Becoming a WordPress Freelancer

By Kyle Laverty
Who Am I?

- Veteran of the Air Force
- Future husband
- Father/Stepfather of 5
- The man behind Laverty 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
- Search Twitter
  - [https://twitter.com/hashtag/wordpressjobs?src=hash](https://twitter.com/hashtag/wordpressjobs?src=hash)
  - [https://twitter.com/hashtag/wordpressgigs?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
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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