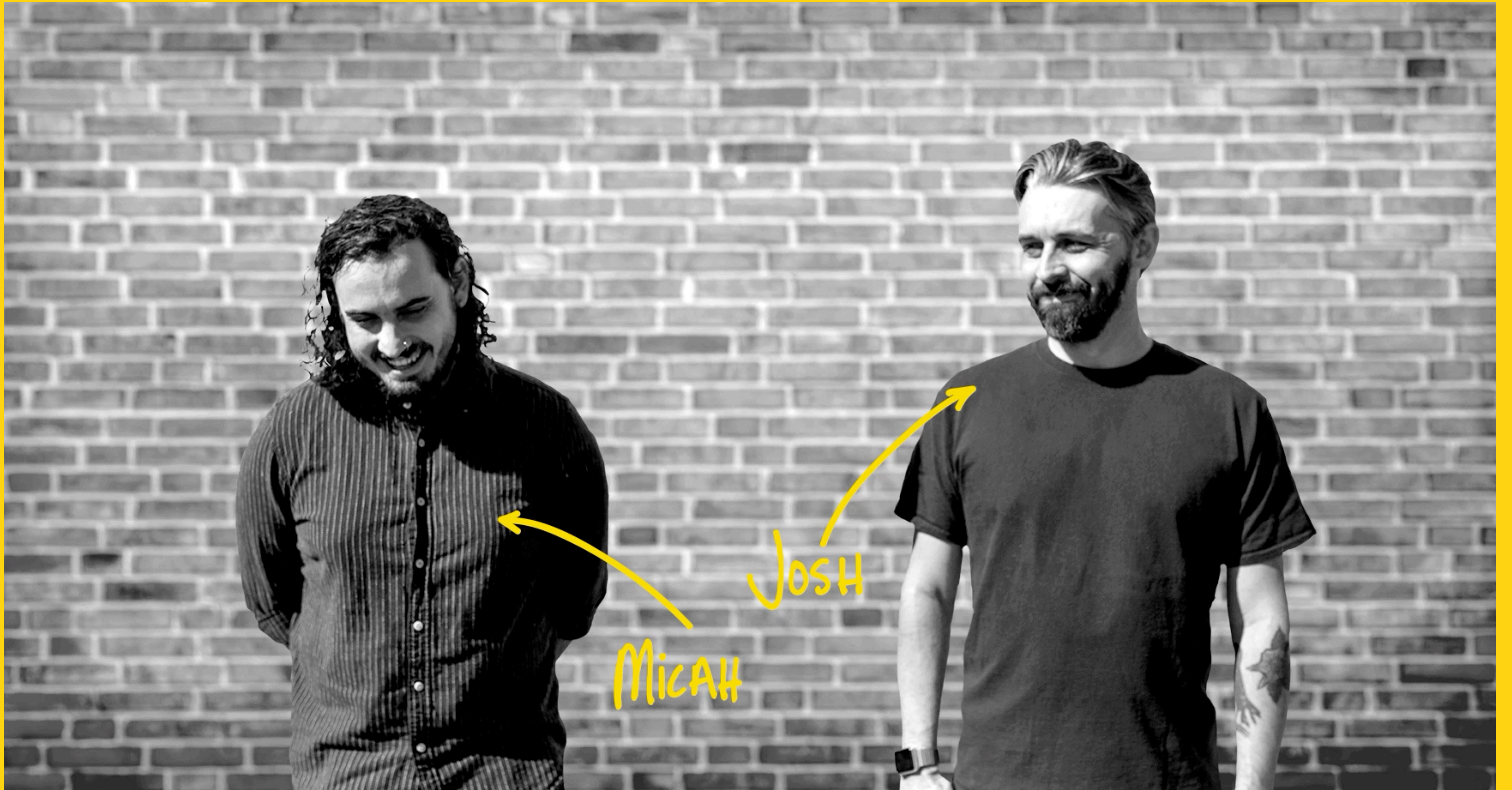


WELCOME TO
LISTENING PARTY!

 **wpmudev**

HELLO
WP



MICAHA

JOSH

HELLO
WFP





Exercise

What are you most excited about?

What are you building?

What are you creating?

What's your big idea?



3:00



**HELLO
WP**

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



**HELLO
WP**



- 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!"

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Listening Requires
Humility



A Clip from "Hello, Gutenberg!"
Feat. Matthew Bullis

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Listening isn't
always easy



A clip from "Hello, Plugins!"
Feat. curtis mchale

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Listening makes
us better



A clip from "Hello, Plugins!"
Feat. curtis mchale

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A clip from curtis mchale's vlog

**HELLO
WP**



Speaking adds to your reach, Listening multiplies it



Josepha Haden
@JosephaHaden



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!



Hello, WP! a WordPress Podcast

"Hello, WP!" is a first-of-its-kind journalistic podcast series that follows Micah, a new user, on a journey to discover ...

hellowp.world

10:51 AM · Feb 28, 2019 · [Twitter Web Client](#)

16 Retweets **53** Likes





Listening leads to
partnerships/relationship



A clip from the
#Pressforward podcast

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Email Marketing



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Small businesses

Reviews



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a Public-facing Roadmap

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Forums



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Partnerships

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In Conclusion



HELLOWP.WORLD

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