



Build In Public Manual

The Ultimate Beginners Guide

Kickstart your "build in public" journey the right way (with actionable tips, proven content templates and playbooks included)

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@thisiskp _

Hi! I'm KP



I'm Karthik Puvvada (KP), otherwise known as the 'Build In Public' Guy on the Internet. I'm a 5x founder, podcast host, angel investor, advisor, coach and a leader of the "build in public" movement — that is taking the internet by storm.

Since 2018, I've been building my career in public where I went from being a nobody to having an audience of 46,000 people on Twitter and 10,000 on my newsletters.

I also started a fast-growing business podcast called "Build In Public Podcast" where I interviewed 65+ world-class entrepreneurs like Gary Vee, Alexis Ohanian, Kat Cole, Sahil Lavingia, and many more leaders, creators and builders on the Internet who're boldly building the future in public. For my full story, go here: <https://thisiskp.com/bio>

Why should you care? What are the benefits of building in public to you?



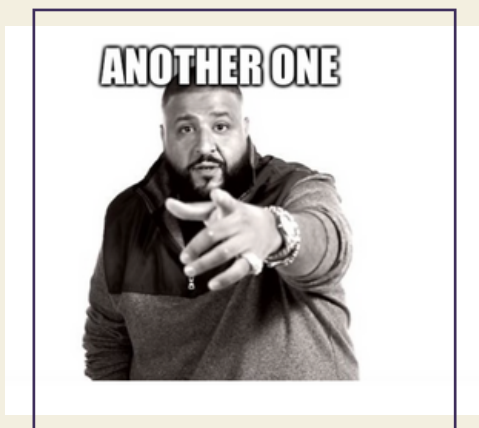
As startup founders, especially those who are in the early stages, you have a minimal or zero marketing budget. You have to be extremely scrappy and make the most of what you got and still get people to care about your startup and become customers. This is where building in public shines.

The benefits of building in public are multi-dimensional. Here are those that apply to founders:

- Building trust with a specific set of people (who could be your potential customers, investors, talent, partners etc.)
- Build an authentic brand around you (the founder) which can help your current or future startups
- Build a distribution engine that gets organic traffic for your websites/landing pages
- Accountability (both internal and external)
- Braintrust/global network for anytime you get stuck
- Loyal community filled with true fans who rally around your product launches



This is what BIP did for me



Building in public practically 10xed my career in all dimensions.

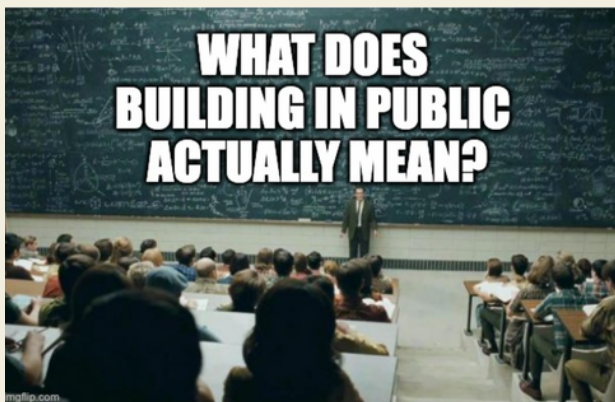
- Between January 2021 and May 2022, **I've attracted \$1.25 million dollars in revenue to my educational programs and nearly \$10k in Gumroad digital product sales all while spending \$0 in paid marketing or ads.** How? Through driving traffic from Twitter to the relevant sites by building my journey in public
- Helped me grow my audience from **414 to 46,000** on Twitter
- Helped me attract **\$100k** in revenue for my various side-hustles built on the foundation of my online presence
- Helped me have validate **2 SaaS ideas** quickly/cheaply and get early paid users within hours
- Helped me find my first sponsors for my newsletters (generating **\$5.5k** in revenue within a month)

Let me show you how:

I'm thrilled that you are here to learn and leverage the power of building in public in your own journey.

I wrote this guide to share my insights and playbooks to help at least one person who is at a stage where I was 5 years ago when I first started my founder journey.

But first, how do I define BIP?



Building in public is an intentional practice of **creating content and sharing your startup's real-time story with openness and vulnerability** in order to attract like-minded people on the Internet into your orbit and nourish those relationships.

This is a critical skill for modern founders.

In business your network is your net worth. But it doesn't have to be limited to your zip code. You can build a world-class network that is global from day 1 by using your content as a "lighthouse" to attract your ideal audience who'll resonate with your ideas and your mission.

Many of these people eventually become your customers, co-founders, investors, employees or highly engaging community members for your startup.

Here's what **Alexis Ohanian, co-founder of Reddit** once told me on my podcast interview with him:

"In the simplest form, building in public is just sharing as you go."



Building in public is writing your own autobiography as a founder one tweet/social media post at a time.

Others have also said it's like having a public journal or working with your garage door open.

Ultimately, to me, building in public is a philosophy, a choice and a way of life.

Think of it like being vegan or being a Buddhist. It's a deeply personal choice. It is not for everyone and certainly not meant to be a magical elixir for all your life problems. However, in the context of startups and marketing to modern customers, it has some unmatched superpowers which we will discuss throughout this guide.

Note: Contrary to popular belief, building in public doesn't mean extreme transparency all the time risking your customers and business. It is a broad philosophy of sharing, has many flavors and you can create the one that works for you



How can you get started?

Here are 7 actionable ways to get your build in public journey started:

1. SHOW YOUR WORK (EVEN WHEN IT'S WORK IN PROGRESS)

Share at least one update on Twitter/Linkedin about your work daily

A few ways you can do this:

- Tweet/post a daily recap of 3 specific actions you took to advance your startup
- Tweet/post about 1 unexpected founder lesson you learned
- Tweet/post about 1 small win you had in your recent week

You can do this in many more ways (see examples below)

Note: Showing doesn't just mean only the highlight reel. It should be both "ups and downs" of your journey. Had an epic failure? Great. Publish that. You never know how many people reading it will be inspired.

2. BE OTHER-ORIENTED

Make sure your content is less "me-me-me" in a self-centered way and more about others (feature and highlight your early customers, treat them well, celebrate other founders building bold things, teach outsiders about your industry) Inevitably, you will have to discuss your own journey but the balance is key to make it seem less of a brag fest.

3. BE PROLIFIC

Share 10x more than you think you should early on (don't let perfectionism ruin your momentum). Social media is like a content river so to stay top of mind to people, you will need to post frequently. Build a habit of publishing more than you're comfortable with each day.



4. BE RELATABLE

Be real and relatable. Share your wins and reflections on why those happened, and of course share your losses/ failed experiments and your reflections on why those happened, speak with sincerity and curiosity, less like a 'know-it-all'.

5. LEVERAGE YOUR BIP CONTENT AS PUBLIC ACCOUNTABILITY

When used well, building in public can help you stay on track. Public accountability is a powerful thing. Share your goals, declare a deadline in public and just tweet/post about the progress each day so you stay committed and accountable.

6. PUBLISH INSIGHTS THAT FEEL OBVIOUS TO YOU

You don't have to be a world-class expert to earn the right to build in public.

The biggest bottleneck founders have when they're getting started is thinking "everyone must know this already". But you'd be surprised how many things are NOT that obvious to people. This could be because of the overwhelming nature of the choices or simply because they never heard of the thing. Even something as simple as what software tools you use to achieve something specific could be interesting to others. Always think from the frame of mind of "Would the younger version of me from 4 years ago find this interesting/helpful?" If the answer is yes, just tweet/post that fearlessly.

7. ASK IN PUBLIC

If you're stuck in your journey or got blocked, don't just struggle in isolation. Just be authentic and vulnerable enough to ask others for help. People are more forgiving than you think. There are 1000s of smart and talented people who'd love to show up and help .. especially if they already dealt with the problem you're trying to solve for yourself.

What social media channel should you pick?

This decision is usually overblown. My advice is to NOT shop around too much and pick a platform (whether it's Twitter or LinkedIn or TikTok) where posting/creating new content feels natural and like play to you.

For ex: You are perhaps a natural when it comes to photography and aesthetic, in that case, you might want to try Instagram. If you are attuned to video clips and editing quickly, you might be better off on TikTok. I loved Twitter because it felt like an exciting creative challenge to share my ideas and thoughts in a succinct way in 140 characters. That's why I picked Twitter and never looked back.

Additionally, you can always pick one platform and stick with it, and eventually diversify. For ex: Start with Twitter and later expand to LinkedIn or TikTok etc.

Amanda shares an even better answer in her tweet below:



Templates You Can Reuse And Remix

Twitter is a simple platform to kickstart your “build in public” journey. Below are a series of recurring templates I built over the years after a lot of experimentation and helped me effectively communicate ideas with a clear approach.

Tweet Templates

1. Hot Take



2. Prediction



3. Good idea or bad?



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Good idea or bad?

"Tech babysitting for boomers"

Hear me out

Millions of Americans aged > 60 struggle w/ apps/services because they're not tech-savvy

A marketplace that connects them to empathetic young savvy workers on video who'll walk them thru tech patiently

Thoughts?

10:11 AM · 10 Aug, 2022

42 replies · 3 shares · 74 likes

4. Tuesday Tips



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Tuesday Tip for creators on Twitter: 💡

Want to solve your Twitter cold start problem?

Don't stare at the blinking cursor, just jump in to answer this prompt:

"If I had to reflect and share 1 specific tip or lesson learned to the 5 yrs ago me, what would it be?"

So simple.

10:00 AM · 20 Sep, 2022

4 replies · 1 shares · 4 likes

5. Recap your day



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The last 24 hour recap:

- 🕒 Brainstormed VETTED v1 copy over DMs w/ @5harath
- 🕒 Shipped VETTED v1 as a thread (not even a landing page)
- 🕒 35 sign ups so far, 30 are talent, 5 are founders looking to hire
- 🕒 no-code niche is resonating well
- 🕒 v2 tomorrow

8:20 PM · 20 Oct, 2022

2 replies · 2 shares · 19 likes

6. Launch Alert



And oh yeah, emojis help a lot too :)

But make sure you use just 1 or 2 and not overwhelm people.



Other Tips:

- Note: It's important that you stick to 1-3 niches in the vast majority of your content
- My niches are no-code, build in public and early stage startups. I tried like 8 niches and finally narrowed down into these 3

In this next section, you will see real examples of me embodying the build in public mindset in a variety of ways

1. Pitch yourself in public

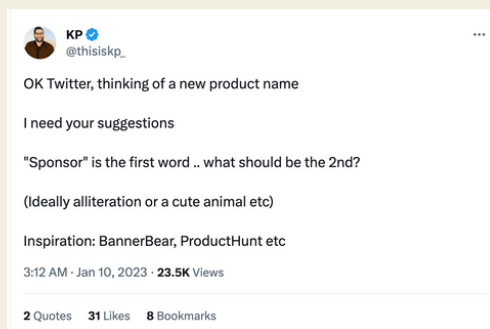
After several months of building in public, I had my first big public win with this practice when I made this tweet.



I was scared but I somehow felt an urge to pitch myself to get the “ideal” jobs for me and I ended up with 13 serious job leads in the month of September. 6 of them turned into actual final rounds of interviews. They were all favorable. 3 of them moved super quick and laid out the offers before the weekend. And On Deck was one of them. [Here](#) is the full story.

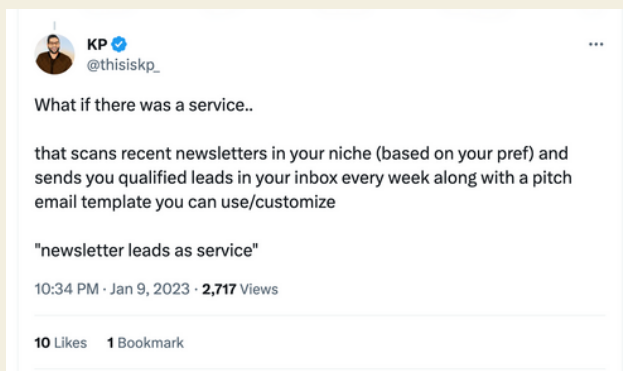
2. Brainstorm with people openly

Here is an example of me inviting people in my audience to brainstorm a new product name with me. I received over 100+ entries which built a ton of buzz.



3. Validate in public without investing too much time/resources

I got 3 paying customers on day 1 from just this thread which gave me the push to take this idea to the next stage and build a lightweight MVP.



4. Make your announcements big and bold



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Hot off the press

My newsletter edition for this week went out to 7000+ people

I dug deep and shared 8 different content formats you can use to build in public

You won't have to publish the same boring content all the time

Check it out here: [1](#)

kp.substack.com/p/here-are-8-u...

In summary, here are the major takeaways for you to remember from this post:

- Share screenshots
- Share a daily/weekly status
- Highlight and celebrate your customers
- Share a really small win
- Teach what you learned
- Share proven playbooks that worked
- Share the insider view
- Share vulnerable parts of your journey

5:00 PM · Oct 27, 2022

2 Retweets

1 Quote

11 Likes

3 Bookmarks

5. Be vulnerable and honest in public



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It's been ~2 months since my last pay check (which was from Day One)

The ride has been filled with crazy highs and crazy lows

As someone who always had a paycheck since age 21 (14 years ago).. the feeling of not having one is odd

But I'm glad I took a bet on me this year

6:53 AM · Jan 19, 2023 · 9,976 Views

3 Retweets · 1 Quote · 80 Likes · 1 Bookmark

6. Share small wins and celebrations along the way



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Another small win: 🎉

Just shipped 10 consecutive newsletter editions on my Substack in 10 weeks

I'm super proud — given how much I hate long-form writing

For context, I shipped little to no articles all of last year

And I made \$600 in ad sales but that's not the point

10:41 PM · Nov 12, 2022

27 Likes · 1 Bookmark

7. Put yourself out there and make public asks



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Looking for this week's newsletter sponsor

Ideal for: businesses who want to reach tech founders/ startups

What you get?

- 100 word ad w/ your CTA
- RT/share to my 40,000 Twitter followers
- the ad always lives on my Substack

7k subs

2.8k opens

2-3% click rate

\$200

DM me

8:15 PM · Oct 31, 2022

1 Retweet · 1 Quote · 22 Likes · 7 Bookmarks

8. Give your customers some public love



What does success look like?

How do you know your attempts at building in public are working?

It is important to be intentional and thoughtful in measuring your progress and focusing on the right metrics that guide you.

Here are the metrics of success while building in public I use and recommend: (success to me is when I see ANY of these metrics go up each week.

- Expansion of my luck surface area (which means my content attracts new leads, connections, intros, DMs who want to help me in my journey)
- Real-time answers and replies to my pressing problems (the ability to find answers to tricky questions is golden)
- My launches attracting positive reception/ engagement (which means more people visiting my products at launch, sharing haring feedback or upvoting on Product Hunt etc)
- People talking/tweeting about my products/work in public (which is an indicator that I am remaining top of mind for others .. which is the marketing holy grail!)
- Past tweets that can be referenced for my future presentations, newsletters or workshops (which means the body of content I create has a longer shelf value)
- Quality of Twitter accounts interacting with me either publicly or in DMs (it's not always about going viral, but success is about building bonds with those who you admire)

How to balance building vs building in public?



Well, this one is difficult. Without building stuff (product wise), you can't advance your startup's roadmap and create new features to help users. But if you're just heads down building without sharing about your journey/building in public, you won't build the momentum you will need to launch that next feature.

So, I say ideally the ratio should be 50%- 50%. Some argue this is too much or too little so find your ideal balance but make sure you aren't overlooking anything.

My no#1 early stage founder tip: Your startup is dead by default (to people who have millions of things going in their lives).

It is your job daily to resurrect it & make it worth remembering by telling stories, building in public, offering value etc.



That's it!

At the end of the day, the best learning occurs when you enter the arena and try things yourself.

Feel free to tag me @thisiskp_ on Twitter and share your wins or observations with the “build in public” journey.

Also, share this guide with a friend/colleague if you've found value in this.



Thanks for reading!



If you want to join the curated community and 6-week program I designed to help ambitious founders who want iron-clad accountability, supportive community and tactical guidance to build in public, apply for the next cohort here:

<http://buildinpublicfellowship.com>