

## Checklist: 7 Principles to Make Your SaaS Business Oversubscribed

### 1. Create Your Own 'Market of Me'

- Position yourself as an influencer in your SaaS sector.
- Share valuable content regularly (blogs, videos, webinars).
- Implement campaign-based marketing with limited annual launches.

### 2. Product Staircase with a Free Lead Magnet

- Develop a valuable free lead magnet (free software tier, e-book).
- Ensure the free resource provides significant value.
- Highlight the benefits of the premium version.

### 3. Determine Your Capacity

- Calculate your maximum customer handling capacity.
- Ensure resources are allocated effectively.
- Regularly review and adjust capacity based on demand.

### 4. Priming and Social Proof Messaging

- Collect customer testimonials and success stories.
- Create compelling case studies showcasing customer success.
- Use social proof in your marketing materials.

### 5. Release Formula

- Measure interest at three levels:
  - Strongly signalled interest (e.g., 5x capacity)
  - Educated/entertained customers (e.g., 10x capacity)
  - Soft signalling (e.g., 100x capacity)
- Adjust your release timing based on interest signals.

### 6. Remarkable Offering Delivery

- Ensure your product exceeds customer expectations.
- Provide exceptional customer support.
- Continuously update and improve your product.

### 7. Social Proof and Success Stories

- Collect and showcase customer success stories.
- Create video testimonials and detailed case studies.
- Integrate these stories into your marketing strategy.

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### Additional Actions

- Create a downloadable summary resource for your audience.
- Encourage subscriptions to your blog for ongoing insights.
- Offer free trials or demos to entice new users.

