WELCOME TO
LISTENING PARTY!
HELLO WP
Exercise

What are you most excited about?
What are you building?
What are you creating?
What’s your big idea?
10 Reasons to Start Blogging

1. Express Your Thoughts and Opinions
2. Market or Promote Something
3. Help People - Educate
4. Establish yourself as an expert
5. Connect with people like you
6. Make a Difference
7. Stay Active or Knowledgeable in a Field or Topic
8. Stay Connected with Friends and Family
9. Make Money
10. Have Fun and Be Creative
• Research
• Provide a competing solution
• Make sure it stays up-to-date
• repeat
• Research the market and existing WordPress podcast landscape

• I had to ask, “how will we make the same content better?”

• “How do we stay relevant?”

• And, “How do you make something that’s sustainable?”
How do I add value to the existing conversation?
big takeaways
Don’t be afraid to put your inexperience on blast!
a Clip from “Hello, Cache!”
Listening Requires Humility
A Clip from “Hello, Gutenberg!”
Feat. Matthew Bullis
Listening isn’t always easy
A clip from “Hello, Plugins!”
Feat. curtis mchale
Listening makes us better
A clip from “Hello, Plugins!”
Feat. curtis mchale
A clip from curtis mchale’s vlog
Speaking adds to your reach, Listening multiplies it
I've been listening to the "Hello, WP!" podcast and I love it. It's from the perspective of someone new to #wordpress and it's well-produced, well-articulated, and charming. Give it a listen if you have the time!
Listening leads to partnerships/relationship
A clip from the #Pressforward podcast
Email Marketing
Small businesses
Reviews
a Public-facing Roadmap
Forums
In Conclusion