

Day 3 Cliff Notes: Free Tool Flywheel Workshop

Big theme

- Focus: Getting users for your free tool app and introducing lightweight monetization (with emphasis on traffic first, monetization later).
- Flywheel concept: Find problems in communities → build the tool → share it back in those same communities → users join → add simple viral loop → compounding growth.

Where you should be (recap of Days 1–2)

- Day 1: Ikigai method to choose niche; research real problems using search operators; pick one problem → one app.
- Day 2: Build app in Buidly; connect domain and email marketing; registration captures emails.

Mentorship note

- Mentorship offer open until Sunday night; starts next week. Extra bonuses announced (traffic and email monetization).

Core traffic strategy (simple and repeatable)

- Target communities you already researched:
 - Forums (first priority): Use Google operators (site: + keywords) to find threads; register; fill out profile; be conversational; post your app as help.
 - Facebook Groups (second): Join, engage, then share app; some groups allow links, some don't—OK if posts get removed.
 - Skool groups (third): Depends on niche; try it.
 - Reddit (last): Sensitive to self-promo; create/age account; gain karma; engage first; then share. Expect pushback—it's fine.
- Tone and approach:
 - Be human, helpful, and specific to the thread's problem.
 - You can mention it's free, but avoid sounding "market-y"; keep it conversational.
 - It's OK if some posts get deleted; move on—there are many communities.
- Cadence and commitment:
 - 1 hour per day for 30 days.
 - Track threads in a simple spreadsheet (where, when, status).
 - Don't fixate on post counts; prioritize consistency and relevance.
- Expansion ideas:
 - Quora and other platforms are fair game (use site:quora.com + keywords).
 - X/Instagram/newsletters possible later; start with core four above.

Viral loop (simple version)

- Add a “Tell a Friend” button in the top navigation (bold color).
- On click: show a copyable message with your app link (email/social-ready) + a clear Close button.
- Keep it simple; advanced gamified/referral tactics can come later.

Expectations and mindset

- Results vary by niche; your goal is steady action, not instant virality.
- Stick with the plan for at least 2 weeks before reconsidering.
- If zero traction by mid-way (≈2 weeks), re-evaluate messaging, niche, or posts.

Monetization (introduced but recommended after initial traction)

- Start with affiliate links related to the niche/problem.
- Where to find offers:
 - Networks: ClickBank, Digistore24, CJ, Impact, ShareASale, etc.
 - Google: “[your niche] affiliate programs”
 - ChatGPT/Deep Research to compile lists (include join links).
- Implementation ideas:
 - Start promoting the app without monetization; add offers after users begin joining.
 - Light placements: top nav button, sidebar, in-line “tips” with contextual links, or a Resources page listing multiple offers.
 - Avoid clutter (“no NASCAR” UI).
- Approval tip:
 - Apply to affiliate programs after app is live and you have some traction to improve approvals.

Email list = long-term revenue

- Registration captures emails → your core asset.
- Benchmarks discussed:
 - Presenter’s business: ~\$2.32 per subscriber per month (not a guarantee).
 - General rule of thumb: ~\$1 per subscriber per month (varies widely).
- Success requires consistent emailing (value + relevant offers).

Q&A highlights

- Time vs. quantity: Focus on a daily hour; write relevant, non-spammy posts.
- Reddit: Age your account and gain karma first; be patient.
- Social media aversion: Treat it like a mission—get in, contribute, get out.
- Free mention: OK if you keep it conversational, not salesy.
- Quality affiliate offers: Use judgment (fit, professionalism); test and replace if not converting.
- Getting paid: Each network handles payout setup; you’ll enter details when approved.
- Business model variants: Client apps discussed as a future topic (today is for your own app).

- Buildy access:
 - Projects are saved and accessible from the dashboard (Load More for history).
 - You can add/edit viral button, nav links, resource pages via prompts.
 - Email marketing tool included with the event account setup; follow Day 2 guide to connect domain and CRM.

Bonus day and scheduling

- Bonus Day on Friday (team-led implementation support).
- Presenter traveling (anniversary); mentorship kicks off next week.
- YouTube live show after the webinar: “Build 5 businesses in 15 minutes” (entertainment + demo).

Action plan (do this now)

- Verify your app is live with registration capturing emails.
- Add a simple “Tell a Friend” button with a copyable message and your real link.
- Start the 30-day, 1-hour daily posting cycle:
 - Day 1–7: Forums + Facebook Groups
 - Day 8–14: Add Skool + begin seeding your Reddit account
 - Day 15–30: Repeat the cycle; start light monetization if traction begins
- Track links and results in a spreadsheet.
- Apply to affiliate programs once you have initial traction.
- Email your list at least weekly with value + relevant links.