

@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.  
469 days 16 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.

469 days 16 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.

469 days 16 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](#)

469 days 16 hrs ago