SHOW NOTES

@mjkabir Notes

https://shownotes.app/show/2kscw

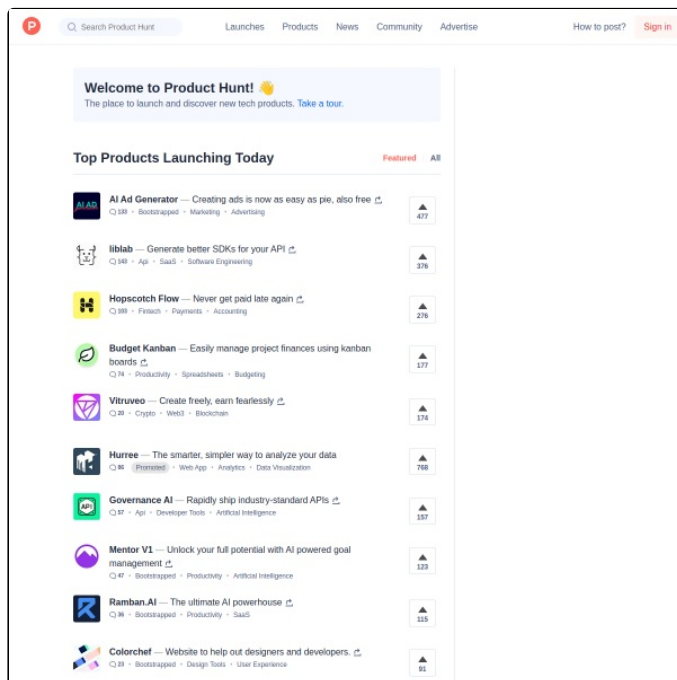## My Notes on Product Hunt as a Go-to-Market (GTM) Platform

I have been on Product Hunt for the last few months and in this note I will share my findings about the usefulness of Product Hunt (PH) for launching a consumer facing digital product or service such as the ShowNotes itself.

DISCLIAMER
I haven't yet launched ShowNotes on PH so not sure how it will go so this info is just what I have in my mind based on my experience with the folks who use PH on a regular basis.

✅	AI REVIEW PASSED.

Product Hunt | Explore New & Trending Products Daily

This is the official site for Product Hunt.

472 days 18 hrs ago

Website:

https://producthunt.com

Top Benefits of Using Product Hunt: A Founder's Perspective

As a platform, Product Hunt offers an invaluable toolkit for both budding and seasoned founders of products or services. Here's a breakdown of the standout benefits I've discovered:

- Engaging Discussions - Dive into a wealth of discussions to gain insights and learn from the experiences of fellow founders.
- Inspirational Launches - Witnessing product launches on Product Hunt provides a clear do's and don'ts guide, empowering you with the confidence to debut your consumer-facing product successfully.

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The Flip Side of Product Hunt Launches

While launching on Product Hunt (PH) offers visibility, it's not without its pitfalls. Consider these drawbacks:

- Maintaining Visibility - To stay visible, you're required to log in daily and maintain 'streaks.' It's a rigorous process, especially for founders and business professionals, and missing a day means starting over.
- Sorting Through Noise - With an influx of bot-generated posts, it's essential to spend your time engaging with genuine founders to make the most out of PH.
- Navigating Clickbait - The platform isn't free from clickbait, often posted by non-founders like paid consultants. Learning to identify and avoid these posts is key to a frustration-free experience.

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