


**YOUR SAAS
BUSINESS
NEEDS TO STOP
CREATING
TRANSACTIONAL
CONTENT.**

01

Stop replicating competitor strategies, especially those of larger ones.

(Can you truly attract their customers with the same approach?)



Prioritize execution over perfection. Move fast, produce content, document your learnings, and improve for next time.

(Quality often arises from greater quantity)



**Most importantly, develop
individualized insights and
perspectives.**

(Just as no two individuals, companies, or products are the same, your insights should reflect your unique experiences.)