

WHY GROWING  
YOUR  
WORDPRESS  
BUSINESS IS LIKE  
FLOSSING YOUR  
TEETH



WHO ARE YOU  
& WHY  
SHOULD I  
LISTEN TO  
YOU?!?!







# Shannon Dunn

- Freelance
- Graphic designer
- Front-end developer
- WordPress enthusiast
- WPSFO organizer

# The Hobo Business Man

- I've never had a real job
- First business at 17
  - Mobile DJ business
- Started next business at 20
  - Window cleaning / house cleaning
  - Sold this at age 29
- Design jobs on the side
- Full-time designer in 2000
- Learned front-end dev in 2000
- AppThemes Manager of Everything Else





PRACTICE

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# Practice Makes Perfect...and I've Been Practicing for a Long Time!

- Repeat and hone your skills
- It doesn't have to be painful
- No magic bullets
- Nothing in the presentation will immediately transform your business
- Like flossing, results take time



# Take Time to Reflect

- Make it a habit
- Schedule it if you need to
- Don't put it off
- Get a quiet spot

# Analyze Interactions with Your Customers, Prospects & Other Biz Contacts

- What is positive?
- What is negative?
- Where are you performing well?
  - Capitalize your strengths
- Where are you weak?
  - Shore up your weaknesses
  - Be aware of the things you won't change



# LEARN FROM OTHERS



# Shane Pearlman

*“Find someone that is doing what you want to do and learn from them.”*





## Groucho Marx

*“Learn from the mistakes of others. You can never live long enough to make them all yourself.”*



A black and white photograph of a person in a dark jacket and pants, bent over and using a traditional wooden rake to create patterns in a Zen garden. The garden consists of a large area of light-colored gravel or sand, with several dark, rounded rocks scattered throughout. The person is positioned on the right side of the frame, and the rake is held at an angle, creating a series of parallel lines in the gravel. The overall scene is serene and minimalist.

SOME SIMPLE THINGS

Be really good at what  
you do





Listen!!!



Be a trusted source





Be kind and enthusiastic

A man in a dark suit and sunglasses stands on the left, shaking hands with a man on the right. The man on the right has a flaming head and a suit that is partially on fire. They are in an urban setting with buildings in the background. The text is overlaid in white, bold, sans-serif font.

MEET YOUR BEST NEW  
CUSTOMER...  
IT'S YOUR OLD CUSTOMER



# Existing Customers: No Better Source for New Business

- They trust you
- They already give you money
- Often neglected for new customers
  - New is exciting
  - New customers feel like business growth





# Are You Doing Everything You Can for Your Existing Customers?

- Create a website...
  - Maintenance
  - SEO
  - Marketing
  - Find ways to say, “I can do that!”

# Proceed with Caution

- Expanding services can backfire
- Don't get bogged down in inefficient work that could take away from profitable projects
- Make sure the extra services have value
  - You don't want them to be upset about buying something they didn't want or need
  - It could jeopardize the main relationship





A group of diverse cartoon characters, including men and women of various ethnicities and ages, are holding hands in a circle. They are standing in front of a mountain range with snow-capped peaks. The scene is dimly lit, suggesting dusk or dawn. The text "CULTIVATE A NETWORK" is overlaid in the center in a bold, white, sans-serif font.

CULTIVATE A NETWORK

# Story Time!



# Why a Good Network is So Important

- Trust
  - Finding new vendors sucks!
  - Referrals are like an ecommerce trust badge
- Sheer math
- Side benefit: more people to learn from

# How to Build a Great Network: Don't Go to Networking Events



# How to Build a Great Network: Existing Customers

- They already trust you
- They will tell their friends, now their friends trust you
- They will join new companies and bring you along

Treat Your Customers Like  
Gold...Really...I Mean Really!

# How to Build a Great Network: Join the Communities

- Trade communities
  - Events
  - Contribute
  - Speak
- Civic Community
  - Chamber of Commerce
  - Local businesses
- Non-related Groups & Activities
- School connections
  - Alumni associations
- Friends and family
- Every personal interaction is a networking opportunity

# How to Build a Great Network: Free of Nearly Free Work

- A good way to get exposure
  - Keep it small
  - Limit to projects without budget
  - Little favors
- Get value in return
    - High profile
    - Good connections
    - Personal satisfaction
    - Beware of promises of future paid work

# How to Build a Great Network: Other Things

- Social networking

- No substitute for personal connections
- Use it to support personal connections
- A lot of WORK!

- Content marketing

- No substitute for personal connections
- Use it to support personal connections
- A lot of WORK!



Networking Events  
Don't Do It!

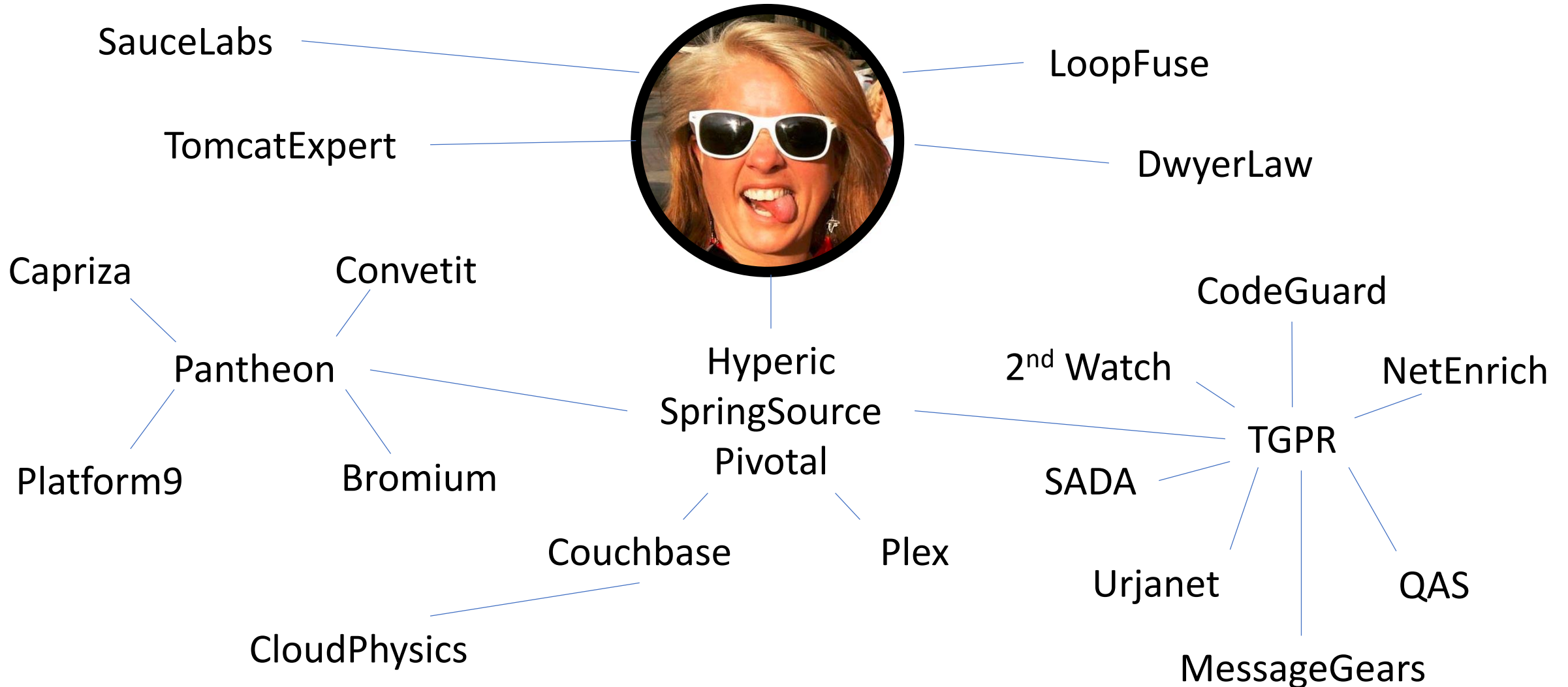


FIND YOUR  
NETWORK STARS

# Everybody Needs a Stacey Schneider



# Everybody Needs a Stacey Schneider





# What Does a Superstar Look Like

- Well connected
- Provides good referrals
  - When they refer you to people, it's even more trusted





# Spoil Your Superstars

- It's OK to shower them with tokens of appreciation
- Keep it real
- Don't be generic (feels fake)
- Think about them
- Make it personal
- Be genuinely thankful

# Network Duds

- Ask for a lot
- Don't give in return
- Bad referrals
- Learn how to politely say no



BE READY TO  
SHOW OFF

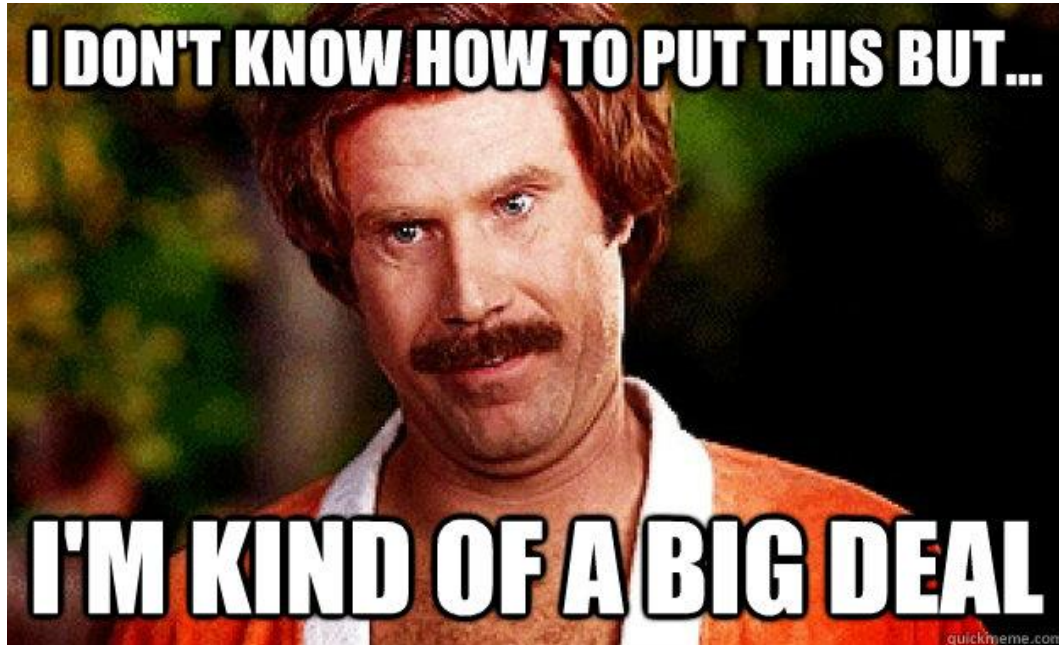




# Have Something to Show Prospects

- They want to see your work
- Website, PDF, Doc, etc
- Validate
  - Who have you worked with
  - Quotes
- Process
  - How did you produce the work?



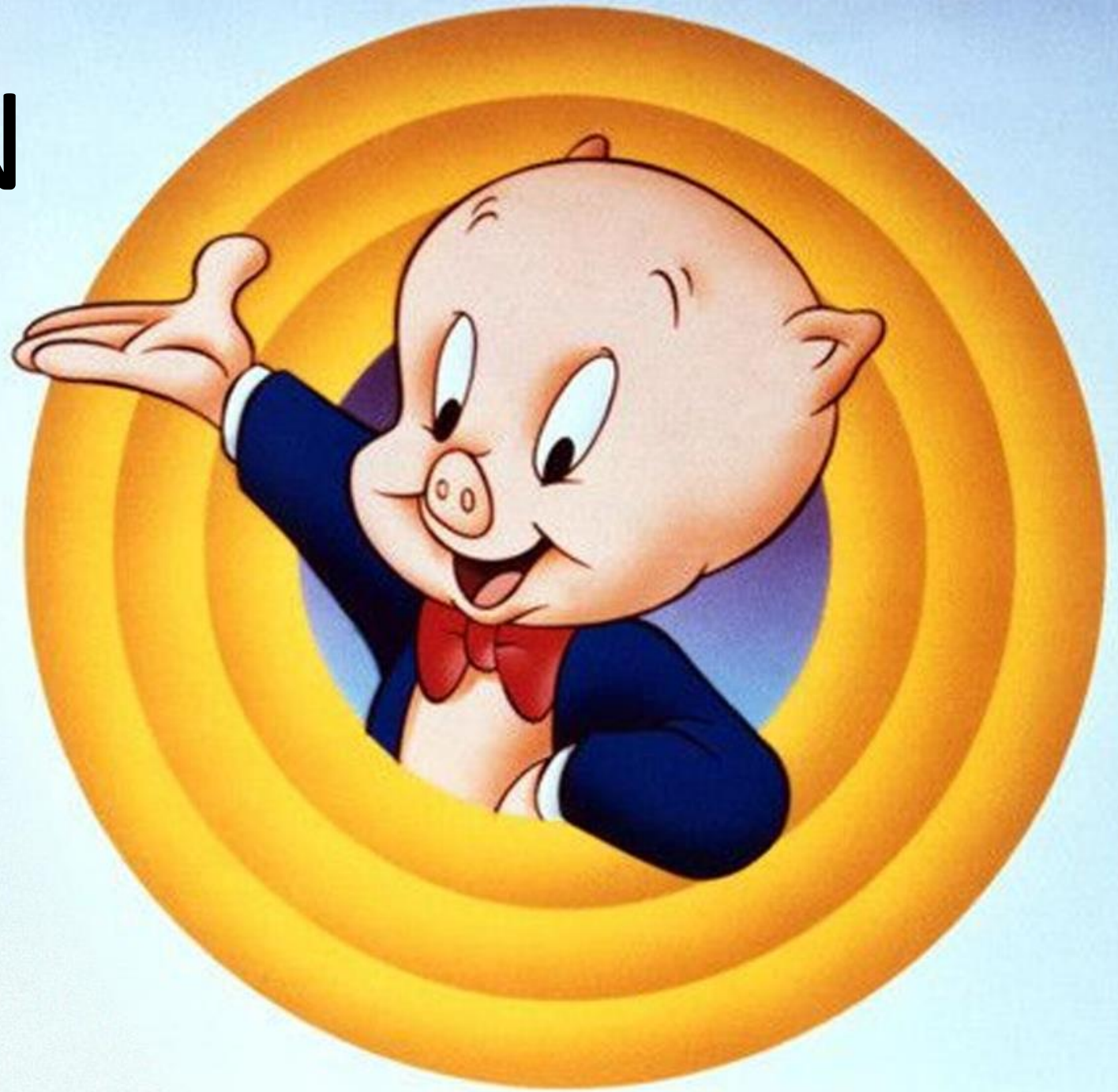


## State Your Value

- What do you do that makes you worth more than what you're paid?
- Your value compared to alternatives
- Low price is not value



# CONCLUSION



# What I Left Out

- Marketing
  - Advertising
  - Social networking
  - Content marketing
  - SEO/SEM
  - Etc
- Relationships are the lifeblood of small business

# Recap

- The simple things
  - Be really good at what you do
  - Listen!!!
  - Be a trusted source
  - Be kind and enthusiastic
- Grow with your existing customers
- Cultivate a network
- Find your superstars
- Be ready to show off