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Million," which gives real-time insights into the lessons learned of

growing Snap's apps

to 100 million users,

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all told through a few
hilarious stories and
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Cliff Lerner takes you
on the real-life

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- * Identify the ONLY 3

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lessons, and viral expertise that helped us accumulate 100 million users are all in here.

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GROWTH TIP 56:
Figure out what motivates every employee, and

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Understand that their motivations may be different than yours. Are you asking, each interviewee and employee what would make them more excited about coming to work every day?

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GROWTH TIP 57:

Don't be afraid to test any idea, because you can

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Book Summary:
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Summary Cliff Lerner
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Author In 2017, Cliff
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The book tells the
story of Snap
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teaching startups how
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Growing to 100 Million Users — and Losing \$78 Million, I chuckled to myself. In an era where it seems like every business or marketing book is focused on success, here was an author using his abysmal failure to speak to his audience.

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