



How To Use AppSumo

APPSUMO

WHAT IS APPSUMO?

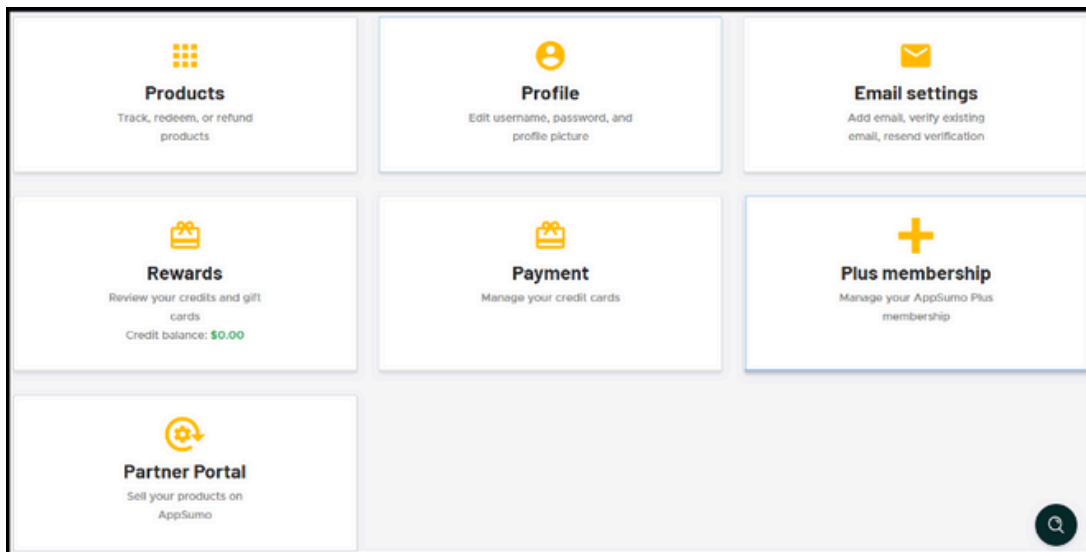
AppSumo offers the best possible affordable price for the coolest products out there. They thoroughly review what products make it to the platform and make sure that their community gets the most out of them.

Now, if you're an early-stage startup AppSumo can be quite the boost for your product if you launch right. People usually think it's all about the money and how AppSumo is a scam and they take up most of the revenue. But they offer much bigger stuff than that.

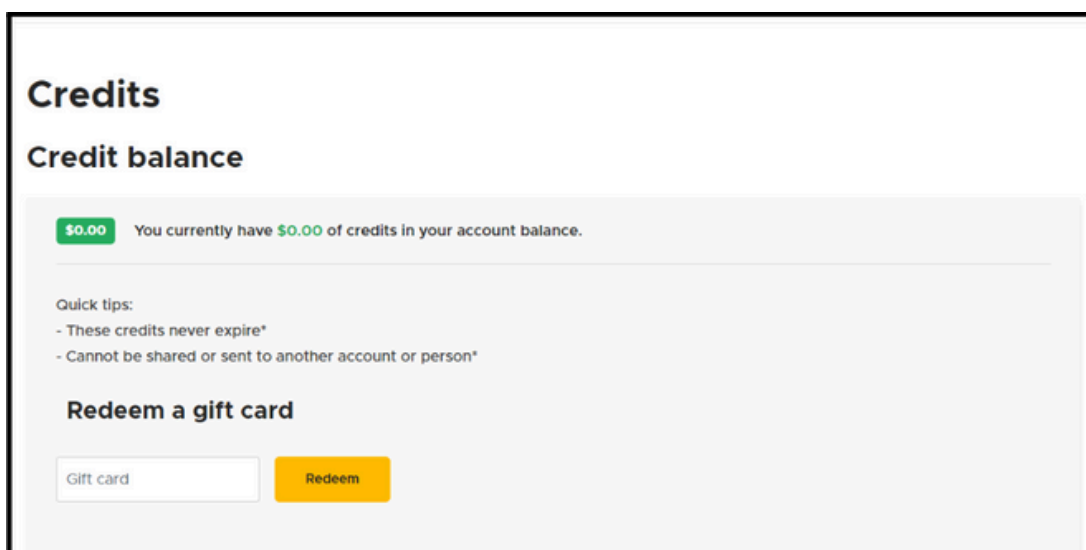
Truly, if you ever want to quickly gain feedback on your product and secure an audience for it, this lifetime deal platform works the best way.

AppSumo is a lifetime software deal marketplace. It works like this: A software deal is available as a lifetime deal for a price that's a fraction of the cost of what you'd pay annually.

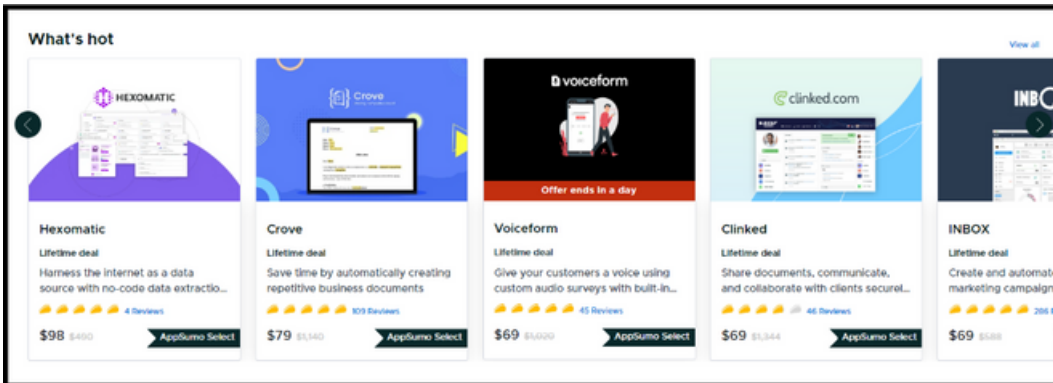
ACCOUNT OVERVIEW



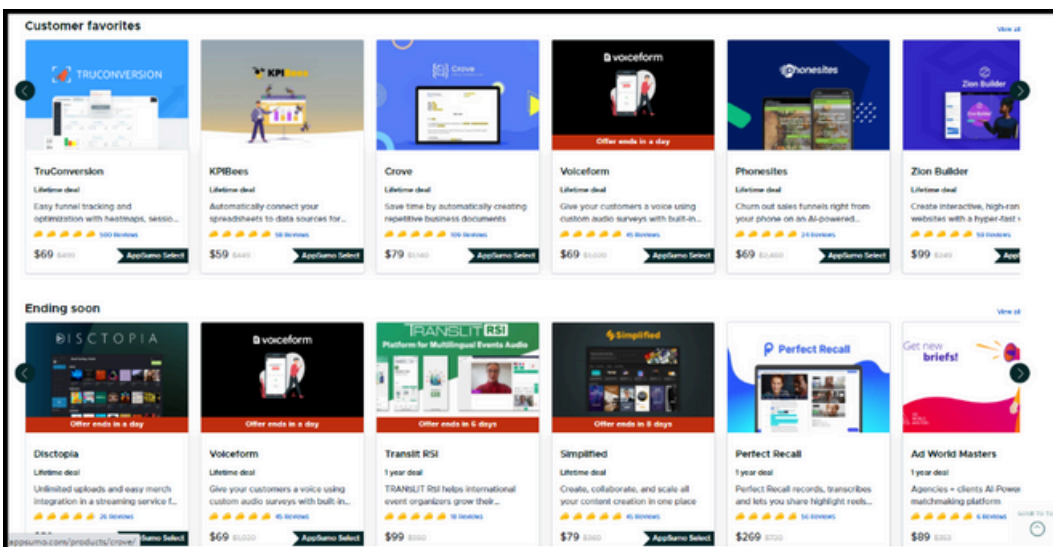
1. **Products** – This is where you can find the products you want to buy.
2. **Profile** – A place to set up your personal information.
3. **Email Settings** – Add or set up a new email.
4. **Rewards** – Review credits and gift cards.
5. **Payment Method** – Add a payment method for your payment/purchase transactions.
6. **Plus Membership** – Benefit from additional features not included in a Basic Account.
7. **Partner Portal** – Place the corresponding items you want to sell in the marketplace



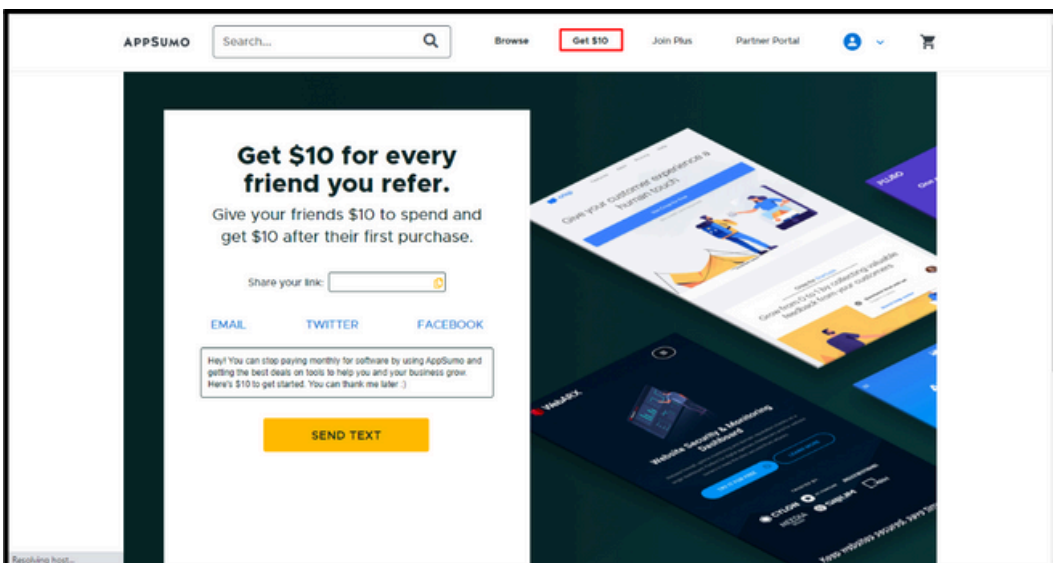
HOME PAGE



In this section, you will find the hot deals that top the list.



Under the hot deals, you can find the customer favorites lists and the deal that are ending soon.



If you click the Get \$10 Navigation you will see the referral benefits of AppSumo you can simply share the link via Email, Twitter, Facebook, and any other social media platforms.

How to Launch on AppSumo

AppSumo has helped hundreds of software companies put the “start” in startups. AppSumo is like a medieval catapult. Instead of launching flaming stones at castles, we’re launching the hottest tools into the inboxes of hundreds of thousands of curious Sumo-lings.

Through this process, AppSumo partners have gone on to become some of the most reputable software brands in the world.

First, let’s cover the why.

Product validation

They know a thing or two about validating your product — and they only work with about 10% of the companies that reach out to them. If your product is selected, that means their team — a group of software experts who have truly seen it all before — is impressed with your product

High-quality feedback

Step into the Sumo-ling feedback loop, a world where good software transforms into great software. Imagine thousands of experienced entrepreneurs giving critical ideas and feedback about your product. That’s what you can expect.

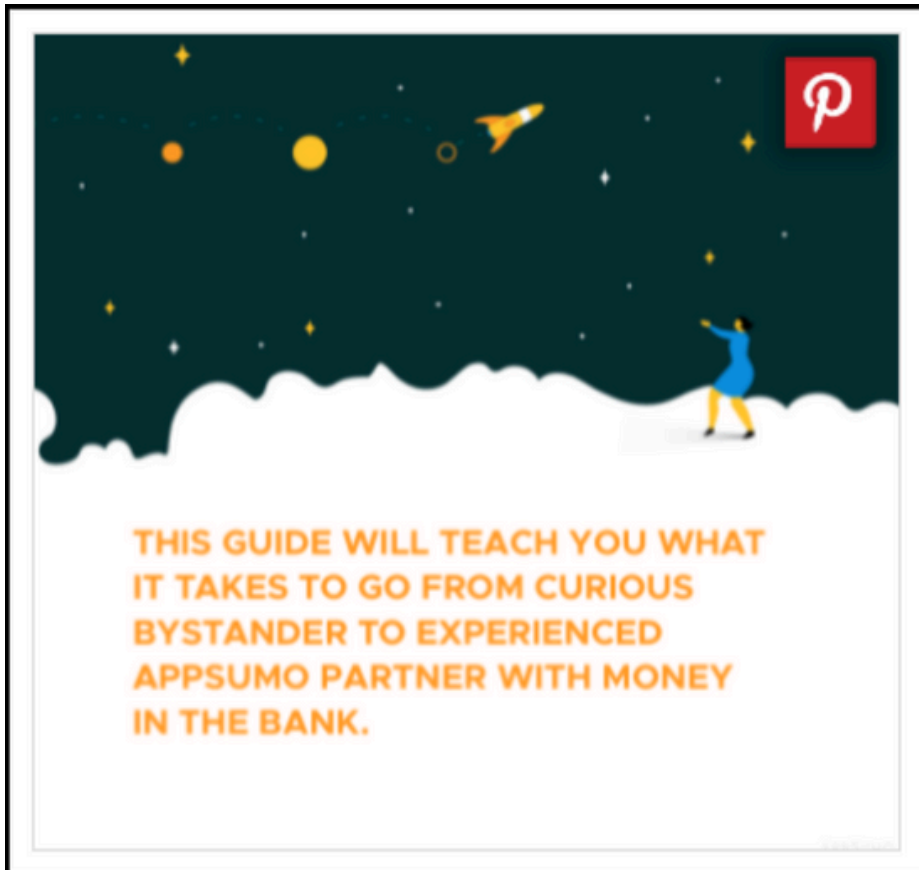
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They’ll spearhead all-things marketing, creative, copywriting, and testing. To date, they have spent \$3,500,000+ advertising partner deals. Plus, they have 2,000+ affiliate partners (bloggers, video creators, freelancers, consultants, etc.). This is a team effort.

All the cool kids are doing it

Businesses like [Shopify](#), [Evernote](#), [MailChimp](#), [Depositphotos](#), [Grasshopper](#), [LiveAgent](#), [MobileMonkey](#), and [CrazyEgg](#) have come up through the AppSumo ranks. If you’re the next best thing in digital tools, they want you to join them.

Is your product a good fit to launch on AppSumo?



Want to sell your delicious new taco seasoning? AppSumo probably isn't the right fit... Want to get more users for your AI-powered, Zapier-integrated, breakfast taco-ordering alarm clock? Now you're talking. AppSumo looks for certain benchmarks and criteria among potential partners. If your product satisfies those, you may be a good fit!

Here's what they're looking for:

Your product is live

To be a good fit for our audience, you can't be in beta with a huge roadmap of 1,000 features "coming soon" without any current functionality. They require a certain level of product maturity. We partner with products that people already pay to use. It's also a huge plus if you have basic integrations (i.e. Zapier, Slack, big email marketing tools, etc.).

There's "product/Sumo-ling fit"

If your target user is too niche, your product probably won't work on AppSumo.

CRM tool for B2B (YES)

CRM tool for lawyers? (NO)

If the average Sumo-ling looks a lot like your buyer persona, that's a good sign.

You have a team of 3+

They want to make sure you have the tools and team in place to handle support tickets and answer Sumo-ling questions as they flood in. Partner launches on AppSumo have been known to crash servers and overwhelm underprepared support staff.

A 3+ person team should help you handle all the excitement.

You've got stability

They don't discriminate if you're VC-funded, crowdsourced, or bootstrapped. But you'll need to show that you have a plan and a runway for your product. If you've been on a lot of other deal sites, it will lessen your chances of getting picked.

TO KNOW MORE ABOUT APPSUMO:

The official Appsumo Guide PDF file link:

<https://drive.google.com/file/d/19L89Sm-EMDq09eAX1QNPUE83Uyxtqz8m/view?usp=sharing>

How to Make Printables to Sell & Reach Millions:

<https://blog.appsumo.com/how-to-make-printables-to-sell/>

How to Create Content That's Optimized for Search Intent:

<https://blog.appsumo.com/optimize-content-for-search-intent/>

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