

THE HONEST
FOUNDER

From 0 to 1,000 Newsletter Subscribers

By Xavier Lehmann



A STEP-BY-STEP GUIDE
To build your own online community.



The Author.

Over the past decade, I've built two AI startups.

The first, e-bot7, scaled to 130 employees across five European offices and was acquired by LivePerson Inc. (NASDAQ) for \$60M. It was an incredible ride but also the one that led to my first burnout.

After taking time to recover, I jumped into my next venture: Vidlab7, an AI avatar company backed by EQT Ventures. It grew fast, but by the end of 2024, I had to step away again. This time, to protect my health.

I spent four months in South Africa, working on social projects, helping local families, and rediscovering what really matters.

That's where The Honest Founder was born.

A desire to help ambitious people build the life they always wanted without losing themselves in the process (I learned that the hard way).

Add me on my channels for exclusive content and updates:

- [Linkedin](#)
- [Website](#)
- [Substack Newsletter](#) (One actionable article every week on startups, mindset and growth)

Enjoy the framework!

Xaver Lehmann

FROM 0 TO 1,000 NEWSLETTER SUBSCRIBERS

Great things
happen when
people connect.

Build your
audience.



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1. Introduction

Over the past decade, I've built companies, raised millions, scaled teams across continents and also learned the hard way what it costs to do so:

✓ My first startup was **e-bot7**, a Conversational AI company I exited for **\$60M** after five years. We had 130+ employees, \$10M in Venture Capital funding, offices in five countries, and were awarded Top 10 company on Forbes.

✓ The second company was **VidLab7**, an AI avatar company, backed by some of the world's top investors like EQT. We had raised millions in funding, but eventually I realised that my body could not do it any longer. I left the company at the end of 2024. It is still running successfully.

✓ Now I run **The Honest Founder**. A newsletter and community reaching over 20,000+ readers with insights on building successful companies. It's everything I wish I had access to back then, including practical lessons, honest stories, and frameworks that actually work.

I *never* thought I'd write a newsletter one day.

But I quickly realized it's one of the most powerful tools you can have, whether you're building a startup, climbing the corporate ladder, or starting your solopreneur journey.

A newsletter isn't just a newsletter.

It's your voice. Your stories. Your platform.

And done right?

It can generate both active and passive income.

In this framework, I'm sharing everything I've learned over the past months, what worked, what flopped, and exactly how you can start building your own.

Here's a glimpse of what you will learn:

- How to set up the **foundations** of a newsletter on platforms like Substack (the right way).
- How to get your **first 100 subscribers** using only your existing network (no ads, no hacks).
- The **exact strategies** that helped me grow from 100 → 500 → 1,000 subscribers in just a few months.
- How one **viral post** brought in hundreds of new subscribers, coaching clients, and podcast invitations overnight.
- How a newsletter can turn into **multiple income streams**.

Lets get into it...

② Why I started a Newsletter

After building two B2B AI startups, I wanted to do something completely different.

The first company had burned me out.

I dove straight into the second, only to have to step back again due to health issues. I needed space a pause to figure out what came next.

So I went to Africa for four months.

My first thought?

Write a book about my journey.

The idea was freeing: I could work from anywhere, set my own pace, and be independent, no investors, no employees, no co-founders.

The problem?

A book takes years to write. And honestly, I wasn't sure I had the motivation to spend months or even years on it.

Then a thought struck me that changed everything.

What if, instead of writing a book in silence, I published short stories along the way?

This way, I could:

- Get instant feedback
- Help founders in real-time, not years later
- Maybe even rediscover my purpose

That's how my newsletter started. I chose Substack partly because I liked their design and content structure, and partly because I didn't want to overthink it. I just wanted to **start publishing**.

I began posting and studying how other successful newsletters did it, and sent my first posts out.

Little did I know how powerful a newsletter can become...

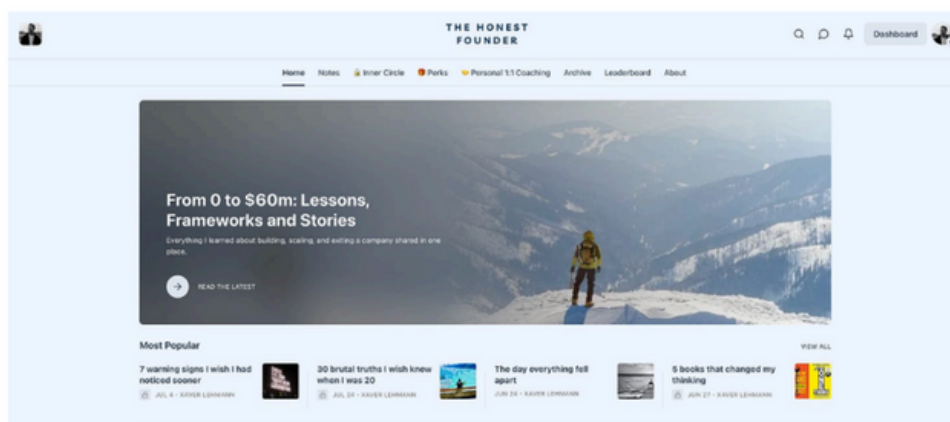
③ Setting up your Newsletter

No matter which platform you choose for your newsletter, you need to set it up properly.

Here's what I did on Substack:

1. **Choose a theme color, logo, font and branding that fit your style** (Don't overdo it, just use something simple first)

a. With some variations, in the beginning, I stuck to this:

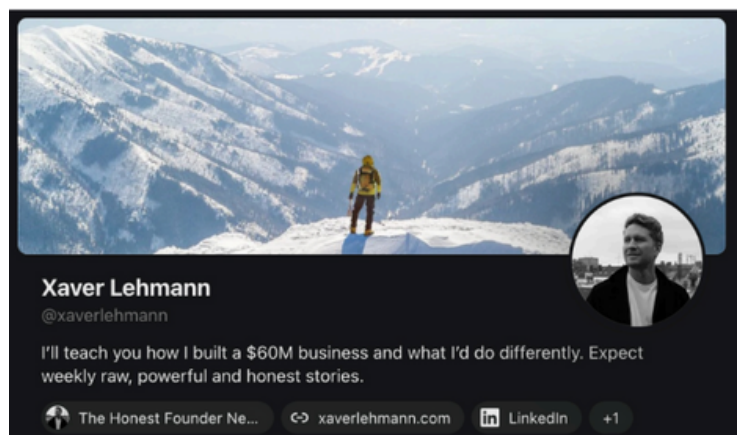


2. Define your target audience

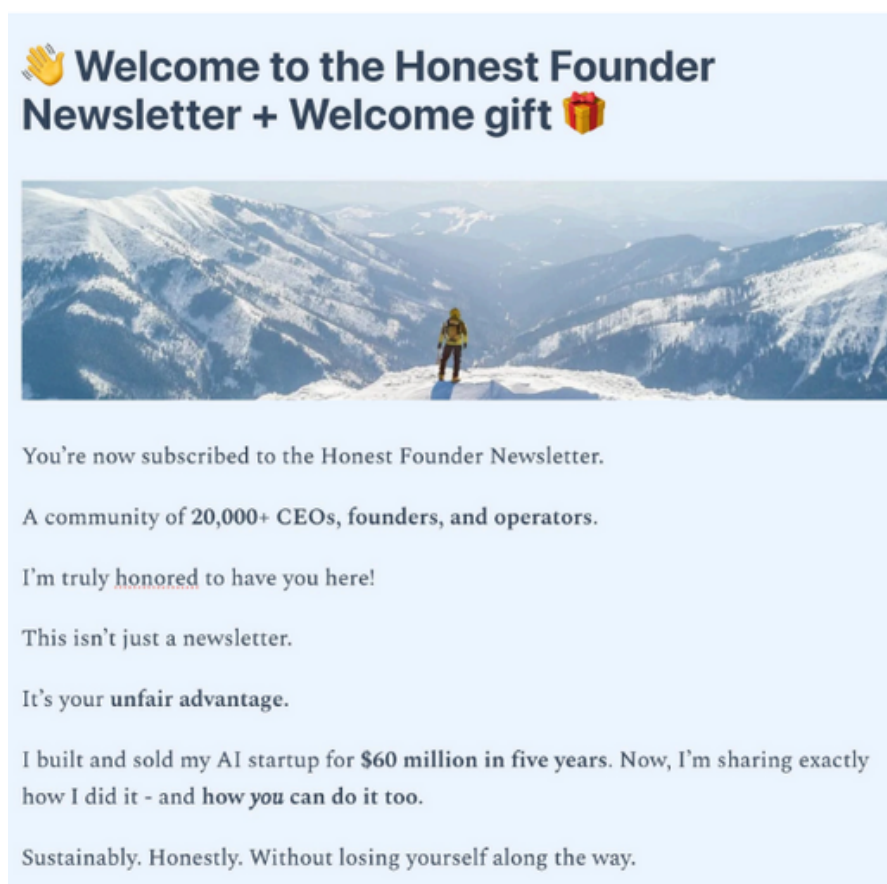
a. Even if others might be interested too, it's important to choose one clear focus. For me, that's B2B founders.

3. Write a clear profile description

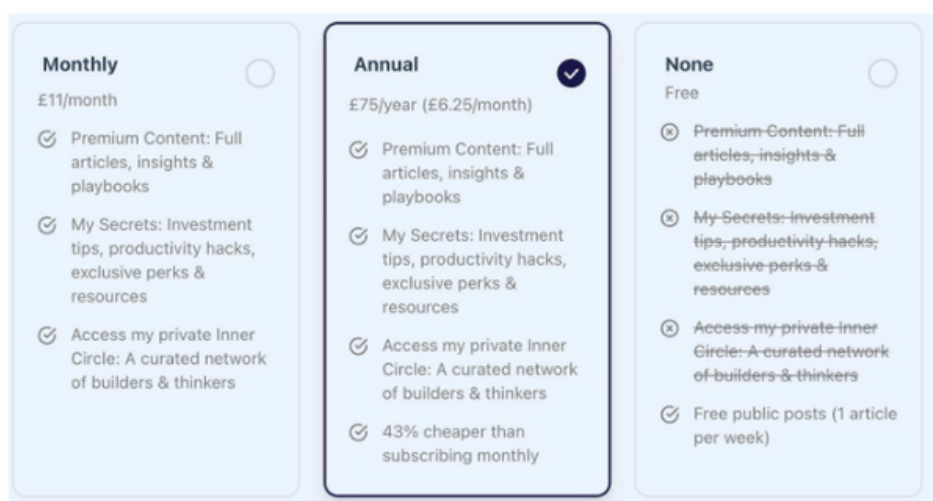
- a. After several edits, I landed on a value proposition that tells readers exactly what to expect.
- b. Add all your social media profiles so people can connect with you elsewhere.
- c. Also in reverse: add your newsletter on all your social media profiles.



4. Set up an email template that free subscribers get once they sign up. I chose to give them a welcome gift (a free Fundraising Guide). You can subscribe my newsletter to see exactly what I send them.



5. Also set up your paid subscription plans. Also, add what paid subscribers (if your newsletter can be turned into paid) are getting out of it:



7. Pick a consistent publishing schedule and stick to it. I post every Tuesday: same time, every week.

It builds trust. People start to expect your content, look forward to it, and *actually wait for it*.

Whether it's once a week or twice a month, consistency turns casual readers into loyal followers.

And make sure to tell your audience when to expect your next post it keeps you accountable and them engaged.

A strong setup makes everything that comes after much easier.

4. How I got my first 100 subscribers

That was the easiest part.

I just used my existing followers on other platforms I am active.

I shared this story on LinkedIn and pinned it as a favourite on my profile:

The screenshot shows a LinkedIn post from Xavier Lehmann, a user with a blue verification checkmark. The post is titled "From 0 to \$60M in 5 years: The story I was afraid to tell". The text of the post discusses the challenges of building and selling a company, including pressure, mistakes, and mental health issues. It mentions that the author published their first piece on Substack and is seeking feedback and followers. The post includes a link to a Substack article and several hashtags: #startups, #founderstory, #mentalhealth, #substack, and #entrepreneurship. Below the text is a featured image for "The Honest Founder Newsletter" by Xavier Lehmann, which includes a Substack logo and the website xaverlehmann.substack.com. The post has received 23 comments and 9,496 impressions. The reaction bar shows several profile pictures of users who reacted, along with a "+77" button. At the bottom, there are icons for Like, Comment, Repost, and Send, as well as a "View analytics" link.

Xaver Lehmann • You
Built and sold a \$60M AI company. Now helping founders avoid the mist...
[View my newsletter](#)
1mo •

"From 0 to \$60M in 5 years: The story I was afraid to tell"

For years, I've stayed quiet about what it really felt like to build and sell my company.

The pressure.
The mistakes.
The mental health issues
And the moments that nearly broke me.

I just published my first piece on Substack. Raw, honest, unfiltered.

If you read it, I'd love your feedback and a follow if you're curious about what's coming next.

<https://lnkd.in/d2hr6N6x>

[#startups](#) [#founderstory](#) [#mentalhealth](#) [#substack](#) [#entrepreneurship](#)

The Honest Founder Newsletter | Xaver Lehmann | Substack
xaverlehmann.substack.com

Alexander Martin-Boes and 84 others 23 comments

Reactions

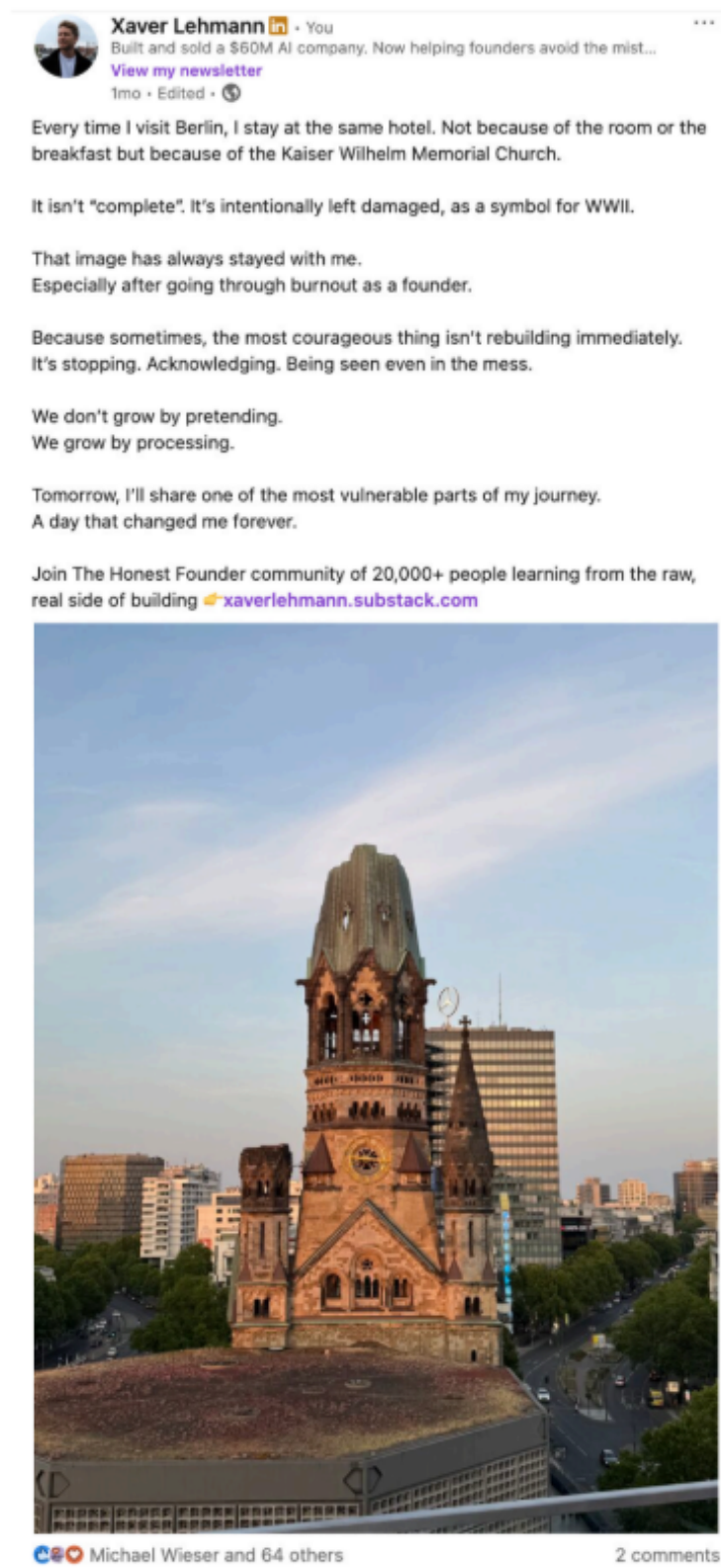
+77

Like Comment Repost Send

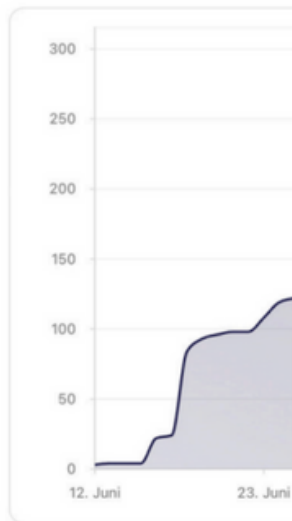
9,496 impressions [View analytics](#)

- On the first day of the post my subscribers went from 24 to 84.
- After another 4 days to 98.

On day 5, I posted this:



- It increased my subscriber count from 98 to 108 after one day.
- The first 100 were passed.



My learnings?

- Share your newsletter on the platforms where you're already active LinkedIn, Instagram, TikTok, or X. Let people know you've started it.
- You don't need fancy growth hacks at this stage. Just bring in the audience that already trusts you.
- Link your newsletter to all relevant platforms you are using.

5. From 100 to 200 Subscribers

That's where things got a little more challenging.

I had already tapped into my existing network. Now it was about getting subscribers from people I didn't know yet.

And as expected, growth was rather slow.

- **First 5 days:** 0 → 108 subscribers (21.6 subs/day)
- **Next 21 days:** 108 → 143 subscribers (1.6 subs/day)

I needed to change something.

Here's what I did:

- **LinkedIn outreach with MeetAlfred** – Automatically connect with people based on specific filters. I used the filter: "co-founders" since that's my exact target audience and automatically added roughly 20 new people a day (don't do more as LinkedIn might block you).

I set up a 3-level sequence:

1. Message request
2. Go to LinkedIn Profile
3. Follow up

The image shows a screenshot of a 3-step LinkedIn outreach sequence template. Each step is a card with a LinkedIn icon and a title. Step 1 is 'Step 1 - LinkedIn connect', Step 2 is 'Step 2 - Engage with Profile', and Step 3 is 'Step 3 - Send LinkedIn message'. Each step includes a 'Message' field with a placeholder for a name, a 'Follow-up Message' field, and a 'Leads that have passed this step' counter.

Step 1 - LinkedIn connect

Message:
Noticed we're both in the same space. Would love to connect!

Follow-up Message:
Hi {{first_name}}, great to connect!

Really interesting what you're building.

I run a newsletter where I share honest stories from my founder journey (including a \$60M AI exit) covering growth, burnout, and what I'd do differently.

It's now a community of 20,000+ Founder and CEOs.

Let me know if you'd like me to send you the link.

Best,
Xaver

Leads that have passed this step: 198

Step 2 - Engage with Profile (1 day(s) from previous step)

• View LinkedIn Profile

Leads that have passed this step: 146

Step 3 - Send LinkedIn message (3 day(s) from previous step)

Message:
Hey {{first_name}},

Not sure if you had a chance to check it out yet, but here's one of the most popular posts I've written.

👉 <https://xaverlehmann.substack.com/p/how-we-hit-6-figure-revenue-within-7-1g4qcl>

Would love to hear what you're working on too!

Best,
Xaver

Leads that have passed this step: 106

- **Instantly:** You can download all your existing LinkedIn contacts (with emails) to send personalized sequences to re-engage your followers. Perfect for people who already know you but aren't subscribed yet.

* *Important Note:* I removed both Meetalfred and Instantly after a while as LinkedIn may "punish" your reach if you use automations like these consistently.

- **I studied top creators** – I learned from people like Dan Martell, Ruben Hassid, Chris Donnelly, and Nir Eyal. Not just how they structure their LinkedIn content, but also how they convert their audience into paying customers.
- **Researched Substack newsletter playbooks** – I dug into resources from Wes Pearce and others to understand how to grow a Substack newsletter effectively.
- **Increased posting frequency** – I went from 3 posts a week to posting daily (except weekends) on LinkedIn to maximize visibility.
- **Followed similar creators** – I kept an eye on writers with similar audiences to see what worked and adapted it to my own content.
- If you want to check all my **content** on LinkedIn, I have posted go [here](#).

As a result, my growth rate got slightly better:

- **Next 7 days** 143 → 183 subscribers (5.7 subs/day)

I had hoped I found a better way now BUT then something unexpected happened:

- Growth almost *stalled completely* over the next 7 days. Despite my efforts, some subscribers cancelled their subscriptions.
- I only added 2 new subscribers, bringing the total to 185 – that's just 0.28 subs/day, *the slowest pace I'd ever experienced*.
- I felt genuinely disappointed. I had spent so much time researching strategies, testing new tactics, and refining my approach – and yet, the results barely moved the needle.

It was a stark reminder that growth isn't linear.

Even with all the right moves, there will be slow periods, and sometimes progress feels almost invisible.

What matters is staying consistent and learning from these quiet phases, because they set the stage for the next spike:

- After 5 more days, I finally reached 200 subscribers (3 subs/day):
- Overall it took me <1 week to get to 100 subscribers.
- Approx. **4 more weeks to reach 200 subscribers.**



6. From 200 to 300 Subscribers

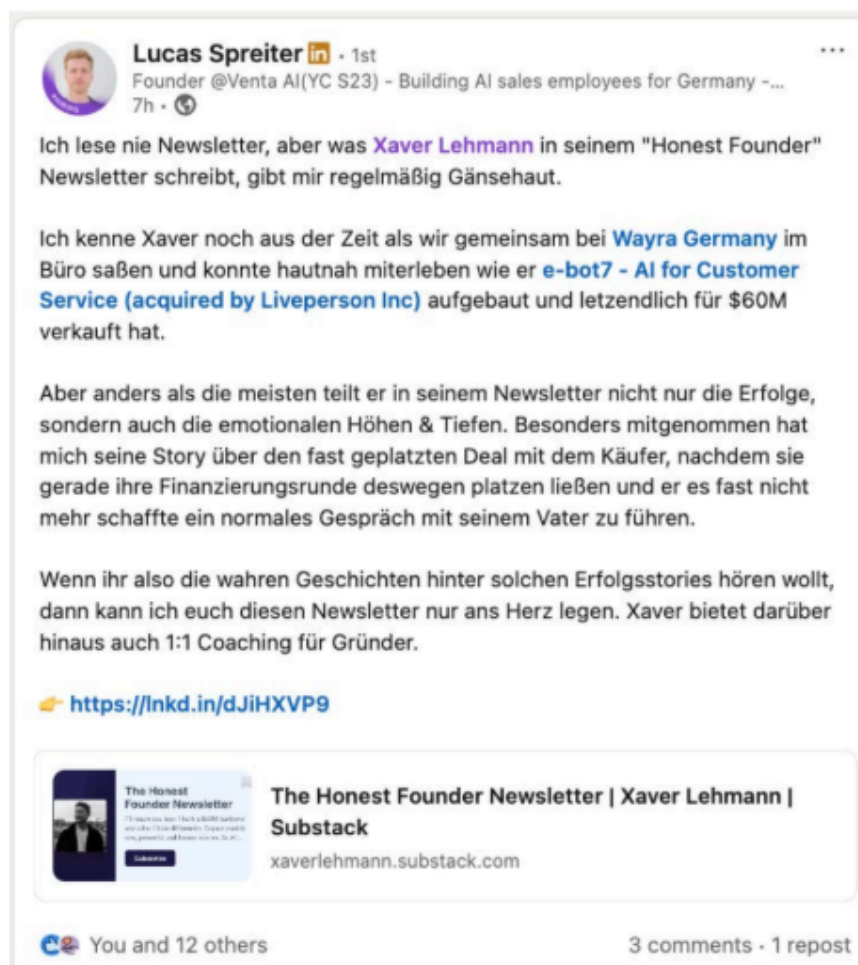
Somehow, it was much easier to get new subscribers.

- Over the next 7 days, I added 20 new subscribers – **averaging 2.8 subs/day**.
- Then, unexpectedly, growth accelerated: in less than 2 weeks, I jumped from 220 to 300 subscribers, gaining 80 new subscribers in total – an average of **5.8 subs/day**.

My biggest subscriber spike came from something simple: a friend shared my newsletter. That single post tapped into his entire network, people who had never seen my content before.

Result? 19 new subscribers in just one day.

Sometimes growth isn't about complex hacks. It's about getting your work in front of fresh eyes.



What else happened?

- I created and **launched my first digital product**: a 30-page framework designed to help anyone find “the next big thing.” It’s called SOE, and you can check it out [here](#). Paid subscribers get access for free, while free subscribers can either purchase it individually or upgrade to a paid subscription. This drove some free subscribers to paid.
- I also experimented with **Instagram ads** for the first time. In just one day, I got **400 impressions** and **8 link clicks** for only €2.73. It was just a small test. I’m not planning to run full-scale paid campaigns but it showed me the potential reach even minimal spend can bring.



- I got a lot sharper with my LinkedIn posting: engagement and reach skyrocketed. One post in particular brought in a huge number of new subscribers:



Xaver Lehmann  • You
Built and sold a \$60M AI company. Now helping founders avoid the mist...
[View my newsletter](#)
1w · 

I almost gave up after selling my company.

Not because I failed.
But because success nearly broke me.

We had just exited for \$60 million.

On paper, I was “done.”
But inside? I was numb, lost, and completely burned out.

What no one tells you is this:

The hardest part isn’t building the company.
It’s what comes after.

The silence.
The identity loss.
The pressure to “stay in the game” even when you’re running on empty.

- I went from 100+ emails a day to complete inbox silence.
- From 6-7 calls a day to zero conversations.
- From managing a team of 130 teammates and friends to being suddenly alone.
- From building something that lit me up to just... waiting and managing.
- From excitement to exhaustion.
- From momentum to stillness.

The shift was brutal.

And the worst part? You don’t feel like you’re allowed to complain because you “made it.”

That experience led me to a big question:

What if we talked more honestly about what it really costs to build a company?

Not just the wins and exits but the burnout, the breakdowns, and the moments you want to quit.

That’s why I started The Honest Founder.

To talk about the parts of entrepreneurship no one prepares you for:

- The fear of failing after success
- The emotional cost of chasing scale too hard
- The guilt of stepping away when everyone expects you to keep going

If you’ve ever felt that way, you’re not alone.

And you don’t have to pretend it’s all up and to the right.

Let’s make space for the real conversations.

<https://lnkd.in/dE6dxT6V>



 Georg Wesinger and 104 others

51 comments

Reactions



6,201 impressions

[View analytics](#)

My learnings?

- Be consistent. Post every day on your main platform and focus on improving with each post. For me, that meant writing more personal, more actionable content and crafting stronger hooks at the start.
- Write newsletter content that people actually want to share with their friends. You can check out all my articles [here](#).
- Leverage your extended network: friends of friends. Don't hesitate to ask them to share your content across platforms.

7. From 300 to 700 Subscribers

It only took one post to go viral.

I'm still not entirely sure *why* it was this post that blew up but the reach was insane:



Xaver Lehmann  · You
2x AI Founder | \$60M Exit to a NASDAQ listed company | Now helping fo...
[View my newsletter](#)
1mo · 

...

I sold my AI company for \$60M.

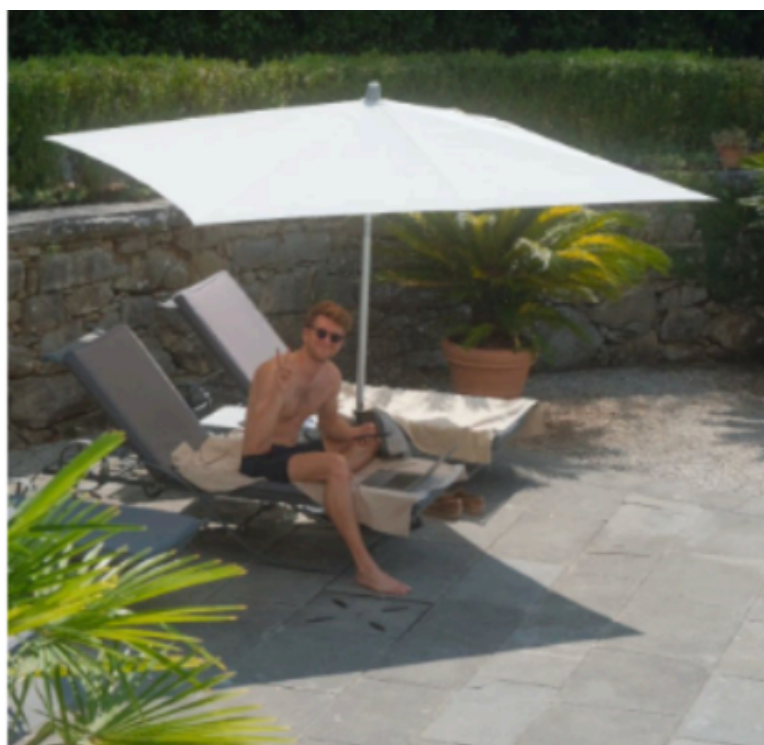
If I had to start again today, here's exactly what I'd do:

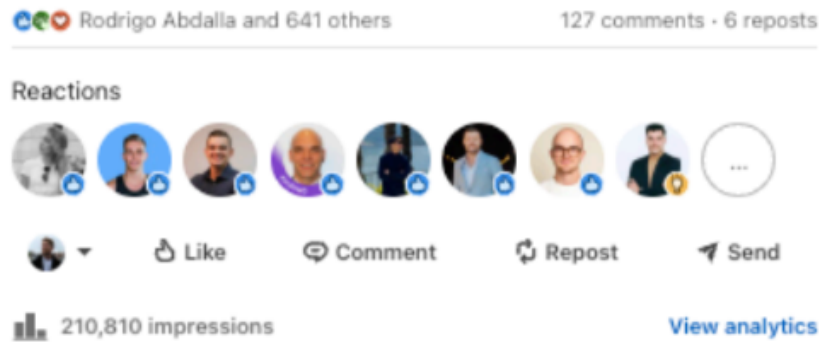
1. Start with SOE – my own framework (Signals, Obsession, Edge) to find a problem I care about and the market truly wants.
2. Prototype with AI – tools like Lovable let you ship a first version in hours, not months.
3. Bootstrap hard – stretch every dollar before raising.
4. Hire for mindset, not CVs – high-agency people > fancy skills.
5. Let customers lead – product evolves from real feedback, not guesses.
6. Sell from day one – revenue is the best validation.
7. Build in public – share wins and messy parts on social media.
8. Go premium – premium products, premium prices, premium customers.
9. Protect my energy – sanity > hustle, so I'd actually take time off.

I'd do fewer things, faster.
And I'd protect my health just as much as my P&L.

What would you do differently if you had to start over?

Join The Honest Founder community of 20,000+ people learning from the raw, real side of building 📩 <https://lnkd.in/dmEYTw6B>





The result?

- ✓ 1,000+ new LinkedIn connection requests
- ✓ 600+ likes, 100+ comments, 200,000 impressions
- ✓ 400+ new Substack subscribers
- ✓ 5 coaching requests
- ✓ 4 podcast invites

All from one post.



Within just 3 days, my newsletter subscribers jumped from approx. 300 → 700 **(133 subs/day)** and it didn't just stop there: that single post also boosted my credibility, expanded my reach, and even generated early revenue: I sold \$300 worth of my SOE framework (priced at 19€ back then).

The Learnings?

Sometimes it's not about posting **more**, it's about posting **right** - one strong post can outperform dozens of average ones. I'm still not entirely sure why this one took off, but my guess: a mix of a strong hook, credibility, and actionable insights people actually found valuable.

For me, it was also proof that digital products work and that content and newsletters can be directly turned into income. This motivated me to start working on new frameworks.

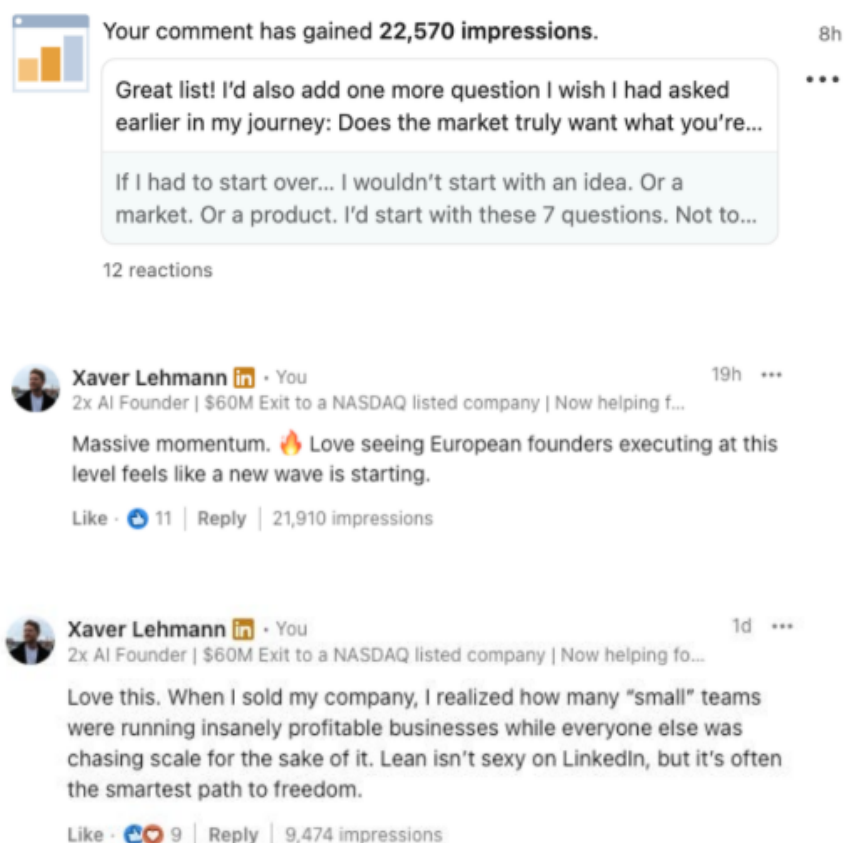
8. From 700 to 1,000 Subscribers

It took me another 6 weeks to reach 1.000 subscribers (**6 subs/day**).



This is how I did it:

My biggest growth hack was to comment on other people's posts on LinkedIn (who have similar audiences). Pretty incredible, as my typical posts received around 2-3k impressions. Make sure your comments are personal and relatable. Don't just post something AI created:



- I appeared on 4 podcasts I was invited to. While I can't track exactly how many subscribers came from them, each episode gave a noticeable boost to my audience.
- I also started connecting with other LinkedIn creators with similar follower counts. The goal was simple: engage genuinely with their content: asks them for feedback, comment, like, interact and they often returned the favor, helping me reach new eyes.
- Then I got better and better on LinkedIn: 50 subs alone came from this post:



Xavier Lehmann  • You

2x AI Founder | \$60M Exit to a NASDAQ listed company | Now helping fo...

[View my newsletter](#)

1w • 

After building two B2B AI startups over the last 10 years,
I'm finally going full solopreneur with The Honest Founder.

No investors.
No employees.
No co-founders.

When I started my journey, I needed and wanted all three.
But over time, my values shifted.

What I want now is simple: freedom.

Freedom from dependencies.
Freedom from reporting.
Freedom from asking for permission.

If I want to go on holiday tomorrow, I can.
No approvals. No meetings. No guilt.

That's the greatest gift of all.

I started The Honest Founder just 4 months ago to share my story and help other
founders along the way.

Since then, my content has been read and watched over 500,000 times.
Proof that honesty, vulnerability, and experience still matter more than hype.

I don't know exactly where this journey will take me.
But I've never felt more aligned and more grateful than I do right now.

Sometimes the right path isn't the easiest or the most obvious one.
It's the one that scares you the most because that's where growth happens.

Have you ever done something which wasn't what others expected you to do?

If you want to be part of the community, join 20,000 Founders & CEOs
here: <https://lnkd.in/dmEYTw6B>



Starting a New Position

👤 Onur L Cetin and 117 others

27 comments · 1 repost

Reactions



Like

Comment

Repost

Send

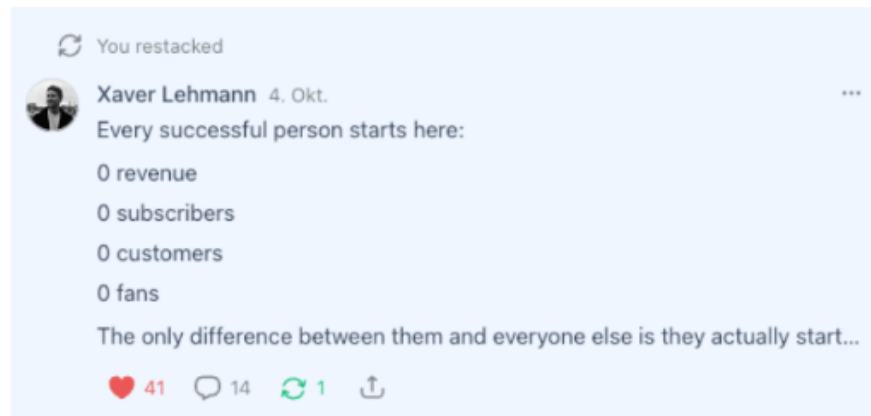
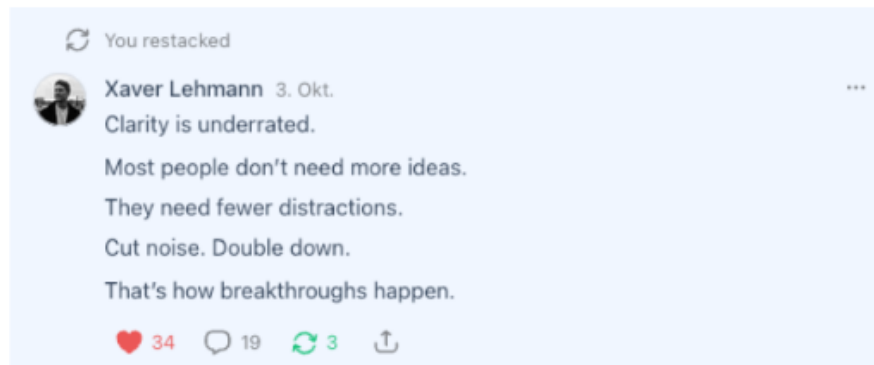
📊 8,426 impressions

[View analytics](#)

- I also experimented with 2 Substack-specific growth hacks that really moved the needle.
- Reaching out to other Substack authors to recommend each other's newsletters. Substack has a built-in community effect, and cross-promotion can really grow your audience. I received 68 subs from that.

Substack	Subs received	Status
 The AI Leadership Edge	25	Active ✓ Recommended
 Systems & Side Eyes	8	Active ✓ Recommended
 Learning VC	7	Active ✓ Recommended
 ARK Strategy	7	Active ✓ Recommended
 Afterwork	6	Active ✓ Recommended
 Sebastian's Substack	5	Active Recommend back
 Startuprad.io's Newsletter	4	Active ✓ Recommended
 Invisible Founders	4	Active ✓ Recommended
 Disciplined Scaling	1	Active ✓ Recommended
 The Founders Corner	1	Active ✓ Recommended

- Posting Notes twice a day to stay visible and keep engagement high. In total 424 subs came through Substack's network.



I finally hit 1,000 subscribers on 15.10.2025 🎉

Here's how the journey unfolded:

- 5 days → first 100 subscribers
- 4 more weeks → 200 subscribers
- 3 more weeks → 300 subscribers
- Just a few extra days → 700 subscribers
- 6 more weeks → 1,000 subscribers

Total time: approx. 14 weeks from zero to 1,000 subscribers.



Here is an overview of all my subscriber growth sources:

Source	Category	New subscribers
☒ LinkedIn	Social	563 (60,21 %)
> ☒ Substack	Network	242 (25,88 %)
☒ Direct	Other	96 (10,27 %)
☒ Google	Search	13 (1,39 %)
☐ Instagram	Social	7 (0,75 %)
☒ xavierlehmann.com	Other	6 (0,64 %)
☐ Email clicks	Email	4 (0,43 %)
☐ app.symbolio	Other	1 (0,11 %)
☐ Email	Other	1 (0,11 %)
☐ Share	Other	1 (0,11 %)
☐ Bing	Search	1 (0,11 %)
☐ ecosia.org	Search	1 (0,11 %)

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9. My Biggest Learnings!

I experimented with a ton of strategies, tested new ideas constantly, and learned quickly what stuck and what flopped.

I doubled down on the approaches that delivered results and either scaled back or completely dropped the ones that didn't move the needle.

Here are my biggest learnings from that process:

1. Leverage your existing network first.

The first 100 subscribers came almost entirely from my main network LinkedIn. People who already knew me were the easiest to convert. Don't overlook this step. It can be Instagram, X or any other platform.

2. Consistency beats hacks.

Posting regularly (for me: daily on LinkedIn, weekly on Substack) worked far better than chasing new tools or fancy tricks. Visibility compounds.

3. Engage with others, not just yourself.

Following and commenting on other writers with similar audiences helped me get discovered faster. Growth comes from conversations, not just content.

4. Slow periods are part of the game.

My growth stalled multiple times. I felt frustrated, but every plateau eventually gave way to the next spike. Momentum isn't linear.

5. Small sparks create big jumps.

A big subscriber spike didn't come from ads or automations, it came when a friend shared my newsletter with his network.

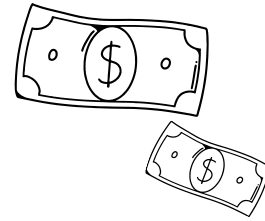
6. Trust converts faster than perfection.

Subscribers don't join because of a perfect setup or logo. They join because they trust your voice and want more of it in their inbox.

7. And yes, you can earn money with newsletters.

Even with a relatively small audience, people are willing to pay for depth, exclusivity, and direct access. My first digital product and paid subscriptions proved that you don't need tens of thousands of readers to start monetizing - just a few hundred highly engaged subscribers who truly care. Today, brands even buy sponsorship slots in my newsletter to reach this audience.

10. How I earn money through my newsletter



I started my newsletter as a way to share my personal story.

But over time, it turned into something much bigger: a real community of founders, builders, and creators learning from each other.

And interestingly, it also became a meaningful income stream.
Here are the main ways I earn money through my newsletter today:

1. **Affiliate links** – I sometimes partner with tools or products I genuinely use and love. (Approx. 5% of my total income)
2. **Paid subscriptions** – readers who want deeper, more tactical content support my work directly. (Approx. 10% of my total income)
3. **Sponsorships** – brands that want to reach my founder audience can sponsor specific editions. (Approx. 20% of my total income)
4. **Coaching** – many readers reached out for 1:1 advice, which turned into coaching sessions. (Approx. 25% of my total income)
5. **Digital products** – like my Fundraising Course and practical frameworks that help founders raise faster and with less stress. (Approx. 40% of my total income)

It all started with one story and evolved into multiple income streams built around honesty, value, and community.

Building a newsletter is a lot like building a company; it takes patience, consistency, curiosity, and a willingness to learn from every spike, stall, and unexpected outcome.

Every small decision, every interaction, and every post compounds over time.

Eventually, **the audience you've built becomes your most valuable asset.**

It's also one of the best ways to **build trust at scale** because it's not just another post in someone's feed; it's a message in their inbox.

Whenever you're ready, there are 3 more ways I can help you:

What I offer:

- **The Honest Founder Newsletter.** A community of 30,000+ founders, CEOs, and operators. Through raw, powerful, and unfiltered weekly stories, I share how I built a \$60M business - so you can do it too. Subscribe [here](#).
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- And more **free** resources are available on my [Website](#) and [LinkedIn](#).

Thank you for your time and attention. I hope this has given you some useful hacks to help you along your fundraising journey.

I'm looking forward to staying in touch and hopefully continuing the conversation soon.

All the best,

Xaver Lehmann

The Honest Founder

A handwritten signature in black ink, appearing to read 'Xaver Lehmann', with a long, sweeping horizontal line extending to the right.

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