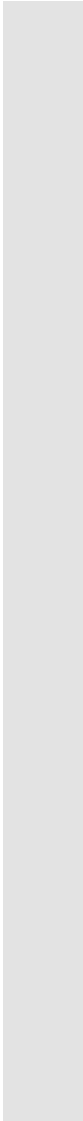


Managing Your WordPress Projects

Donna Botti



Why did you start your
business?

Challenges

- Time
- Money
- Work / life balance
- Many hats

Do I have to?




Goals

- Create value and happy customers
- Time to focus on what is important to you
- Profit



Tips for Managing Your WordPress Projects

Big Picture



Stop treating every project
as a new one

It's too much work

(and you won't make enough
money)



Do This:

- Develop Systems and Processes
- Manage Your Customers
- Organize Your Work
- Pick Your Partners
- Don't Forget! Keep Your Business Running
- Keep Learning

Develop Systems and Processes

- What's common and what's unique to each project?
- Have processes and systems for repeatable tasks
- Write it down – how do you do it?
- Eliminate unneeded decisions
- What are you good at, like, need help with, or avoid?

Figure out how
you do stuff



Manage Your Customers

- Set expectations
- Communicate the process
- Clarify the scope
- Get sign-offs
- Know your audience and provide guidance

It's all about
the experience



Organize Your Work

- Checklists – you’ve done this before!
- Passwords
- File Organization
- “In from Client”
- Billing
- Portfolio

Have a place
for everything



Pick Your Partners

- WordPress
- Frameworks
- Themes
- Plug-ins
- Do you need that plug-in?
- Hosting

Pick Your Partners

- Designers, Graphic Artists, Developers, Writers, Editors, CSS Wizards...
(No one can do it all)
- WordPress Community
- Workflow Tools

Intentionally
pick good
partners



Keep Your Business Running

- Technology and Tools
- Backups
- Insurance and other payments and admin
- Billing
- Are you making money?
- Planning time

It's a little like
herding cats

(but it's important!)



Keep Learning

- Gutenberg anyone? Technology changes can be a challenge, but you have to adapt to be in this business
- This is a process. Things change. Keep refining your processes and systems. Keep improving.

Adapt a
learning
mindset





Have fun!

Find the joy in what you are doing and build relationships

Thank you!



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