

the Startup Cheatsheet

Places to Find Your Target Customers



FOUNDER
INSTITUTE

1. Reddit

One of the best places to find potential customers in any niche. Just search for a relevant subreddit on your topic



2. Meetup

Just like Reddit, on Meetup.com has niche communities around nearly every topic. Find a local Meetup in your area, or join a group and you can message users



3. Relevant Blogs

People who comment on blogs in your niche are people that are highly likely to be open to giving you feedback on your ideas. Get in touch with them by finding their twitter profile or website to get in touch with them

4. Events

Many Founders overlook the importance of going to events in their industry, but this is the quickest ways to create face to face conversations with a large number of your customers

5. Twitter

Search relevant hashtags and keywords to your niche and follow or tweet at people who are talking about it. Once they begin to follow you back, you can send them direct message



6. Facebook

Just like on twitter, there are many people that are your potential customers here.



Add them as your friend and create conversations touch with them

7. Quora

Here is another large forum site where people are asking questions on almost every topic. Create an account and answer question and ask questions of your own to help validate your ideas

8. Craigslist

A place that you may not have expected, but many founders have posted an ad for customer interviews in a number of niches and gotten valuable feedback through the connections that they create

9. LinkedIn

Great for anything pertaining to careers or business, but also very useful in other niches. Find professionals on your subject matter and



start conversations with the touch with them



10. BuzzSumo

On BuzzSumo you can isolate everyone talking about the most popular articles in your niche. Extremely useful in conjunction with twitter

11. Forums

Join independent forums on your topic and begin posting and private messaging your potential customers

12. Pinterest

Use Pinterest just as you would use Twitter to find even more passionate people in your market

