



Building Your Business with WordPress

By Kristin Falkner

@KristinCodesWP | www.kristinfalkner.com



Define Your Niche

WordPress is awesome. What do you want to do with it?

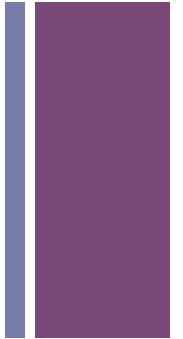


- Designing for WordPress
 - WordPress design vs. regular web design
- Custom Design + Development
- Custom Development / PSD to WordPress
 - Define limitations
 - Recommendation: see final design before finalizing quote
- Modify Existing Themes
 - Theme matchmaking
- Backend (Plug-in Development)



Finding WordPress Work

You know what you want to do with WordPress. Now what?

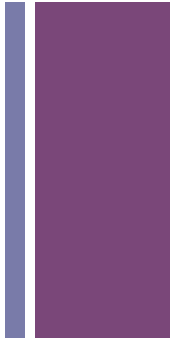


- Portfolio site
- Job Boards (Authentic Jobs, FreelanceSwitch.com, WordPress.org Jobs, even Craigslist)
- Referrals from Previous Clients
- Footer tag on projects
- Networking events & meetups



Selling WordPress

Helping clients identify whether it's the right solution for them

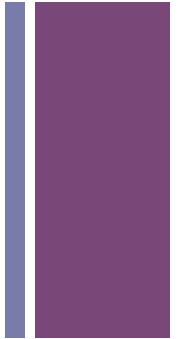


- Familiarity – most people have heard of it
- Stressing control over end product
 - Adding images, modifying text, etc. now internally controlled.
- Security concerns
 - WordPress core is secure, most security issues stem from users (weak admin passwords, WP core updates not made, millions of plug-ins)
- Myths over limitations
 - You can do anything with a WordPress site you can with static
- Cost-effective
 - WordPress is free. Updates can be handled internally vs. hiring developers.



Quoting WordPress Projects

“I’m a big fan of money. I like it, I use it, I keep it in a jar on top of my refrigerator. I’d like to put more in that jar. That’s where you come in.”-The Wedding Singer



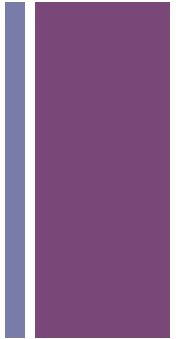
- Core pricing
- Costs associated with any pro plug-ins / licensing
 - Who handles it? You with a developer license or them?
- Content entry responsibilities
 - On initial site WP conversions, who is handling bulk content input
- Search engine optimization
 - Define role
- End project training
 - Factor in hours for documentation/tutorials
- Backups
 - Who is responsible?
- Ongoing Maintenance Opportunities



WordPress + Your Contract

I've heard getting sued is not a fun time.

- Spell out everything included and what costs extra
- Backup responsibilities
- Delays
- Copyright
- Legal disclaimer
 - *Developer will make every effort to ensure the security and stability of any and all code used but will not be liable to the Client or any third party for damages, including lost profits, lost savings or other incidental, consequential or special damages arising out of the operation of or inability to operate this web site.*





Handing Off a Client Project

Best ways to making sure they're set



- Recorded Screen Video Tutorials
 - Quicktime (Mac), iShowU
- PDF Documentation
 - Clarify (clarify-it.com)
- Computer screenshare walk throughs
 - Skype, join.me, etc.
- One-on-one training sessions

+ Ongoing Maintenance

“You want me to update WHAT?! All by myself?!”

- Handle backups
- Update their plug-ins & WordPress core at certain intervals
- Bug fixes
- Minor changes (define limitations, cap hours)



+ Some Small Touches

Little things can go a long way



■ Customize WordPress login screen

```
function custom_login() {  
    echo '<link rel="stylesheet" type="text/css"  
href="'.getbloginfo('template_directory').'/custom-login/custom-login.css" />';  
}  
add_action('login_head', 'custom_login');
```

■ Tag WordPress admin

```
function remove_footer_admin () {  
    echo "Theme developed by <a href="http://www.kristinfalkner.com"  
target="_blank">Kristin Falkner</a> and powered by <a href="http://wordpress.org"  
target="_blank">WordPress</a>.';  
}  
add_filter('admin_footer_text', 'remove_footer_admin');
```



Little Things I Like to Mention

Some things I've noticed clients need to hear



- Enter starts a new paragraph, Shift+Enter jumps down to the next line within a WordPress content box
- The last line you see when updating plug-ins should be “Plug-in reactivated successfully” NOT “Plug-in updated successfully...”
- Advise against plug-in overload
- Strongly emphasize keeping a secure admin password

+ Any questions?

