



Becoming a WordPress Freelancer

By Kyle Lavery

Who Am I?

- Veteran of the Air Force
- Future husband
- Father/Stepfather of 5
- The man behind Lavery Creative

Overview

- Be prepared
- See what others are doing
- Discover your niche
- Create your website
- Promote it
- Find clients
- Continue building skills
- What now?
- Questions

Be Prepared

- Preparation is key
- Know the what and the why
- Plan things out
- Write down your goals
- Keep it simple

See what others are doing

- Check out the websites of other designers and developers (and bloggers)
- View their portfolios
- Check out their blog (and search for other blogs)
- Do a search for how to become a freelancer (or WordPress freelancer)

Discover your niche

Think about....

- What you're good at?
- What interests you?
- What do you know a lot about?
- Is there a gap in the industry?

Create Your Website

- Lay out the things you'll need (theme, plugins, design and development tools)
- Find inspiration
 - <http://logospire.com/>
 - <http://www.awwwards.com/>
 - <http://welovewp.com/>
 - <https://www.pinterest.com/explore/web-design/>
- Design and develop

Promote it

- Blog regularly
- Post on social media (Facebook, Twitter, Pinterest, LinkedIn, Instagram)
- Place ads on Craigslist
- Join your local Chamber of Commerce
- Go to meetups and conferences
- Leave business cards everywhere
- Sign up form on your website

Find clients

- Search Craigslist
 - <http://www.craigslistwebdesign.com/>
- Search Twitter
 - <https://twitter.com/hashtag/wordpressjobs?src=hash>
 - <https://twitter.com/hashtag/wordpressgigs?src=hash>
 - Search things like
 - “Need WordPress”
 - “Need Website”
 - “WordPress Help”
- Capture leads on your website with a signup form
- Research and make phone calls to local businesses

Find clients (continued)

- Other resources...
 - <https://stackoverflow.com/jobs?r=true>
 - <https://weworkremotely.com/>
 - <https://authenticjobs.com/>
 - <http://jobs.smashingmagazine.com/>
 - <http://jobs.wordpress.net/>
 - <http://wphired.com/>
 - <https://angel.co/>
 - <http://www.wpmayor.com/wordpress-jobs/>

Continue building skills

- Continue reading the blogs of others...
 - <https://pippinsplugins.com/blog/>
 - <https://tommcfarlin.com/>
 - <https://paulund.co.uk/c/wordpress>
 - <http://www.carriedils.com/>
 - <https://getflywheel.com/layout/>
- Ask and answer questions on StackOverflow
- Comb through the WordPress codex
- Check out some tutorials
- Learn a new theme or theme framework

Continue building skills

- Continue reading the blogs of others...
 - <https://pippinsplugins.com/blog/>
 - <https://tommcfarlin.com/>
 - <https://paulund.co.uk/c/wordpress>
 - <http://www.carriedils.com/>
 - <https://getflywheel.com/layout/>
- Ask and answer questions on StackOverflow
- Comb through the WordPress codex
- Check out some tutorials
- Learn a new theme or theme framework

What now?

- Think up some new ideas like...
 - Build and sell WordPress themes and/or plugins
 - Expand your niche into other areas
 - E-Commerce
 - Membership sites
 - Community sites
 - Add maintenance/support to the services you offer
- Don't get complacent

Questions

?