

## Twitter Thread by [Paul Metcalfe](#) ■



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**New startup does \$150K in 12 months but still doesn't have a landing page ■**

**Listened to Jeremy Thiessen explaining how and why, on the Sales for Founders podcast**

**3 takeaways...**

1/ When you build a landing page, you're putting all your assumptions out there. In the early stages of a business you need facts. To do that, you're better off talking to a prospect. Instead of making wrong assumptions, in a place where you can't control the conversation. ■■■■

Later, when you've got facts, build the landing page

2/ Figure out who you're serving and where they are. Then start calling. Need to have one person who wants this "thing" other than you ■

3/ When cold calling get to the point. Don't sell. Ask good, authentic questions. Show that you want to help ■

Thanks [@louisnicholls](#) for a useful interview

More podcast recommendations for entrepreneurs at <https://t.co/vMn83n3F0e> #podcast