

Early Adopter Camp

The Different Types Of Early Adopters

Have you ever been one of these types of early adopters? Think back to a time where you were like one of the types of early adopters mentioned in this lesson. What were you looking to get out of trying something new? How did it go? Was it a failure or a success? Why or why not?

What are some ways you can get people to get curious to try your product?

How can you get people to feel cool or "ahead" for trying your product?

How can you best explain to people that your product will rid their problem?

What type of Early Adopter do you think you should invest your time to attract? The Curious? The Cool Kid? Or The Desperate?

Early Adopter Camp

The Different Types Of Early Adopters

Why do you think that?

We'll focus more on this later but just to get some ideas out there, what are some ways you think you could attract this?

Once you start to remember what worked best for you as early adopter, you can use the strategies that have already proven to work on you and integrate them into your content and marketing. Well will dive more into this later too, don't worry!