand, hundreds of niche platforms like this can submit links (HackerNews, Reddit, and so on).

**Try to find them and to figure out exciting ways to highlight your product value inside the title. As I always said in previous tactics, it takes time to come up with a great title, so don't give up if it does not work the first time.**

*Think about value. This is the most crucial factor to attract someone's attention.*

**Tactic #13. Answer on forums, Quora, etc.**

Thousands of people are requesting help on Quora and forums. This type of website is not a thing of the past. It is possible to get traffic from them if you learn to write your message at the right time. And by traffic, I mean high-quality leads. So take a few minutes to figure out where your audience hangs out and which forums they visit.

There is also something you should know: the most upvoted answers usually appear first. The more valuable your answer is, the higher it will appear and the more visitors you will get.

*You can also hire a virtual assistant in places like Upwork to write and submit your answers for you.*

**Tactic #14. Create a podcast about your software.**

When people are running or working, they listen to podcasts. This new channel is growing year over year. If you have some idea about your product or expertise to share, you should start a podcast to spread your knowledge.

**Of course, you should start small. This is not about being the #1 podcast on iTunes but about creating a valuable relationship with your listeners. Don't be shy and release a few episodes every month; you will see what sticks with people. You can also interview the masters of your industry if you do not want to work on the content by yourself.**

*You should also share them on social networks with the right hashtags to kickstart your podcast.*

**Tactic #15. Create a YouTube channel.**

Leads coming from YouTube are precious and have a high conversion rate. This is not surprising as people see you sharing valuable knowledge on your channel, so once they land on your product, they trust your product more than an unknown visitor.

They will take a few minutes of their time to register, try it and see if they can integrate it into their workflow.

**The main thing to remember to succeed with a YouTube channel is to be consistent. Don't expect to get thousands of views with your first video. It takes time. Be a hustler and release a few videos every month. This is important.**

*Also, ask your watchers at the end of the video to subscribe, like, and comment. This will make your video rank higher in the search results.*

**Tactic #16. Create a specialized landing page for your essential niches and advertise them (AdWords, Facebook ads, Twitter ads, LinkedIn ads, Instagram ads).**



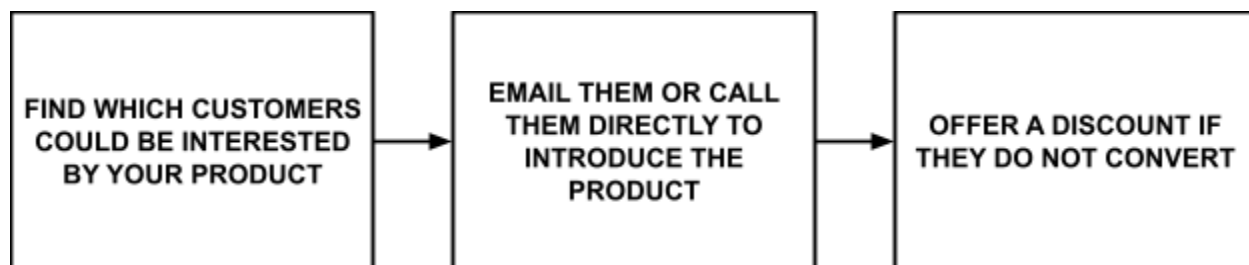
I talked about the power of lead magnet in a previous tactic. Here is a similar one. The idea is to craft specialized landing pages with case studies. It is about showing how a specific niche of companies can benefit from your product. It is about showing them all the ways they can use your features to solve their problems.

**Then, once you are happy with the results, you can create an advertising campaign on Twitter, LinkedIn, or Facebook to get a steady stream of traffic and optimize your conversion rate on each one until you reach profitability.**

*If there is one thing to remember about social advertising, the higher the CTR, the lower the CPC will be. And how can you get a high CTR, you are asking? It is easy, a great targeting, and a great message!*

Growing from your existing user base.

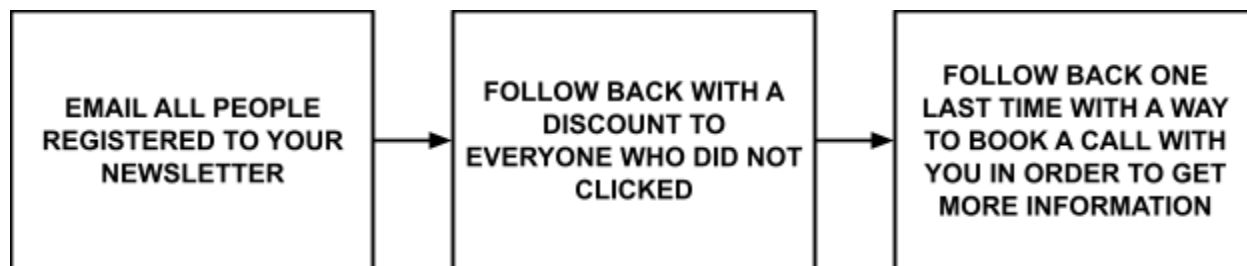
**Tactic #17. Email all your agency customers. Share on your social networks and make sure all your employees know about your platform.**



If you are a web or marketing agency, chances are you probably have some existing customers. Why not send them a quick email or call them directly to introduce your new SellSaaS product to them?

**They have worked with you, so they probably trust you. They will probably be the most accessible customers to close for you. And if they don't want to try it, you can still offer a discount as an incentive.**

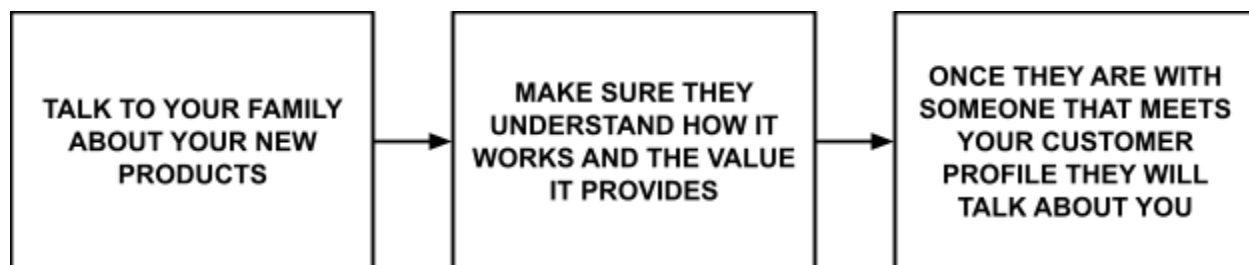
*We have agencies with hundreds of customers on SellSaaS. They told us it was straightforward to close them as they already had a business relationship with them.*

**Tactic #18. If you have a newsletter, send them an email.**

Did you have a blog in the past with a newsletter? If this is the case, you should email all people inside. Don't worry if all of them are not interested in your product. Just tell them that you moved on and are working on this excellent product. Highlight the value, why you are working on it and how it can solve problems.

Tell them that if they know someone interested, they can introduce him/her to you. And don't forget to follow back with a discount to everyone who did not click. Discounts work!

**Tactic #19. Make sure your family knows about your business and the value you can provide.**



Your family and friends love you. But I am sure most of them don't understand what you do or who your customers are. This is probably a mistake because they meet new people every day and chat with them about all kinds of things. If they understand your value proposition and the type of services you provide, they will recommend you.

**I have met freelancers who told me that most of their customer portfolio came from friends and family referrals. I was surprised, but this is true.**

*Take advantage of the referrals and word of mouth your friends and family can provide to your business.*

**Tactic #20. Create an affiliate program with FirstPromoter and take advantage of your existing customers.**



You will get customers asking you if you have a referral program. If you want to release one, you should go to First Promoter and open an account. It does not cost a lot of money. Prices start at \$50 per month.

**It does not take a long time to configure everything. To be honest, it is relatively easy, but if you need help, you can always ask for support. They are very responsive and kind.**

*Another thing to keep in mind is that you should make sure your existing customer knows about your referral program. Don't expect them to ask you if you have one. Show them that you have one with a quick email or social post.*