

# THE SaaS Growth Playbook

Frameworks for getting found, getting paid, and keeping the customers you win.

**UNSCRIPTED SaaS | with Jeremy Rivera**

[unscriptedsaas.com](https://unscriptedsaas.com)

Why this playbook exists

## Built from a real SaaS strategy session

These are the frameworks Jeremy Rivera walks founders through — distilled from years inside SaaS companies and a recent one-on-one SaaS consulting session. They're deliberately model-agnostic: whether you're bootstrapped or funded, B2B or prosumer, the nine ideas below are the ones that move revenue and retention. Steal them.

### 01 · Mindset

## SaaS Is a Relationship, Not a Transaction

*“SaaS is a totally different model from lead-based businesses. It's much more relational — and building the app can be turned into a dynamic part of your marketing.”*

In a lead-based business — roofing, contracting — you close the deal, do the job, get paid. Done. SaaS is the opposite: your cost of acquisition is amortized across the lifetime of the subscription, so a customer who churns in month two is a loss, not a win.

That single shift changes everything. Product development stops being separate from marketing: **every feature release is a marketing event** that can re-engage existing subscribers and attract new ones. Your roadmap becomes a retention tool — features should be directional, driven by audience feedback, not built willy-nilly.

### 02 · Retention

## The Two-Heartbeat Model

A SaaS business heart beats twice. The **first beat is acquisition** — getting customers in. The **second beat is retention** — keeping them. Most companies obsess over the first and ignore the second, then wonder why growth stalls.

At low monthly price points especially, the second beat is where the business is won or lost. Track churn obsessively: for every cancellation, note why. After three months you'll see patterns — and those patterns are your roadmap.

### 03 · Buyers

## Know Your Two Buyers

In B2B SaaS the person **experiencing the pain** is often not the person **authorizing the purchase**. The office manager feels it; the owner or CFO signs off. Your marketing has to answer both.

For solo operators they're the same person — lead with pain relief and ROI simplicity. For mid-size firms, add a “take it to your boss” layer: a one-pager, an ROI calculator, a case study the champion can forward upward to justify the spend.

#### 04 · Pricing

## Price to Anchor, Not to Apologize

For every plan, write out **three tiers** (entry, mid, high) and the single metric that justifies each step up — seats, usage, document types, whatever scales with value. The high tier exists to make the middle look reasonable.

Don't underprice so aggressively that buyers perceive low value. Find the zone that's below the threshold of painful but above “I'll forget I'm even paying for this.”

#### 05 · Website

## Your Website Is a Growth Engine

- **Vertical pain-point page** — the general problem you solve, in the buyer's words.
- **Industry-specific pages** — one per segment you serve (“[solution] for plumbers,” “... for real estate firms”). Specific beats generic every time.
- **Comparison listicle** — you vs. your top competitors. Own that comparison before someone else does. Publish it early so search engines index it.
- **Knowledge base** — it's a sales tool too. It shows prospects you won't black-hole them when something breaks.

#### 06 · Content

## Turn Every Support Ticket Into Content

Every problem a user logs is a blog post or FAQ page waiting to happen. Log every inbound question in a ticketing system — no informal “I'll remember that.” Weekly, tag tickets: feature request, bug, how-to, confusion, pricing.

The **how-to** and **confusion** tickets are gold. Any question a second user also asks — or that would prevent a future ticket — becomes a 400–800 word help article. You reduce support load and earn search visibility at the same time. Then email the user who asked: “Your question was so good I turned it into a guide.”

#### 07 · Releases

## Make Every Release a Marketing Event

Because product is marketing in SaaS, ship one notable feature or improvement on a regular cadence (monthly is a good floor) and **tell your list about it every time**. Each release re-engages dormant users, gives churned users a reason to return, and gives prospects fresh proof the product is alive and responsive.

## 08 · Distribution

# Build an Affiliate Channel From People Who Already Touch Your Buyer

The best affiliates already stand in front of your exact audience and feel the same pain. (For a compliance tool, that's insurance agents and auditors; for your product, find the analog.) Offer a free account plus a modest **recurring** commission — lifetime until the referral churns.

Onboard them personally with a 15-minute screen share, give them a one-pager and a referral link, and check in monthly with their numbers. Affiliates who feel seen refer more — and they can even help you save a churning customer.

## 09 · Team

# Hire Against Milestones — and Beware the Whale

Decide in advance: “At X subscribers I hire Y.” Map the decision before you're drowning, not after. One senior generalist can wear several hats; an offshore team costs less but needs tighter SOPs. Either way, write the SOP first.

And beware the whale. A single huge client creates large custom demands that pull you away from the core product and your real audience. If you catch the whale, the whale can also catch you — build enterprise needs as add-ons that don't distort the product for the other 95%.

## A Starter Checklist

A generalized version of the action plan from the session. Adapt the specifics to your product.

- Map your subscriber thresholds: “At X subscribers, I hire Y.”
- Define the exact minimum feature set that justifies charging — then ship it.
- Write 3 pricing tiers per plan and the metric that justifies each step up.
- Validate willingness-to-pay: ask 10 ideal customers if they’d pay your price.
- Draft a one-page ROI calculator your champion can take to their boss.
- Publish your comparison page (you vs. top competitors) early.
- Publish your first 3 industry-specific landing pages.
- Stand up a ticketing system and route all support to it from day one.
- Turn your 3 most common questions into help articles.
- Recruit 3–5 affiliate partners who already serve your buyer.
- Start an email list opt-in on every landing page — before you need it.
- Book yourself as a guest on 20 relevant podcasts; ask for a show-notes link every time.
- Monthly: review churn, ship one improvement, email your list about it.

### Want this applied to your product?

Book a foundational SaaS strategy session with Jeremy Rivera — one focused hour to pressure-test your growth and retention plan. [tidycal.com/jeremyrivera](https://tidycal.com/jeremyrivera)