

# Marketing yourself as a Developer

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Once upon a time, there  
were two developers...



# Meet Nikola

- ◆ Has a master CS degree
- ◆ Is an expert developer
- ◆ Hates his job
- ◆ Works unpaid overtime
- ◆ Sees no future





# Meet Robert

- ◆ Independent contractor
- ◆ Chooses what he works on
- ◆ Works wherever he wants
- ◆ Satisfied with his life
- ◆ Has an audience of 10000+ people





WHY?

Think really really hard...







Freedom

*Are you ready for it?*





Security

Not the government job type one





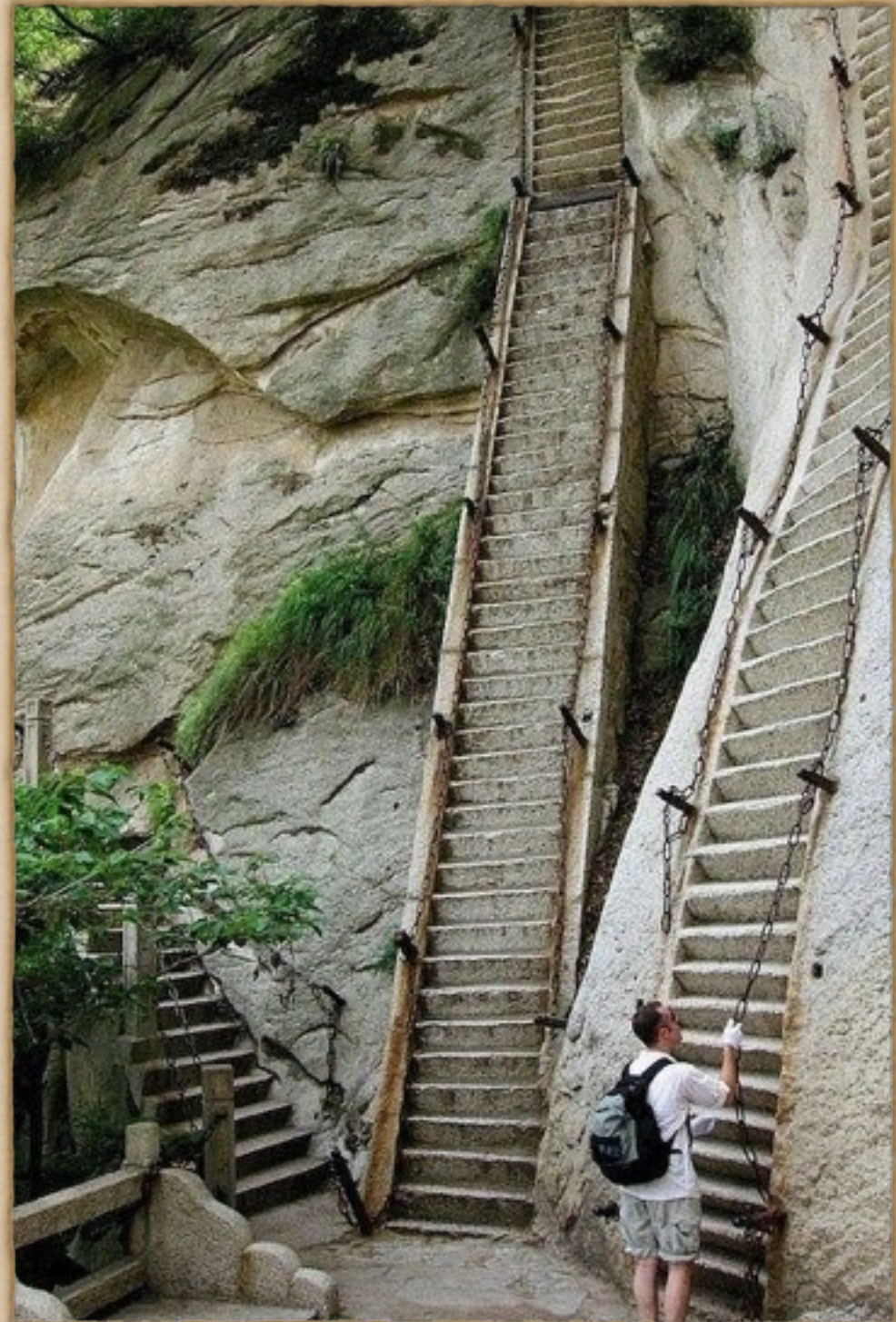
# Respect

Not the government job type one



# HOW?

From Frank to Joe in 12  
easy steps or less





# Teach

Watch one, Do one, Teach  
one





**THE  
DOMESTIC  
SPECIALIST**



Specialise

No generalists allowed beyond this point





# Write (Blog)

Have you written anything today?



Sign up to my  
**Mailing List**



...Colour Your World

Mailing List  
Don't be a spammer





Podcasting  
Howard Stern anyone?



**RAILSCASTS**  
**PRO**

Screen Casting

We really need new RailsCasts





# Public Speaking

There are no alligators on the stage





# Marketing tips

How not to be a used car salesman





# Join discussions

Online and offline





Guest posting  
Make new friends





Give before you ask





Be the best you can be  
Unless you can be Batman, then be Batman



Don't be a  
scumbag  
Steve

Seriously, just don't be  
that guy





Some resources to help  
you on your way



# Blogs

- ◆ Seth Godin's blog - [sethgodin.typepad.com](http://sethgodin.typepad.com)
- ◆ Signal v. Noise - [signalvnoise.com](http://signalvnoise.com)
- ◆ Write to Done - [writetodone.com](http://writetodone.com)



# Books

- ◆ How to Win Friends and Influence People, Carnegie, D.
- ◆ To Sell Is Human, Pink, D.
- ◆ Purple Cow, Godin, S.
- ◆ All Marketers are Liars, Godin, S.



# Courses

- ◆ Heroic Public Speaking -  
[heroicpublicspeaking.com](http://heroicpublicspeaking.com)
- ◆ J. Sonmez blog course -  
[simpleprogrammer.com/products](http://simpleprogrammer.com/products)
- ◆ Pat Flynn podcast course -  
[www.smartpassiveincome.com/how-to-start-a-podcast-podcasting-tutorial/](http://www.smartpassiveincome.com/how-to-start-a-podcast-podcasting-tutorial/)





Thank You!