

# Reaching the Top of Product Hunt

Lessons learned from launching the #2 Product of the Month 🏆

**Author**

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**Date**

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**Hi, I'm Derrick** 🙌

I'm a full-stack product creator

Co-founder of Drip

Founder of SavvyCal

Host of The Art of Product Podcast

Long-time MicroConf attendee

I hope to meet y'all when we can be back in person!



# The SavvyCal Launch, By The Numbers

JANUARY 7, 2021

**Upvotes**

1,987

**Unique Visitors**

10,000

**Comments**

256

**Registrations**

3,000

**Designation**

#2 for the month

**MRR Growth**

+ \$4,000

CAVEAT!

**Much of what happens on  
Product Hunt is beyond your control!**

Manage your expectations accordingly 😊

# Roadmap

1. Timing

2. Building Momentum

3. Crafting Your Post

4. Launch Day

5. Post-Launch

## TIMING YOUR LAUNCH



### Build a pre-launch email list

You'll want to reach out to these folks as you build momentum to your launch!

### Launch to real customers

You'll want to nudge your earliest customers (& fans) to leave reviews.

### Nail down your positioning

Build a clear story about who the product is for and why they should care.

*Obviously Awesome* by April Dunford is great!

### Post to Product Hunt

# Building Momentum

## ONE WEEK AHEAD

- Post on social media where you have an existing presence
- Email your launch list & customers
- Reach out to privately to your inner circle

## GOAL

Let people know your launch is coming up and you'd appreciate their support

# Crafting your post

## EXAMPLE

<b>Name</b>	SavvyCal
<b>Tagline</b>	Sending your scheduling link shouldn't feel weird.
<b>Description</b>	Most scheduling tools put the burden on the recipient. SavvyCal makes it easy for both parties to find the best time to meet—in an instant.
<b>Website</b>	<a href="https://savvyca.com/producthunt">https://savvyca.com/producthunt</a>
<b>Topics</b>	Calendar and Scheduling, Productivity, Tech, SaaS, Meetings
<b>Video Demo</b>	A brief walkthrough video uploaded to YouTube.
<b>Screenshots</b>	A couple of product screenshots (1270 x 760 px)



# Crafting your post

## EXAMPLE

### Your First Comment

👋 Derrick here, founder of SavvyCal.  
[ personal anecdote ]

🤔 The problem  
[ state the problem you are solving ]

🔧 The solution  
[ state your solution ]


😺 Let me know what you think!



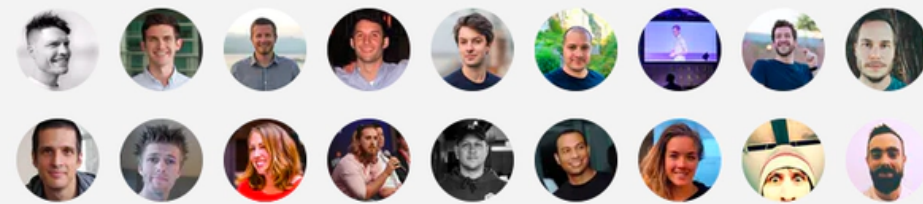
# SavvyCal


Sending your scheduling link shouldn't feel weird.

PRODUCTIVITY SAAS MEETINGS + 2


 **#2 Product of the Month**  
January 2021 +2

**GET IT** ▲ UPVOTED 1,987




 **Embed a badge to your website**  
Let visitors know you're Product ...

HUNTER

 **Hiten Shah**  
Crazy Egg, Product Habits & FYI

1 MAKER

 **Derrick Reimer**  
Founder of SavvyCal



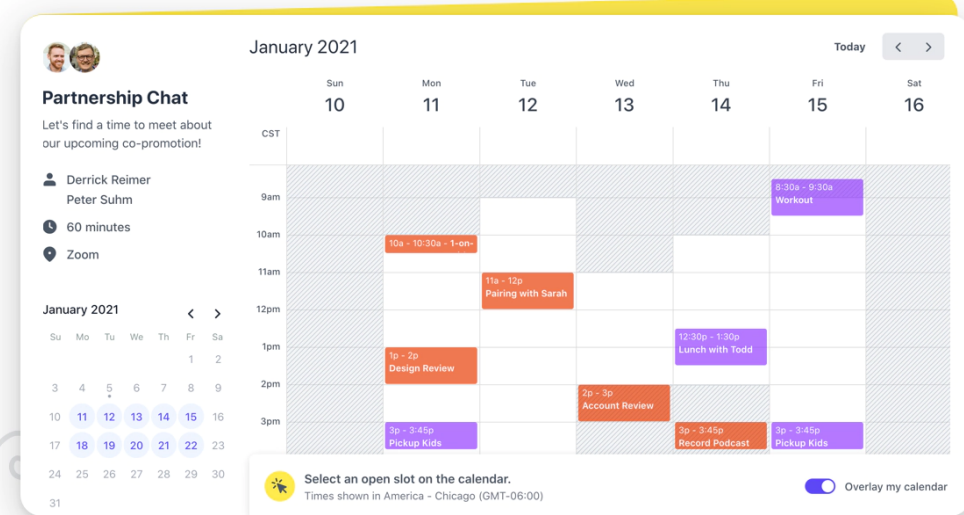
Most scheduling tools put the burden on the recipient. SavvyCal makes it easy for both parties to find the best time to meet—in an instant. [Edit](#)

Have a question about this product? [Ask the Maker](#)

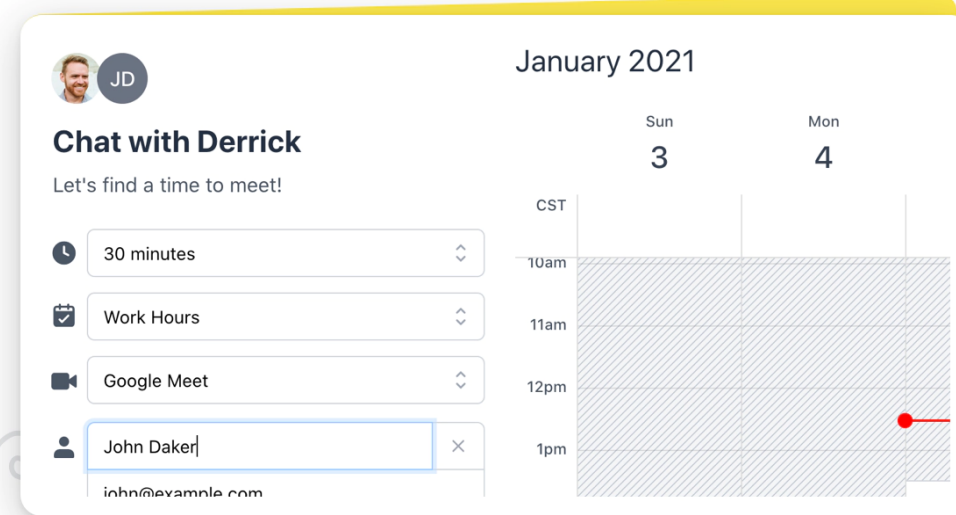
### RELATED PRODUCTS

 **Mixpanel's New Free Plan + Startup Perks** Promoted ?

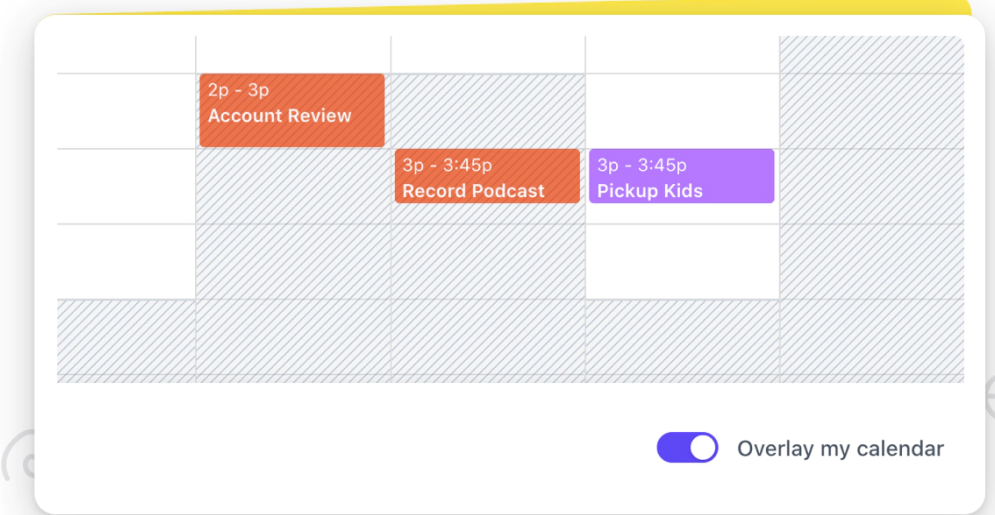
# PRODUCT SCREENSHOTS



Gorgeous scheduling links your recipients will love



Personalize your scheduling links



Allow recipients to overlay their calendar

Limit how far in the future people can book a time

15 days

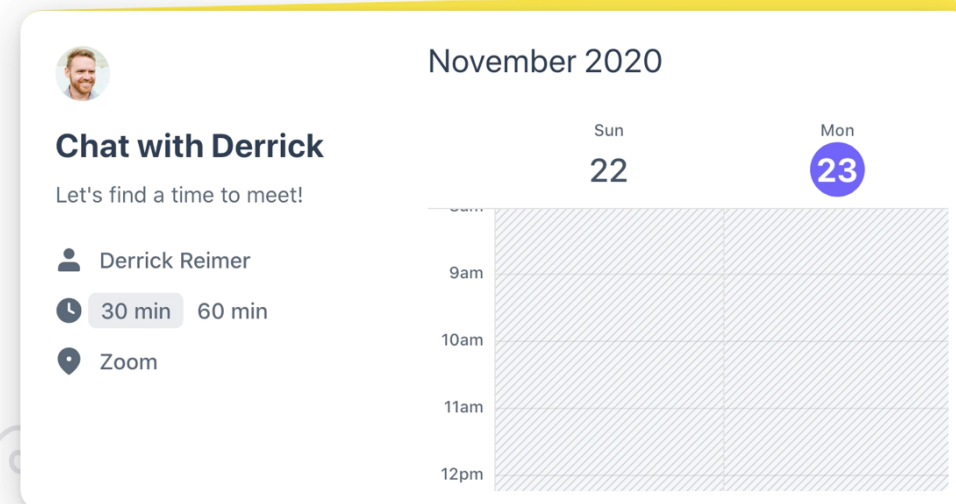
Limit scheduling frequency

2 per day

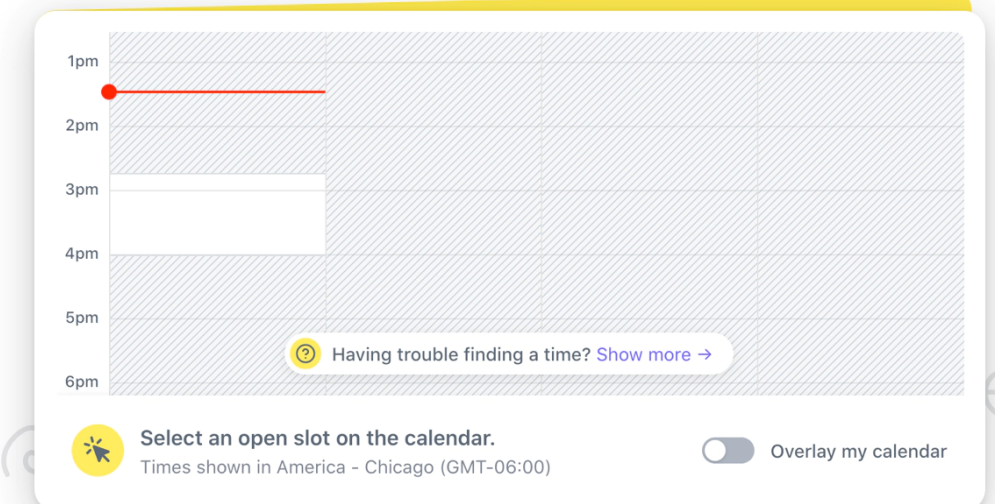
5 per week

[Add frequency limit →](#)

Protect yourself from meeting overload



Offer multiple durations on your links



Rank your preferred availability

Thanks for stopping by, Product Hunter!

# Sending your scheduling link shouldn't feel weird

Most scheduling tools put the burden on the recipient.

SavvyCal makes it easy for both parties to find  
the best time to meet—in an instant.

savvycal.com/

your-username

Sign up with Google

[Claim your username](#) · [Free to get started](#) · [Set up in minutes](#)

PRO TIP

## **Recruit a high-reputation Hunter to submit your post**

It's not guaranteed to help, but it definitely can't hurt

# Launch Day!

## HOURS BEFORE

- Announce your upcoming launch on social channels

## AT MIDNIGHT, PACIFIC TIME

- Submit to Product Hunt
- Send a scheduled announcement email to your customers and launch list
- Announce in communities (like Indie Hackers and MicroConf Connect)
- Change your social bios to point to the Product Hunt listing



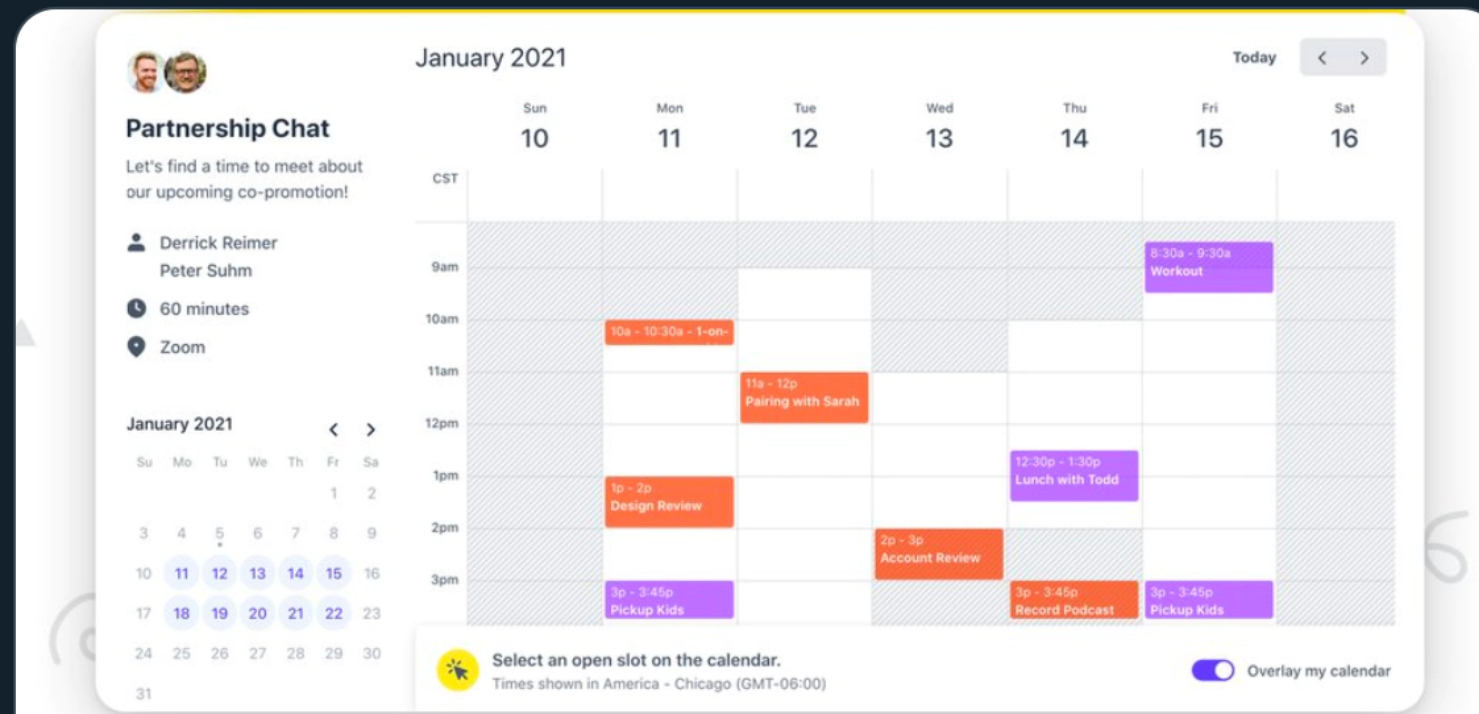
derrick reimer  
@derrickreimer



🎉 @savvyca\_ is on @producthunt!

- March: Begin development
- June: Early access launch
- July: First customer
- September: Public access
- Today: Official launch day!

Check it out 🙌



SavvyCal - Sending your scheduling link shouldn't feel weird | Product Hunt  
Most scheduling tools put the burden on the recipient. SavvyCal makes it easy for both parties to find the best time to meet—in an instant.

{{ user.first\_name }}, believe it or not, I started working on SavvyCal all the way back in March of 2020.

I had just shut down Level (a Slack alternative) a few months earlier after working on it for over a year and, as you'll remember well, the world had just begun to go into lockdown due to the Covid-19 pandemic.

So when I started exploring the idea for my next venture, I came back to a seemingly age-old problem: meeting scheduling.

Why do people still feel weird about sending out their scheduling links?

Looking back at the times when we used to exchange 10 emails to find a time to meet feels like the dark ages. But the scheduling tools of today still put the burden on the recipient, which can be even more inconvenient than trading emails in the first place.

The core thesis I built on was that **using a scheduling tool should be just as easy for the recipient as it is for the sender.**

And after months and months of work to nail the UX, build truly unique features, and prove that the product lives up to its promise, I'm ready to take it to the next level.

It's time to officially launch!

[SavvyCal is on Product Hunt today](#) 🎉

If you could check it out and leave a comment or review to tell me what you think, that'd mean the world to me.

Cheers,  
Derrick



# Launch Day!

## EARLY MORNING

Privately message friends asking them to:

- Upvote
- Submit a well-written review with pros and cons.
- Leave a comment.
- Upvote comments and mark reviews as Helpful.  
(This is important especially for comments posted by the maker.)
- Retweet with an encouraging note.

## THROUGHOUT THE DAY

**Stay actively engaged in the comment thread and your support queue!**

# Launch Day Dos & Don'ts

## DO

- ✓ Make lots of noise about your post
- ✓ Answer questions and thank commenters
- ✓ Make specific asks of friends privately

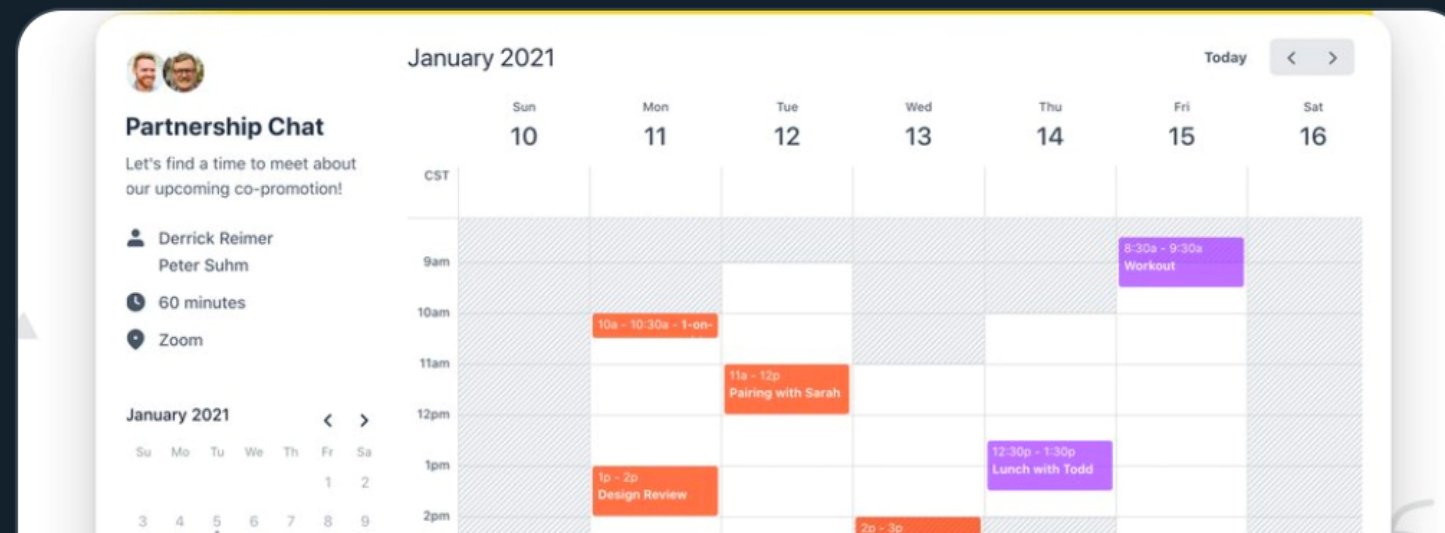
## DON'T

- Publicly solicit upvotes
- Buy upvotes



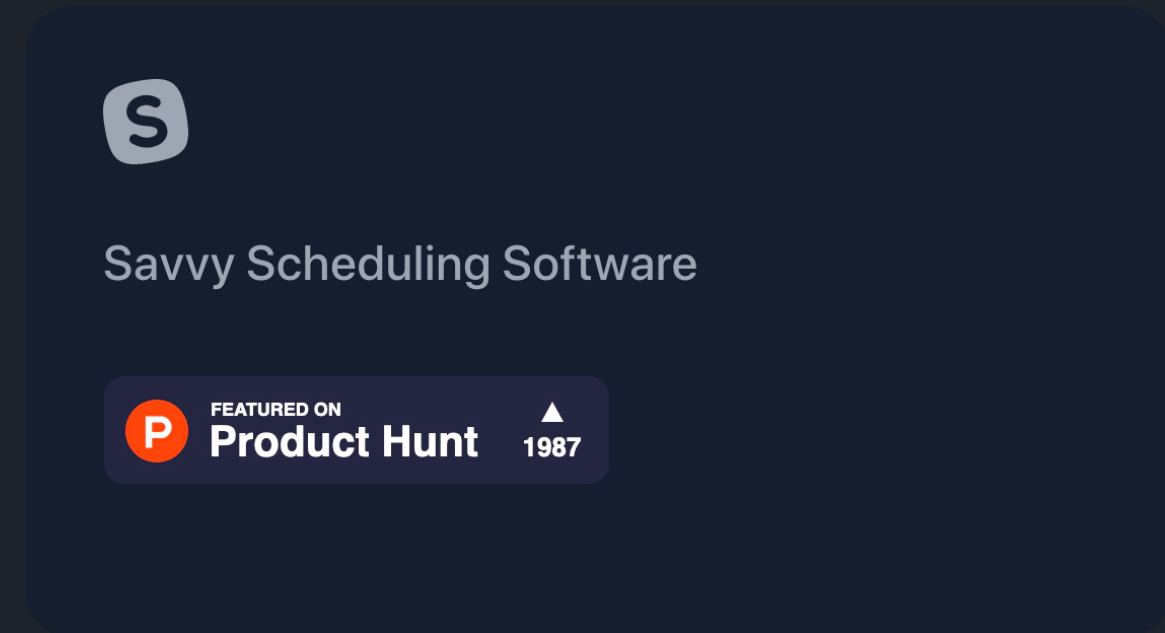
**derrick reimer** @derrickreimer · Jan 7

We're entering the home stretch on Product Hunt! Come join the party 🎉



# Post-Launch

- Thank your supporters for helping out!
- Add your Product Hunt badge to your site
- Leverage your listing as a repository of social proof



Hi {{ user.first\_name | default: 'there' }}!

Derrick here, founder of SavvyCal. It looks like you made it into the product 💪 I hope you like what you've seen so far. If you have any questions as you get set up, just hit reply and it will go straight to me. 😊

Cheers,  
Derrick

p.s. you can see what 1,900+ folks think about [SavvyCal on Product Hunt →](#)

IF THINGS GO REALLY WELL...

# **Prepare yourself for the traffic from a newsletter feature**

This drove 2x the amount of traffic.

## Product Hunt Daily Digest

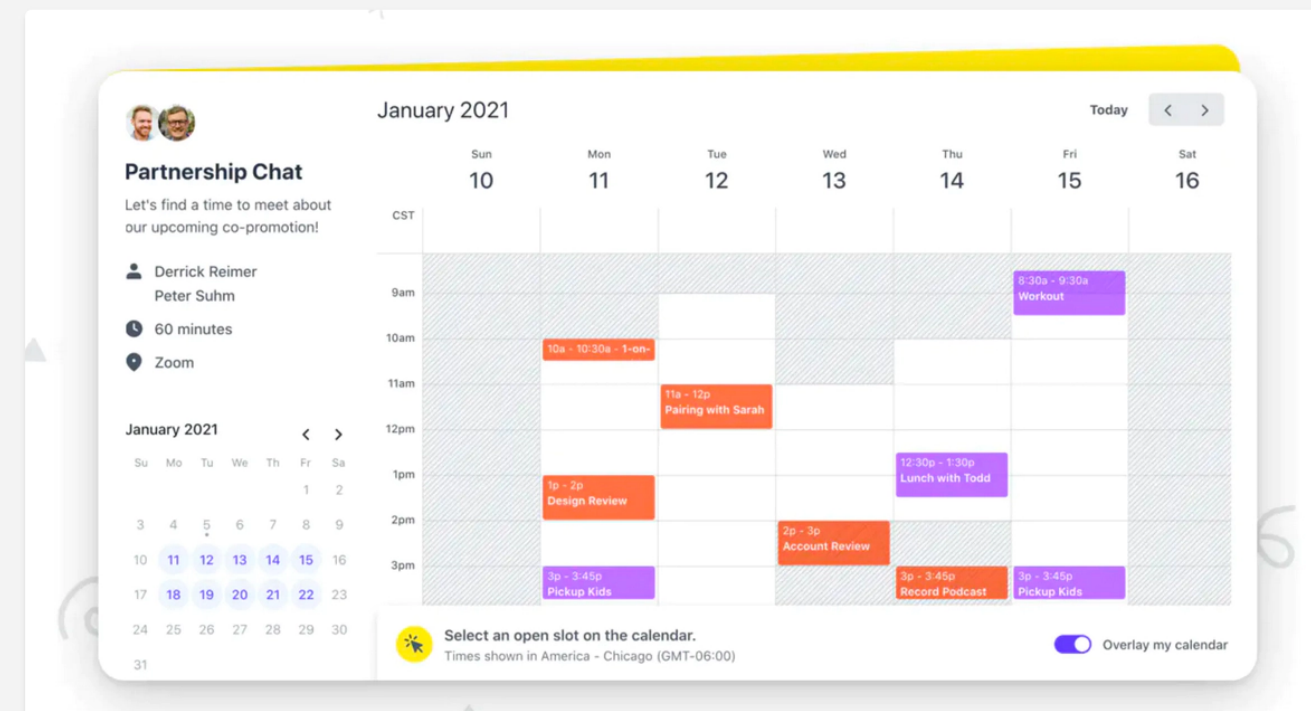
January 6th, 2021



TWEET



SHARE

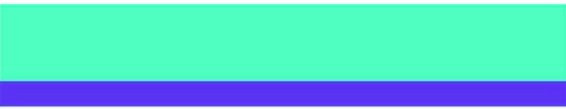


Scheduling meetings is a hassle. The back and forth inbox tennis is a time suck. Yet there is still a societal question mark about the etiquette of sending scheduling links like [Calendly](#).

Serial maker, [Derrick Reimer](#), outlines the issue as placing too much burden on the recipient:

*"There are a hundred and one scheduling tools to help you avoid the awkward dance of finding a time to meet. While most of them are convenient for the person sending a link to book a time with them, are they actually convenient for the person receiving the*

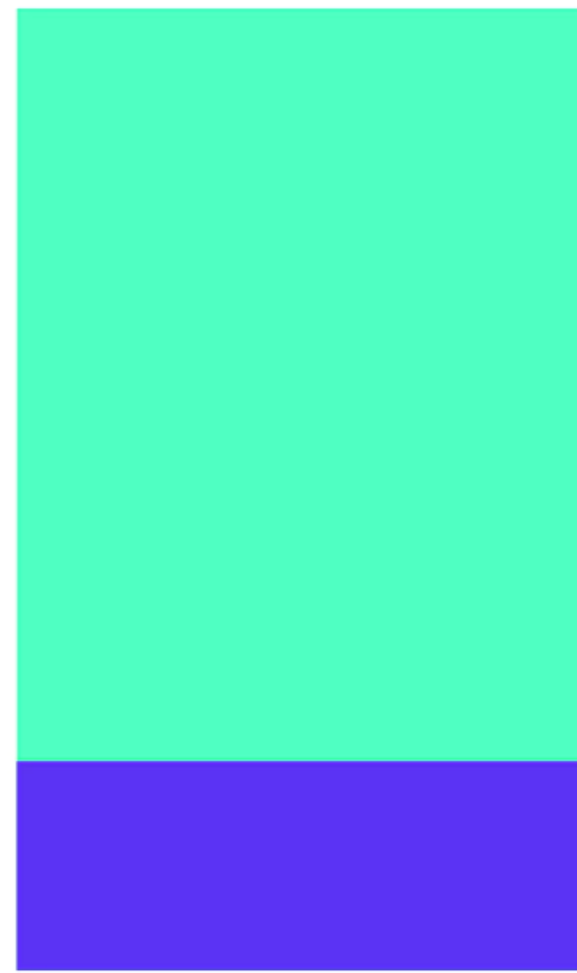
25K  
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5K  
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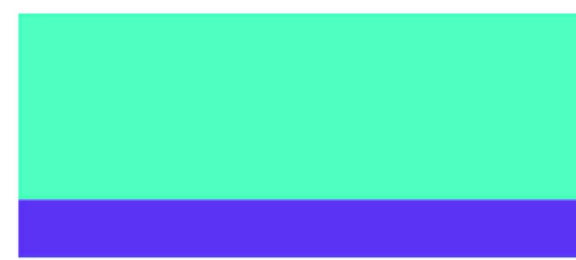
Jan 6, 2021



Jan 7, 2021



Jan 8, 2021



Jan 9, 2021

**Enjoy your time in the  
spotlight!**

**Manage your  
expectations**

# Thank you!



[savvyca.com/microconf](https://savvyca.com/microconf)