IF YOU BUILD IT, THEY WON'T COME

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BUT MY PROJECT IS A GREAT IDEA!
AND MY CODE IS REALLY SOLID!
SO WHY AM I THE ONLY ONE USING IT?
HOW NOT TO BE

BETAMAX

DVORAK

HP TouchPad     Apple Newton     CueCat
Google Wave     Nokia N-Gage     Atari's ET game
YouCastr        Joost       Microsoft Zune     Wesabe
HOW NOT TO BE

?
WHAT ARE YOU EVEN DOING HERE?

SET GOALS.

DEFINE SUCCESS.

MEASURE YOUR PROGRESS.
THE ROAD TO SUCCESS IS LITTERED WITH FAILURES.

SONY'S FIRST PRODUCT WAS A TERRIBLE RICE COOKER. THEY SOLD 100.

CHARLES SCHULTZ WAS REJECTED BY WALT DISNEY. SO HE DID IT HIMSELF.

ANGRY BIRDS WAS ROVIO'S 52ND GAME.

EVEN THE EMPIRE KEEPS BUILDING DEATH STARS, RIGHT? (IF YOU'RE GOING TO GO THAT ROUTE, MAKE THEM HARDER TO BLOW UP.)
FIRST THINGS FIRST:
COMMUNITY
FIRST THINGS FIRST:
COMMUNITIES

USERS

CONTRIBUTORS
COMMUNICATION MATTERS

WHERE WILL YOUR USERS GET INFORMATION?

WHERE WILL YOUR CONTRIBUTORS GET INFORMATION?

HAVE A PUBLIC PLACE FOR PEOPLE TO COMMUNICATE WITH EACH OTHER
MAKE IT ENJOYABLE

THE RIGHT TOOL FOR THE RIGHT JOB

- What's the most useful tool for the task?
- Where will it be simplest for users and contributors to ask questions and get answers?
- Not simplest for you. Simplest for them.
ENJOYABLE = ENGAGED

ENGAGED = ACTIVE

ACTIVE = CONTRIBUTIONS

CONTRIBUTIONS = SUCCESS
MARKETING
MARKETING 101

- Website
- Social media presence
- Collateral
- Stickers! Stickers! Stickers!
- (And other swag)
- Give talks
- Create tutorials
- Hold meetups and hackathons

- BE CREATIVE.
Twitter Engagement - Summary

Follower Growth - Count

- Total Followers: 4,655,426
- Average Daily Growth: 7,385
- New Followers: 110,776

Mentions - Count

- Total Mentions: 6,970

Retweets - Count

- Total Retweets: 7,061

Google Analytics

Site Visitors Overview

Sparklines

Regional Site Traffic - Map Overlay

Top Content

Traffic Sources

- Direct Traffic: 84.4% (3,717,787)
- Search Engines: 25.6% (1,167,345)
- Referring Sites: 1.79% (84,723)
- Twitter: 0.03% (866)
- Email: 0.07% (3,002)
- Other: 0.00% (0,003)
Exploring Open Source

Photographer Edition

Exploring Open Source

Musician Edition

Exploring Open Source

Graphic Designer Edition
TALK TO PEOPLE!
NONE OF THIS IS EASY.

THAT'S WHERE CONTRIBUTORS COME IN. SPECIFICALLY:

WRITER

DESIGNER
UX AND UI

PROTIP: THEY'RE NOT THE SAME!
CONTRIBUTOR DOCUMENTATION

HOW DO I CONTRIBUTE?

USER DOCUMENTATION

HOW DO I USE THIS THING?
YOU ARE NOT YOUR USER.
RESPECT
NON-CODE
CONTRIBUTIONS