



Growth Hacking Must Read List

Where to start

[Growth Hacking Unlocked](#)

It's a free Neil Patel's course where you'll learn how to raise money, funding scale and growth, technology and advanced tactics of growth hacking.

[Growth Studies](#)

Growth hacking cases from famous companies: Slack, BuzzFeed, Tinder, Whatsapp.

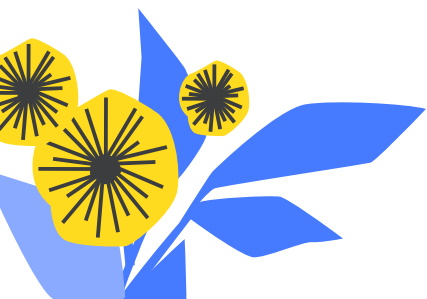
About the growth pyramid

[Three Key Factors for Building a Successful Growth Organization](#)

Shean Ellis article about three key factors on how to succeed when building growth hacking processes.

[Sean Ellis talks about the three stages at growth hacking success](#)

It's a video of Sean Ellis conference in Sidney. He tells about growth hacking basics and how to manage hypotheses testing workflow.



Tools and frameworks to use

[Talking Growth Frameworks with HubSpot's Chris Miller](#)

Chris Miller, Director of Product, Growth at HubSpot, outlined growth-related frameworks that HubSpot uses: the "Three Ds" framework for solving growth problems, and the Learn/Collect/Apply framework for setting up effective audience segmentation.

Growth team

[Mark Zuckerberg on building a growth team](#)

During three minutes you'll know the basics of successful growth team management.

[Growth Hacking Marketing - How To Build Team for this Job](#)

In this video you'll find out how to build a growth marketing team, why a full-time job is required, what skills and competencies are needed.

[Growth Hacking - How To Organize a Sprint for Your Growth Marketing Team](#)

Main stages of growth team sprint, duration. How many hypotheses need to be created and run. Where to get ideas. How to pitch hypotheses and moments you should pay attention to.

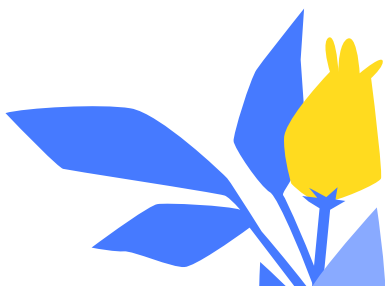
[Growth Hacking: 10+ Insights for Your Growth Marketing Team](#)

Valuable insights: about growth mindset, growth hacking strategy, how to organize a sprint, etc from Dashly team.

About processes

[How to implement a growth hacking process](#)

Everything about growth hacking process in 6 minutes.



[How to Track Your Growth Experiments](#)

A simple template to start building your backlog and run your growth sprints.

Blogs to follow

[Growth Hackers](#)

[Neil Patel](#)

[Andrew Chen](#)

[Brian Balfour](#)

Must-read book

[The Growth Handbook](#)

[Traction. How Any Startup Can Achieve Explosive Customer Growth](#)

[The Growth Marketer's Playbook](#)

