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Few Things

Cliff recently published

his first book called, "

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"Losing \$78 Million," which gives real-time insights into the lessons learned of growing Snap's apps to 100 million users, all told through hilarious stories and case-studies.

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A fast and entertaining read, Explosive Growth

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by Cliff Lerner takes you on the real-life journey of the business leader that started the first successful Facebook dating app. Through Cliffs honesty and experience, we learn invaluable business tips from both his successes and regrets.

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Due to its raw
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storytelling style, compelling content, and fast pace, Explosive Growth is a one-of-a-kind business book that transcends the narrow entrepreneurial audience to also appeal to listeners and business students looking to learn about startup life and entrepreneurship. It holds nothing back while detailing the

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highest highs and lowest lows of what it's really like to run a startup.

Explosive Growth: A Few Things I Learned While Growing To 100 Million Users And Losing 78

You will learn how to: *

IGNITE EXPLOSIVE GROWTH by creating a remarkable product *

Identify the **ONLY 3**

METRICS THAT

MATTER * Explore

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valuable **VIRAL** Few
GROWTH strategies to
grow rapidly * Execute
the **GENIUS MEDIA**
HACKS that helped us
acquire 100 million
users * Create a thriving
culture of
PASSIONATE Ultimate
EMPLOYEES and
CONSTANT
INNOVATION In Ent
PRAISE : "A must read
for founders and CEOs
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who want to achieve rapid growth while also building a great product and company."

Growing To 100

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This compelling and

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inspiring narrative gives entrepreneurs a rare behind-the-scenes look inside this fast-growing startup that created the first online dating app and grew to 100 million users.

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new book, “Explosive Growth — A Few Things I Learned Growing To 100 Million Users & Losing \$78 Million” by Cliff Lerner. You can get it FREE today on Amazon.

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better execute in their own business. The marketing strategies, PR hacks, business lessons, and viral expertise that helped us accumulate 100 million users are all in here.

Explosive Growth - #1
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Startup ...

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GROWTH TIP 56:

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Figure out what motivates every employee, and understand that their motivations may be different than yours. Are you asking. each interviewee and employee what would make them more excited about coming to work every day?

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Don't be afraid to test
any idea, because you
can

Book Summary:

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Hardcover – Dec 12
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Cliff Lerner (Full
Disclosure: This Is My
Book) The Ultimate
Playbook For Startups
To Grow To 1 Million
Users &
More. Explosive Growth
is a business book like
no other.

10 Best Business Books
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Author In 2017, Cliff
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Growth – A Few Things I Learned Growing To 100 Million Users and Losing \$78 Million. The book tells the story of Snap Interactive while teaching startups how to achieve faster growth. It became #1 best-seller on Amazon in the Public Relations category.

Cliff Lerner - Wikipedia
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inspiring narrative gives
entrepreneurs a rare
behind-the-scenes look
inside this fast-growing
startup that created the

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first online dating app
and grew to 100 million

Things I

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Explosive Growth by
Michael Rogol, Susan
Hanemann Rogol ...

All of these Explosive
Growth tips and viral
marketing case-studies
are taken from my Best
Seller Business Book,

Explosive Growth: A
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The 3 Questions Every
Startup CEO Needs to
Ask to Reach 1 ...

Posted on January 2,
2018 by Keri Douglas 1

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by Cliff Lerner, founder
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Interactive, Inc., is
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leader seeking
innovative solutions for
their industry.

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chuckled to myself. In
an era where it seems
like every business or
marketing book is
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was an author using his
abysmal failure to speak
to his audience.

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