

How to build a business around a WordPress plugin

Amir Helzer

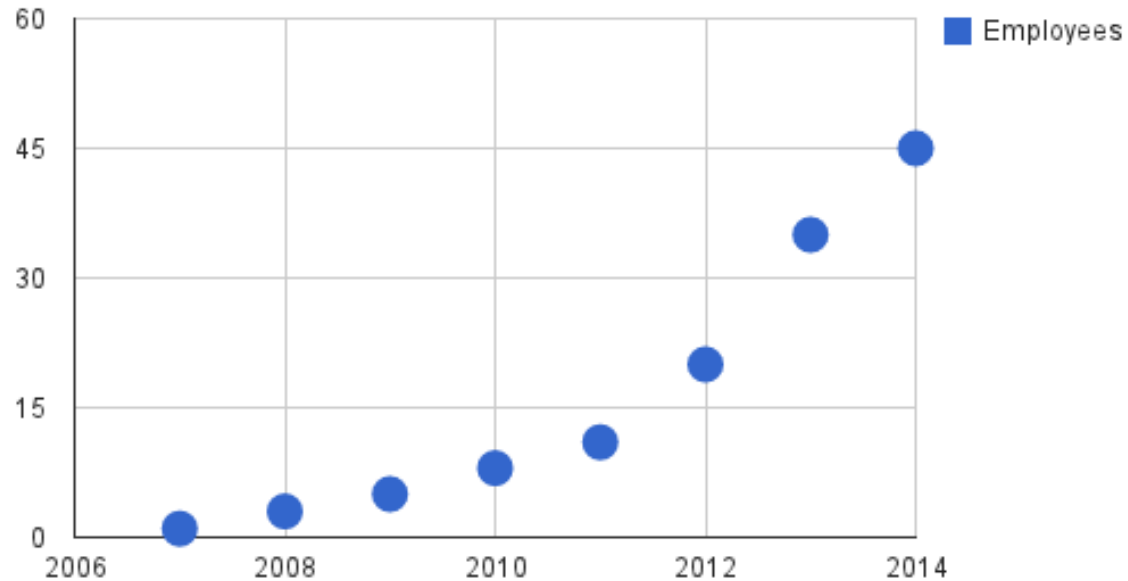
CTO and Founder, OnTheGoSystems



Agenda

- My story
 - Is your idea is good for a business
 - Coding is not everything
 - How to market your products
 - What to do to build a long-lasting business
 - How your job changes when your business grows
-

OnTheGoSystems Staff



Started 2007 with 1 person

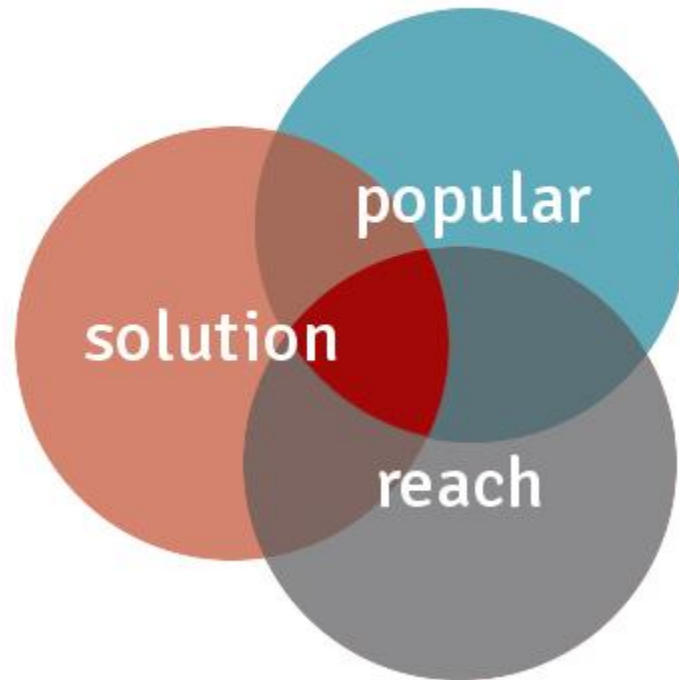
Is your idea good for a business?

What problem are you solving?

A product is always a solution to a problem.

- Do many people have this problem?
- Does your solution offer big benefits?
- Can you reach these people?

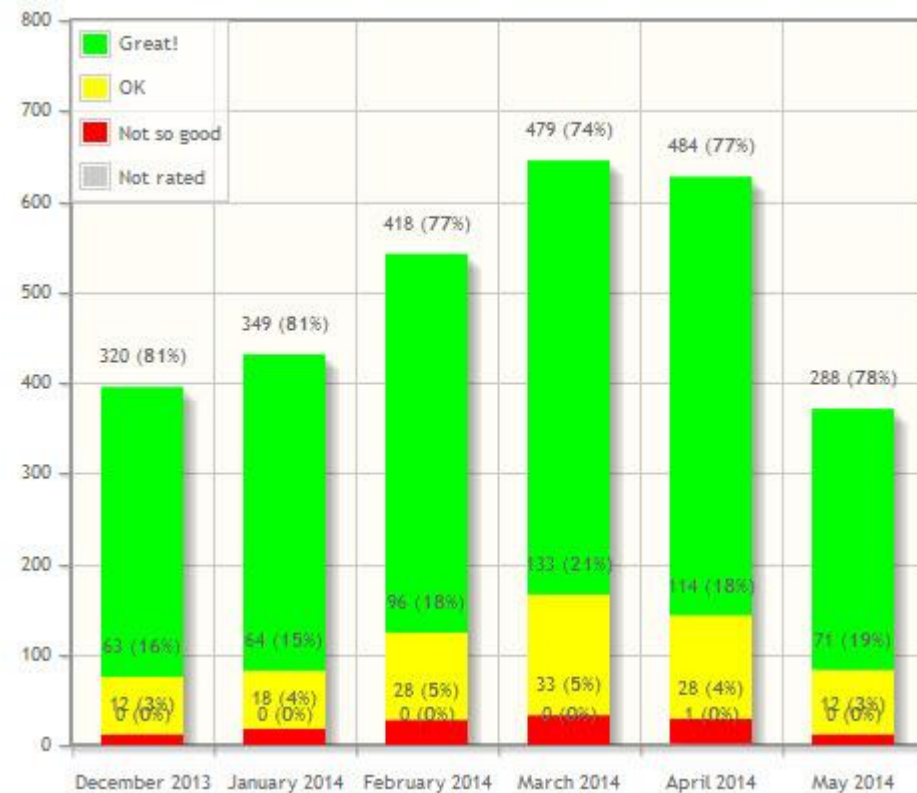
Is your idea good for a business?



Coding is not everything

Great! Your product works. What next?

- Support
- Marketing
- Hiring
- Training



How to market your products

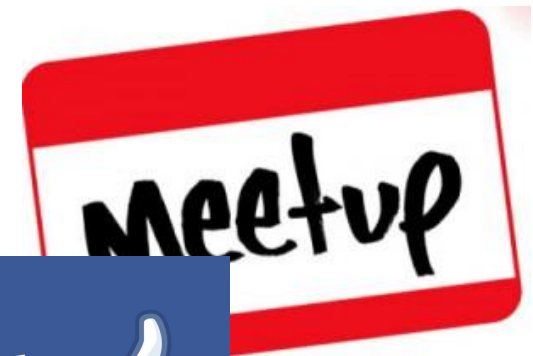
Marketing =

1. Letting people find you
2. Explaining them about your product
3. Showing that your product is worth more than their money

Google



Plugin Directory



What to do to build a long-lasting business

Make your clients happy :-)

- Is this true? free product => happy clients

Remember what clients need:

- **Functionality** (it does what your clients need)
 - **Stability** (clean code, good support)
 - **Compatibility** (with WordPress, themes and plugins)
-

How your job changes when your business grows

My job history:

(2005) Chip developer, software developer

(2007) Software developer, website developer, graphics designer, marketing, community manager, support.

(2011) Software architect, content manager, marketing.

(2014) Product definition, hiring, marketing, operations

Some thoughts to take home

You only live once. Make it count.

Research and be sure that you are investing in the right project.

Put all your energy into a single enterprise. Don't jump from one thing to the other.

Give it time. Nothing can succeed overnight.

Be honest to yourself.
