



LetsBe Biz — Go-to-Market Strategy

Launch Phases, Channels and Metrics

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1. LetsBe Biz — Go-to-Market Strategy

Version: 1.0 **Date:** February 26, 2026 **Owner:** Matt Ciaccio (matt@letsbe.solutions)
Companion docs: Brand Guidelines v1.0, Pricing Model v2.2, Financial Projections v1.2

1.1 1. Executive Summary

LetsBe Biz launches in March 2026 as a paid beta, targeting solo founders, freelancers, and small teams (2–10 people) globally. The strategy is a three-phase approach: pre-launch hype, paid beta with founding members, and full public launch shortly after stabilization.

The budget is lean (a few hundred euros/month), so the strategy is built around founder-led content, community engagement, and targeted low-spend paid channels — not big ad campaigns. The 90-day goal is 50+ paying customers.

Key bets:

- The founding member program (2× AI tokens for 12 months) drives early adoption
 - Founder-led content on LinkedIn + Reddit builds credibility faster than ads
 - White-glove onboarding for the first 10–20 users generates testimonials and product feedback
 - Google Ads on high-intent keywords captures people actively looking for solutions
 - The privacy + all-in-one + AI combination is a positioning no competitor owns
-

1.2 2. Market Context

1.2.1 2.1 Target Customer

Primary: Solo founders, freelancers, and consultants who are running their business on 5–15 separate SaaS tools and doing everything themselves. They're technically competent enough to appreciate what LetsBe offers but not sysadmins. English-speaking, global.

Secondary: Small teams (2–10 people) at agencies, consultancies, or service businesses who need structure but can't afford enterprise tools. Also privacy-conscious SMBs in regulated industries or EU-based businesses where GDPR compliance matters.

Day-in-the-life (before LetsBe): They start the morning checking email in one tool, then hop to their CRM, open a separate project board, switch to their invoicing app, draft a newsletter in another tool, and manage files across Google Drive and Dropbox. Each tool costs €10–50/month. None of them talk to each other. The AI tools they've tried are chat-only — they can ask questions but still have to do the work themselves. They're spending as much time managing tools as doing actual business.

What they want: One place. One login. Something that handles the busywork while they focus on clients and growth.

1.2.2 2.2 Competitive Landscape (Positioning, Not Competitors)

LetsBe doesn't compete head-to-head with any single tool. The positioning occupies a unique space at the intersection of three categories:

Category	What they offer	What LetsBe adds
SaaS suites (Google Workspace, M365)	Productivity tools in a bundle	AI agents that act across all tools, not just chat; private infrastructure
AI assistants (ChatGPT, Claude, Copilot)	Conversational AI	Agents connected to 28+ real business tools; actions, not just answers
Self-hosted platforms (Nextcloud, YunoHost)	Privacy and data control	No sysadmin required; AI workforce included; managed for you
All-in-one tools (Odoo, Zoho)	Business suite in one platform	Dedicated server per customer; AI-native, not bolted on

Our line: "Other tools give you software. We give you software *and* an AI team that runs it — on your own private server."

1.2.3 2.3 Objection Map

These are the top objections, ranked by how often they'll come up, with responses.

"Is this actually going to work?" (Trust/credibility — #1 objection) *Response approach:* Demo everything. Screen recordings, live product walkthroughs, and early user testimonials are the antidote. Don't over-promise. Show real AI actions on real tools. The founding member program exists partly for this — early users validate the product in public.

"I don't need AI / I don't trust AI" (AI skepticism) *Response approach:* Don't lead with AI for this audience. Lead with the all-in-one value and the price savings. Then show what the AI actually does — concrete tasks like "your AI followed up with that lead you forgot about." Demonstrable, practical, not hype.

"I already have my tools set up" (Switching cost) *Response approach:* Acknowledge the switching cost honestly. Position LetsBe as "your next stack, not a rip-and-replace." Many customers will run LetsBe alongside their current tools initially, then migrate as they see value. The €29 Lite tier makes it low-risk to try.

"What if you shut down?" (Viability) *Response approach:* The data-ownership angle actually helps here. "Your data lives on your server. If LetsBe disappeared tomorrow, your server and all your data would still be there." This is structurally true and a genuine advantage over SaaS tools that hold data hostage.

1.3 3. Launch Phases

1.3.1 Phase 0: Pre-Launch (Now → March 2026)

Goal: Build anticipation, collect a waitlist, and prepare the founding member pipeline.

Actions:

Action	Channel	Timeline	Owner
Update website with “Coming Soon” founding member signup	Website	Immediate	Matt
Write 3-5 LinkedIn posts about the problem LetsBe solves (not the product yet)	LinkedIn	2-3 weeks before launch	Matt
Join and start engaging in target Reddit communities	Reddit	Now (build reputation before launch)	Matt
Prepare product demo video (2-3 min screen recording)	Website / YouTube	Before launch day	Matt
Set up email capture and basic drip sequence (3 emails)	Email (Brevo, Mailchimp, or similar)	Before launch	Matt
Reach out personally to 20-30 warm contacts	Direct outreach	1-2 weeks before launch	Matt
Prepare founding member landing page / section	Website	Before launch	Matt

Content themes for pre-launch posts: - The problem: tool sprawl, SaaS fatigue, doing everything yourself - The cost: add up what a solo founder actually spends on tools per month - The vision: what if your AI could actually *do* things, not just talk? - The privacy angle: who actually owns your business data right now? - The founder story: why you’re building this

1.3.2 Phase 1: Paid Beta (March 2026)

Goal: Get first 10–20 paying founding members, validate product-market fit, collect feedback and testimonials.

Launch model: Paid beta at standard pricing with the founding member 2× token deal. No free tier. Paying from day one filters for serious users who give better feedback.

Onboarding model: Hybrid — white-glove for the first 10–20 (personal setup calls, direct Slack/email access to Matt), then transition to self-serve with available support as the product stabilizes.

Actions:

Action	Channel	Detail
Open signups with founding member positioning	Website	“First 50–100 get Double the AI for 12 months”
Personal outreach to warm network	Email / LinkedIn DM	Personalized messages, not mass blasts
First LinkedIn post announcing the beta	LinkedIn	Focus on founding member value prop
Submit to Product Hunt (optional — timing matters)	Product Hunt	Only if product is polished enough for screenshots/demo
Post in r/selfhosted, r/entrepreneur, r/smallbusiness	Reddit	Value-first posts, not ads — “here’s what I built and why”
Run first Google Ads campaign (small budget)	Google Ads	Start with €100–200/month, high-intent keywords only
Weekly check-in calls with beta users	Direct	Gather feedback, catch issues, build relationships
Ask early users for testimonials/reviews	Direct	Even a 2-sentence quote + name is valuable

Success criteria for Phase 1: - 10–20 paying users within first 30 days - Net Promoter Score signal: at least some users who say “I’d be upset if this went away” - List of product gaps and priorities from real usage - 2–3 usable testimonials

1.3.3 Phase 2: Full Public Launch (April–May 2026)

Goal: Scale to 50+ customers, establish consistent growth channels.

Trigger to move from Phase 1 → Phase 2: Core product is stable (no daily fires), onboarding works self-serve, and at least 5 users are actively using the product without hand-holding.

Actions:

Action	Channel	Detail
Product Hunt launch (if not done in Phase 1)	Product Hunt	Coordinate with early users for upvotes and reviews
Scale Google Ads with validated keywords	Google Ads	Increase budget to €300-500/month on proven keywords
Launch blog with SEO-focused content	Blog / Website	2 posts/month targeting long-tail keywords
Case study from founding member	Website / LinkedIn	“How [founder name] replaced 12 SaaS tools with LetsBe Biz”
Referral mechanism (keep it simple)	Product / Email	Founding members who refer get extended 2x tokens or account credit
Explore Hacker News “Show HN” post	Hacker News	Technical audience, good for the self-hosted/privacy angle
Partnership outreach (see Section 6)	Direct	Reach out to complementary communities and tools

1.4 4. Channel Strategy

1.4.1 4.1 Channel Priority Matrix

Channels ranked by expected ROI given the budget and Matt’s strengths (writing, community engagement).

Priority	Channel	Cost	Effort	Expected Impact	Timeline
1	LinkedIn (organic)	Free	Medium	High	Immediate
2	Direct outreach (warm)	Free	High	Very high (conversion)	Immediate
3	Reddit	Free	Medium	Medium-high	2-4 weeks
4	Google Ads	€100-500/mo	Low (after setup)	Medium	1-2 weeks
5	Product Hunt	Free	High (one-time)	High (spike)	Phase 1 only
6	SEO / Blog	Free	High	High (long-term)	3-6 months
7	Email nurture	€0-30/mo	Medium	High (retention)	Ongoing
8	Hacker News	Free	Low	Unpredictable	Phase 2

1.4.2 4.2 LinkedIn Strategy

LinkedIn is the #1 channel because it's where your audience lives, it's free, and founder-led content outperforms brand accounts. You have a medium-sized network (1,000-5,000) which is plenty to start.

Posting cadence: 3-4 posts per week during pre-launch and launch, tapering to 2-3 per week ongoing.

Content mix:

Type	Frequency	Example
Problem posts	1-2x/week	"I counted 14 SaaS subscriptions last month. Total: €847. Half of them do one thing."
Behind-the-scenes	1x/week	"Week 3 of beta. Here's what 12 users taught me about AI agents."
Product demo clips	1x/week	30-60 sec screen recording of the AI doing something real
Thought leadership	1x/2 weeks	"Why your business data shouldn't live on someone else's server"
Milestone celebrations	As earned	"10 paying customers. Here's what I learned."

Rules: - Never use "we're excited to announce." Show, don't declare. - Every post should deliver value even if the reader never clicks. - Comments on other founders' posts are as valuable as your own posts. Engage genuinely.

1.4.3 4.3 Reddit Strategy

Reddit rewards authenticity and punishes self-promotion. The strategy is to become a genuine community member first, then share the product in context.

Target subreddits:

Subreddit	Size	Angle
r/selfhosted	~400K	Privacy, data ownership, open-source tools — LetsBe fits naturally
r/entrepreneur	~2M	Tool recommendations, "what I use to run my business" threads
r/smallbusiness	~800K	Practical tool discussions, cost-saving tips

Subreddit	Size	Angle
r/SaaS	~100K	Product launches, feedback requests
r/Automate	~200K	AI agents, workflow automation

Approach: 1. Spend 2-3 weeks commenting helpfully *before* ever mentioning LetsBe 2. When relevant threads appear (“what tools do you use?”, “best self-hosted alternatives”), mention LetsBe naturally with context 3. Post a “Show Reddit: I built X” style post during launch — these do well when they’re genuine and the founder responds to every comment 4. Never post the same link twice. Reddit catches this and the community hates it.

1.4.4 4.4 Google Ads Strategy

With €100-500/month, the focus is on high-intent, long-tail keywords where cost-per-click is manageable. Broad terms like “AI for business” will burn budget fast.

Keyword clusters to test:

Cluster	Example Keywords	Intent
Tool consolidation	“all in one business tools,” “replace saas subscriptions,” “one platform for small business”	High — they’re actively looking for what LetsBe offers
Self-hosted / privacy	“self hosted business software,” “private business tools,” “gdpr compliant business suite”	High — privacy-motivated buyers
AI for small business	“ai tools for freelancers,” “ai assistant for small business,” “ai crm small business”	Medium — broad, but can convert
Cost comparison	“cheaper alternative to salesforce,” “affordable crm with email marketing”	High — price-sensitive, ready to switch

Budget allocation: Start with €100-200/month. Run 4-6 keyword groups for 2 weeks each. Kill anything above €5 CPC that doesn’t convert. Scale winners.

Landing pages: Each keyword cluster should point to a relevant page (or section). “Self hosted business software” → privacy-focused landing page. “All in one business tools” → features/tools overview. Don’t send everyone to the homepage.

1.4.5 4.5 Email Strategy

Email is the glue that connects all other channels. Every visitor who doesn’t convert immediately should enter an email sequence.

Pre-launch sequence (waitlist signups): 1. Welcome + what LetsBe is (immediate) 2. The problem we’re solving + preview of the product (Day 3) 3. Founding member offer + launch date (Day 7)

Post-signup onboarding sequence: 1. Welcome + getting started guide (immediate) 2. “Your first AI agent” — guided setup (Day 1) 3. “Three things to try this week” (Day 3) 4. Check-in: how’s it going? (Day 7) 5. Tips and tricks / power user features (Day 14)

Ongoing newsletter: Monthly or bi-weekly “What we shipped” updates. Keep it short, specific, and founder-voiced. See Brand Guidelines Section 7 for tone.

1.4.6 4.6 Product Hunt Strategy

Product Hunt can deliver a spike of traffic and signups, but timing matters. Only launch on PH when the product looks polished, the demo is tight, and you have 5-10 early users ready to leave reviews.

Preparation checklist: - Product demo GIF or video (under 60 seconds) - 5+ early users briefed to upvote and leave genuine reviews on launch day - Maker comment drafted (your founder story, why you built this) - Launch on Tuesday, Wednesday, or Thursday (best days) - Be available ALL DAY to respond to every comment

1.5 5. Pricing Communication Strategy

1.5.1 5.1 How to Present Pricing

Recommendation: Lead with the value comparison, default to Build.

Don’t lead with “starting at €29” — the Lite tier is intentionally limited and sets the wrong expectation. Instead:

Context	Lead with
Homepage hero	“Replace your SaaS stack for €45/month” — positions Build as the default
Pricing page	Show all 4 tiers, highlight Build as “Most Popular”
Ads / social	“28+ tools + AI agents for less than your CRM costs” — value comparison
Direct outreach	Build or Scale depending on the contact’s size
Founding members	“€45/month — and you get Double the AI for a full year”

The €29 Lite tier is there for people who need a low entry point. Don’t hide it, but don’t lead with it. If someone’s budget is genuinely €29/month, Lite gives them a reason to start. But most serious users will want Build.

1.5.2 5.2 Founding Member Messaging

The founding member program is the primary conversion lever for Phase 1. It needs to feel exclusive, honest, and generous — not desperate.

Headline: “Double the AI. First 100 customers.”

Supporting copy direction: “The first 100 LetsBe Biz customers get 2x AI tokens for 12 months — at standard pricing. No catch. You’re betting on us early, so we’re giving you more to work with. You’ll also get direct access to the founder and real influence over where the product goes next.”

What to emphasize: - Concrete benefit (2x tokens = specific number per tier) - Limited supply (first 100, not “limited time”) - Honest framing (you’re early adopters, not charity cases) - Direct founder access (this matters to small business owners)

What to avoid: - Countdown timers or fake urgency - “Exclusive VIP founding member” language - Percentage discounts (it’s not a discount, it’s more product)

1.6 6. Partnership & Distribution Ideas

These are opportunities to explore in Phase 2, once the product is stable. Not critical for launch, but worth starting conversations.

Partner Type	Idea	Why It Works
Freelancer communities	Partner with freelancer collectives, coworking spaces, or communities (e.g., freelancer Slack groups)	Direct access to target audience; offer group founding member deals
Open-source communities	Contribute to or sponsor tools LetsBe integrates (Nextcloud, n8n, etc.)	Builds credibility with the self-hosted crowd
Business coaches / consultants	Affiliate or referral arrangement with people who advise small businesses	They recommend tools to their clients; LetsBe simplifies their advice
Startup incubators / accelerators	Offer LetsBe as part of startup toolkits	Early-stage founders are the ideal customer; lock them in before they build a SaaS stack

Partner Type	Idea	Why It Works
YouTube tech reviewers	Send product access to reviewers who cover self-hosted, privacy, or small business tools	Organic, trusted reach to the right audience
EU privacy / GDPR communities	Engage with privacy advocacy groups or EU digital sovereignty initiatives	Aligns with the privacy positioning; potential for press and backlinks

1.7 7. Metrics & Success Criteria

1.7.1 7.1 Phase 1 (Beta — Month 1)

Metric	Target	Why It Matters
Paying customers	10-20	Validates willingness to pay
Waitlist signups	100+	Pipeline for Phase 2
Weekly active usage	>60% of paying users	Are they actually using it?
NPS or qualitative signal	At least 3 “love it” responses	Early PMF indicator
Testimonials collected	2-3 usable quotes	Needed for Phase 2 marketing
Churn	<10% in first month	If people leave immediately, something is broken

1.7.2 7.2 Phase 2 (Public Launch — Months 2-3)

Metric	Target	Why It Matters
Paying customers	50+ total	90-day goal
MRR	€2,500-3,000	Financial viability signal
CAC (blended)	<€50	With a lean budget, organic should keep this low

Metric	Target	Why It Matters
Conversion rate (visit → signup)	>2%	Benchmark for landing page effectiveness
LinkedIn post engagement	>3% average engagement rate	Content is resonating
Google Ads CPC	<€3 average	Budget sustainability
Referral rate	10%+ of new signups from referrals	Word of mouth is working

1.7.3 7.3 Kill Criteria

Be honest about what’s not working. If any of these are true after 60 days, stop and reassess:

- Fewer than 5 paying users and no waitlist growth
- Every beta user churns within 2 weeks
- Google Ads CPC consistently above €8 with no conversions
- Zero organic traction on LinkedIn or Reddit despite consistent posting
- Product instability makes onboarding impossible

These aren’t failure — they’re signals to adjust the approach, not abandon the mission.

1.8 8. Budget Allocation (First 3 Months)

Item	Monthly Cost	Notes
Google Ads	€100-300	Start low, scale what works
Email tool (Brevo free tier or similar)	€0-30	Free tier covers early needs
Domain / hosting (marketing site)	€0	Already covered
Design tools (Canva free or similar)	€0	For social media graphics
Product Hunt (featured listing)	€0	Free to launch
Total	€100-330/month	Fits within “a few hundred” budget

Everything else — LinkedIn, Reddit, blog, outreach, community engagement — is Matt’s time.

1.9 9. Content Calendar: First 30 Days

1.9.1 Week 1 (Pre-Launch)

Day	Channel	Content
Mon	LinkedIn	Problem post: "I counted how much I spend on SaaS tools every month..."
Tue	Reddit	Start engaging in r/selfhosted and r/entrepreneur (no product mention)
Wed	LinkedIn	Behind-the-scenes: building LetsBe, why privacy matters
Thu	Email	Send personal notes to 10 warm contacts about the upcoming beta
Fri	LinkedIn	Value post: "What a solo founder's tech stack actually costs"

1.9.2 Week 2 (Launch Week)

Day	Channel	Content
Mon	LinkedIn	LAUNCH POST: "Today I'm opening LetsBe Biz to the first 100 founding members"
Mon	Email	Waitlist notification: beta is live
Tue	Reddit	"Show r/selfhosted: I built a private AI-powered business platform"
Wed	LinkedIn	Product demo video: 60-sec screen recording of AI agent in action
Thu	Direct	Personal follow-ups to warm contacts who haven't responded
Fri	LinkedIn	"48 hours in. Here's what happened." (real-time transparency)

1.9.3 Week 3

Day	Channel	Content
Mon	LinkedIn	Thought piece: “Why your business data shouldn’t live on someone else’s server”
Tue	Reddit	Engage in “what tools do you use” threads naturally
Wed	LinkedIn	Customer spotlight (if available) or feature deep-dive
Thu	Google Ads	Launch first campaign, monitor closely
Fri	Email	Newsletter #1 to subscribers: what we shipped, what’s coming

1.9.4 Week 4

Day	Channel	Content
Mon	LinkedIn	Milestone post: first X customers, lessons learned
Tue	Reddit	Helpful answer in target subreddits, mention LetsBe where natural
Wed	LinkedIn	Demo clip: specific AI action (e.g., “my AI followed up with a lead”)
Thu	Blog	First SEO post: “[Year] guide to self-hosted business tools” or similar
Fri	LinkedIn	Reflection: “What I got wrong in week one of launching” (vulnerability builds trust)

1.10 10. Risk Mitigation

Risk	Likelihood	Mitigation
Product not ready for March	High	Phase 0 doesn’t require a working product — build the waitlist and audience now. Delay beta to when product is stable rather than launching broken.

Risk	Likelihood	Mitigation
Nobody signs up	Medium	The warm network de-risks this. If 20-30 personal contacts can't convert 5-10 founding members, the value prop needs work before scaling channels.
Can't support early users	Medium	Hybrid onboarding model limits white-glove to 10-20. Set clear expectations with beta users: "This is a beta. Things will break. You have my direct line."
Google Ads burns budget	Medium	Start at €100/month with strict CPC caps. Kill underperformers in 2 weeks. Don't scale until a keyword proves out.
Reddit backlash	Low	Build reputation before posting. If a post gets negative reception, engage honestly. The self-hosted community respects transparency.
Product Hunt flop	Low	Don't launch on PH until Phase 2 with real users and reviews. A mediocre PH launch is worse than none.

1.11 11. Key Decisions Still Open

#	Decision	Options	Recommendation	Status
G1	Product Hunt timing	Phase 1 (beta) vs Phase 2 (post-stabilization)	Phase 2 — wait for polish and reviews	Open
G2	Referral program mechanics	Account credit vs extended tokens vs cash	Extended 2x tokens (low cost, on-brand)	Open
G3	Blog CMS / hosting	Built into main site vs separate (Ghost, Hashnode)	Built into main site for SEO consolidation	Open
G4	Waitlist tool	Simple email capture vs dedicated tool (Waitlist.me, etc.)	Simple form + email drip — don't over-engineer	Open

#	Decision	Options	Recommendation	Status
G5	Founding member cap	50 vs 100 members	100 — gives more runway to learn	Open
G6	Which tier to feature in ads	€29 Lite vs €45 Build vs value comparison	Value comparison lead, Build as default	Open

Next step: Website copy — homepage, pricing page, and founding member landing page. These are the first things every channel points to.