

HOT TAKE

~~You need a big launch to hit \$2K  
MRR~~

**\$0 → \$2K MRR with a  
tiny product +  
relentless distribution**

The exact sequence, numbers, and what I'd repeat.

Swipe → →



**Nick Mihailou**

I run the most viral launches on LinkedIn.



# \$0 → \$2K MRR: 3 milestones



MYTH

~~Build everything first, then market it.~~

— BUT ACTUALLY

TRUTH

**Market a narrow promise first—then  
build what closes and retains.**

## 4-step playbook to \$2K MRR

### 1 One ICP + urgent use case

Tight niche wins; copy speaks to one person.

### 2 Sell outcomes, not features

“I help X do Y without Z.” Put it everywhere.

### 3 High-signal distribution daily

Outbound, partnerships, community. Track replies → closes.

### 4 Fix onboarding first

Reduce time-to-value; extra steps = churn.

## My simple funnel (and where I focused)

ITEM	VOLUME	CONVERSION	LEVERAGE
<b>Outreach sent</b> TOTAL · 8 / 15	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★
<b>Positive replies</b> TOTAL · 12 / 15	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★
<b>Calls booked</b> TOTAL · 11 / 15	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★
<b>Paid customers</b> TOTAL · 10 / 15	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★

**BEFORE**

**Generic positioning, consultative demos,  
doc-only onboarding, churn felt random.**



**AFTER**

**One clear JTBD promise, trial + checklist  
CTA, 10-min first win, churn nudges.**

**Positioning + activation system: vague → repeatable.**

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## Weekly numbers (non-negotiable)

Outbound sent	<b>60/day</b>
Positive reply rate	<b>12-18%</b>
Calls booked	<b>6-8/wk</b>
Close rate	<b>25-35%</b>
Time-to-value	<b>&lt;10 min</b>



**You don't need more features to hit \$2K MRR. You need a sharper promise, a measurable funnel, and daily distribution.**

↓ Save this and build your next week around it.



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