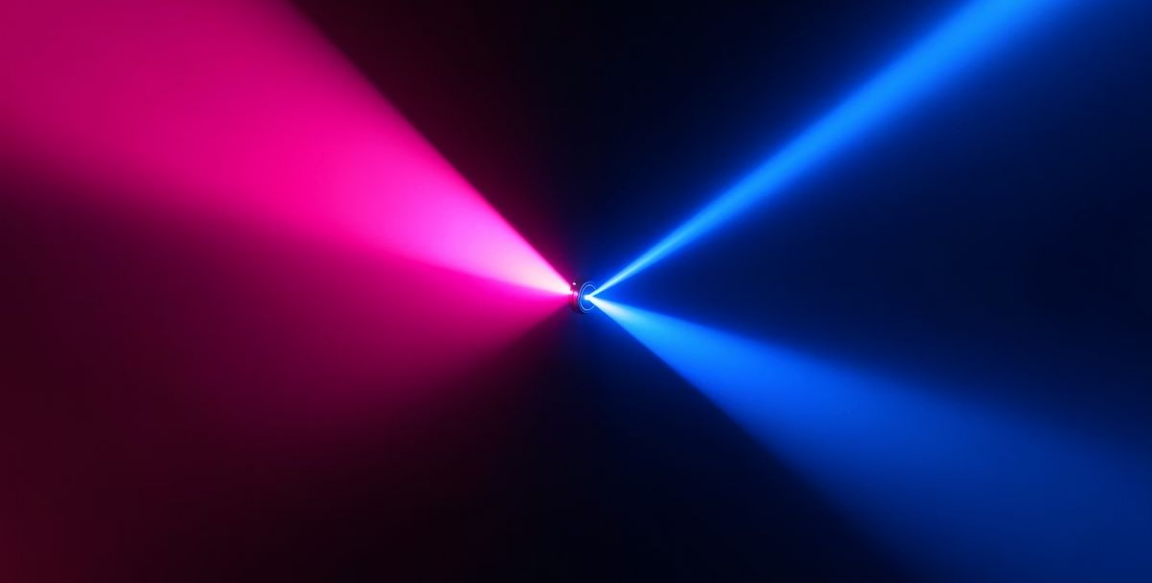




\$0 to \$1M ARR in 14 months.

5 people. No viral launch. No big ad budget. Here's what actually worked.



TACTIC 1

Get painfully specific.

The ICP

Shopify brands doing \$2–20M/year with 3+ support agents.
That's it.

The Rule

Saying no to everyone else made our message razor-sharp.



TACTIC 2

Founders close the first 50.

- 1 Every demo: a founder.
- 2 Every lost deal: a written post-mortem.



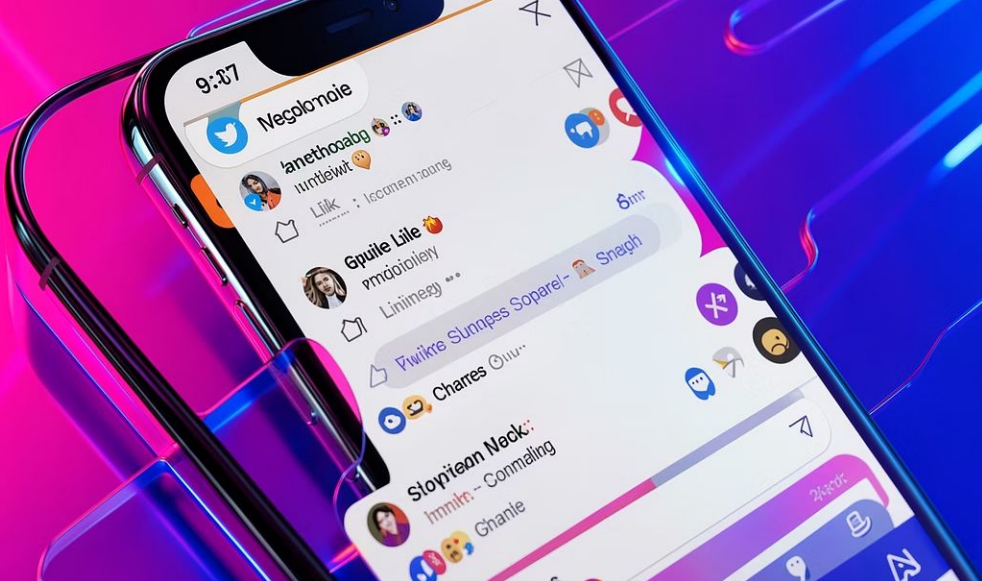
TACTIC 3

Price on outcomes, not
seats.

2×

Close Rate

Charging per resolved ticket made ROI obvious.



TACTIC 4

Content that kills objections.

The Format

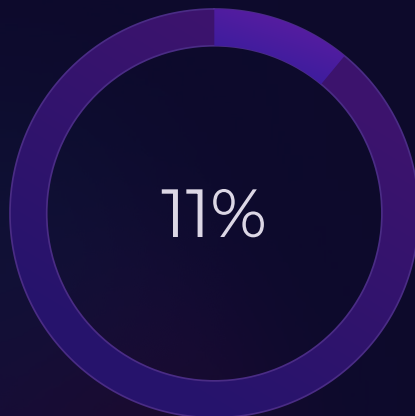
Teardown threads of real support tickets.

The Result

Drove **38% of pipeline.**

TACTIC 5

Onboard in 10 minutes.



Trial-to-Paid Before



Trial-to-Paid After

Cut time-to-value from 2 weeks to 10 minutes.

THE NUMBERS

Where we landed.

1,050

Customers

128%

Net Revenue Retention

4mo

Payback Period



Lesson: hire customer success at \$300K ARR — not \$800K.

The 5 moves that built \$1M ARR.

01

Nail a specific ICP

02

Founders sell first 50

03

Price on outcomes

04

Content kills objections

05

10-minute onboarding

What's one tactic that worked for your early growth? Drop it in the comments — and repost if this helped.