

@mjkabir Notes



<https://shownotes.app/show/phlaunch>

Product Hunt Launch Tips from Founders and Marketers on PH

For our future launch I am compiling a list of tips that are shared again and again by successful launch founders and other marketers. Of course with my 2¢ so take them with a large grain of salt. Your comments are welcome!



AI REVIEW PASSED.

Self Hunting vs Using an External Hunter

Self hunting is acceptable but it seems like some of the folks recommend finding a suitable product hunter on the platform to hunt your product. This raises the question:

- a) Do you just ask for a favor?
- b) Or, do you pay someone to hunt your product?

In case of (a) I am not sure how much effort the free effort will put into the launch. On the other hand (b) might be a gray area or illegal from the PH platform rules prospective.

I am following successful hunters on non-PH platforms such as X (formerly Twitter) to have a side discussion to explore how they are approached and what they prefer. Also, for paid hunters, what is a good acceptable fees?

Again, there are more questions than answers at this time.
143 days 10 hrs ago

LinkedIn is Key

Bummer! I don't use LinkedIn much or at all. Because, I often get hunted by head hunters or insurance agents trying to sell me business insurance or health plans.

So not having a healthy LinkedIn is a big red flag from what I have seen mentioned so far. This is a concern for my project launch.

143 days 10 hrs ago

Coming Soon Page on PH - Important

I haven't set up a coming soon page on PH yet and need to compile all the assets needed. However some folks mentioned:

- Use animated gif image instead of static image for better engagement
- Use video clips
- Use clear description, purpose, etc

Need to research more.

143 days 9 hrs ago

Reachable PH Hunters

There are many hunters that are not easy to reach. But I am compiling a list of product hunters that I think are reasonably reachable:

- [@Ghulam Abbas](#)

143 days 9 hrs ago