

BUILD YOUR DEVELOPER BRAND

STRATEGIES FOR MARKETING AND BRANDING THAT WORKS

**WHY DO YOU THINK
I CAN TEACH YOU MARKETING?**





Learning Susy

How to Make Ultra Flexible Layouts Easily
with the Susy Framework

By Zell Liew



A step by step guide to

Automating Your Workflow

With Gulp.js and other awesome tools

By Zell Liew

Mastering

Responsive Typography

Your step by step guide to designing and coding
good-looking websites with typography

By Zell Liew

Learn
JavaScript
{ *From scratch* }

\$40,000

Overview

Users vs. Select a metric

Hourly Day Week Month

● Users

10,000

5,000

... Mar 3 Mar 5 Mar 7 Mar 9 Mar 11 Mar 13 Mar 15 Mar 17 Mar 19 Mar 21 Mar 23 Mar 25 Mar 27 Mar 29 Mar 31

Users

142,023

New Users

132,254

Sessions

170,996

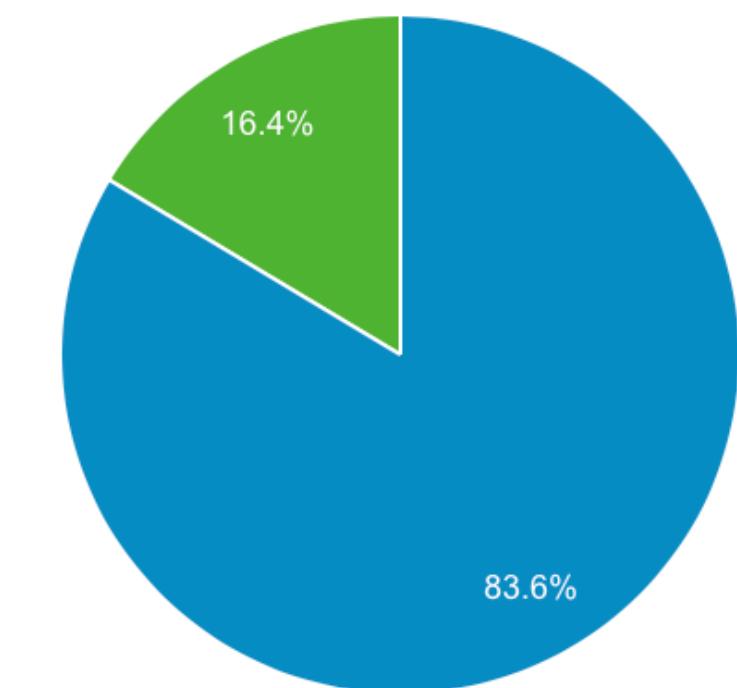
Number of Sessions per User

1.20

Pageviews

199,585

■ New Visitor ■ Returning Visitor



Pages / Session

1.17

Avg. Session Duration

00:00:45

Bounce Rate

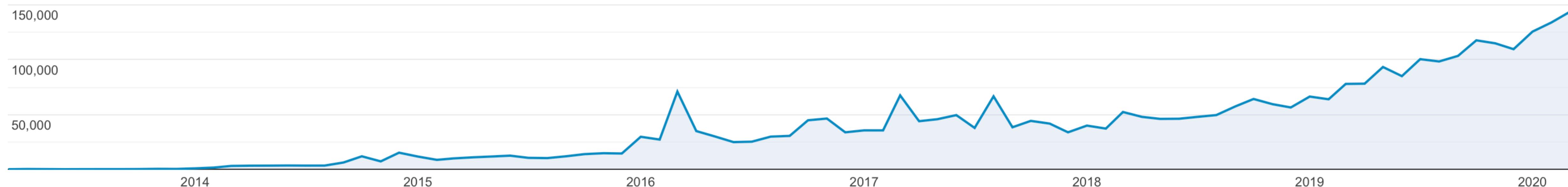
90.38%

Overview

Users vs. Select a metric

Hourly Day Week Month

● Users



Users

3,056,537

New Users

3,048,041

Sessions

4,352,300

Number of Sessions per User

1.42

Pageviews

5,526,618

Pages / Session

1.27

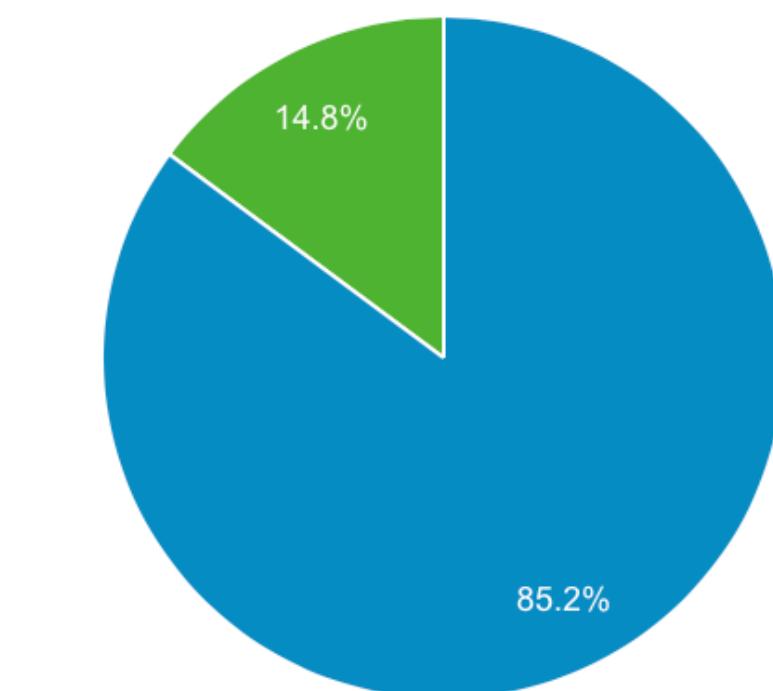
Avg. Session Duration

00:00:58

Bounce Rate

86.76%

New Visitor Returning Visitor





LIFETIME TOTALS

24,369

TOTAL SUBSCRIBERS

33.52%

AVG OPEN RATE

4.74%

AVG CLICK RATE

4.9M

EMAILS SENT

TODAY

19

NEW SUBSCRIBERS

WHAT IS MARKETING?

**HOW DO YOU CURRENTLY
MARKET YOURSELF?**

**MARKETING IS
MAKING CHANGE HAPPEN**

MARKETING

- **Who do you want to change?**
- **What are you trying to change?**
- **What promise are you're making?**

WHO ARE YOU TRYING TO CHANGE?

GOOD ANSWERS

- **Specific**
- **Based on psychographics**

SPECIFICITY MATTERS

SPECIFIC IS BETTER

- **You know the people better.**
- **You know their pain.**
- **You understand what they're looking for.**
- **And you can do something to help.**

**IF YOU WANT THEM TO LISTEN TO YOU
YOU NEED TO LISTEN TO THEM FIRST**



PHOTO BY MIMI THIAN ON UNSPLASH

EMPATHY



PHOTO BY [MD. ZAHID HASAN JOY](#) ON UNSPLASH

IF YOU'RE FINDING A JOB...

- **Who's your ideal employer?**
- **What do they believe in?**
- **What do they want?**

Who you are

Rock star? Pass. Superhero? Super yawn. Friendly and thoughtful? Let's talk.

In broad strokes, Managers of One thrive at Basecamp. If you consider yourself an eager learner, a conscientious worker, and a thoughtful, kind, supportive human, you might just have a home here.

Hire managers of one



[Basecamp](#) wrote this on Nov 26 2008 / [19 comments](#)

When you're hiring, seek out people who are managers of one.

What's that mean? A manager of one is someone who comes up with their own goals and executes them. They don't need heavy direction. They don't need daily check-ins. They do what a manager would do — set the tone, assign items, determine what needs to get done, etc. — but they do it by themselves and for themselves.

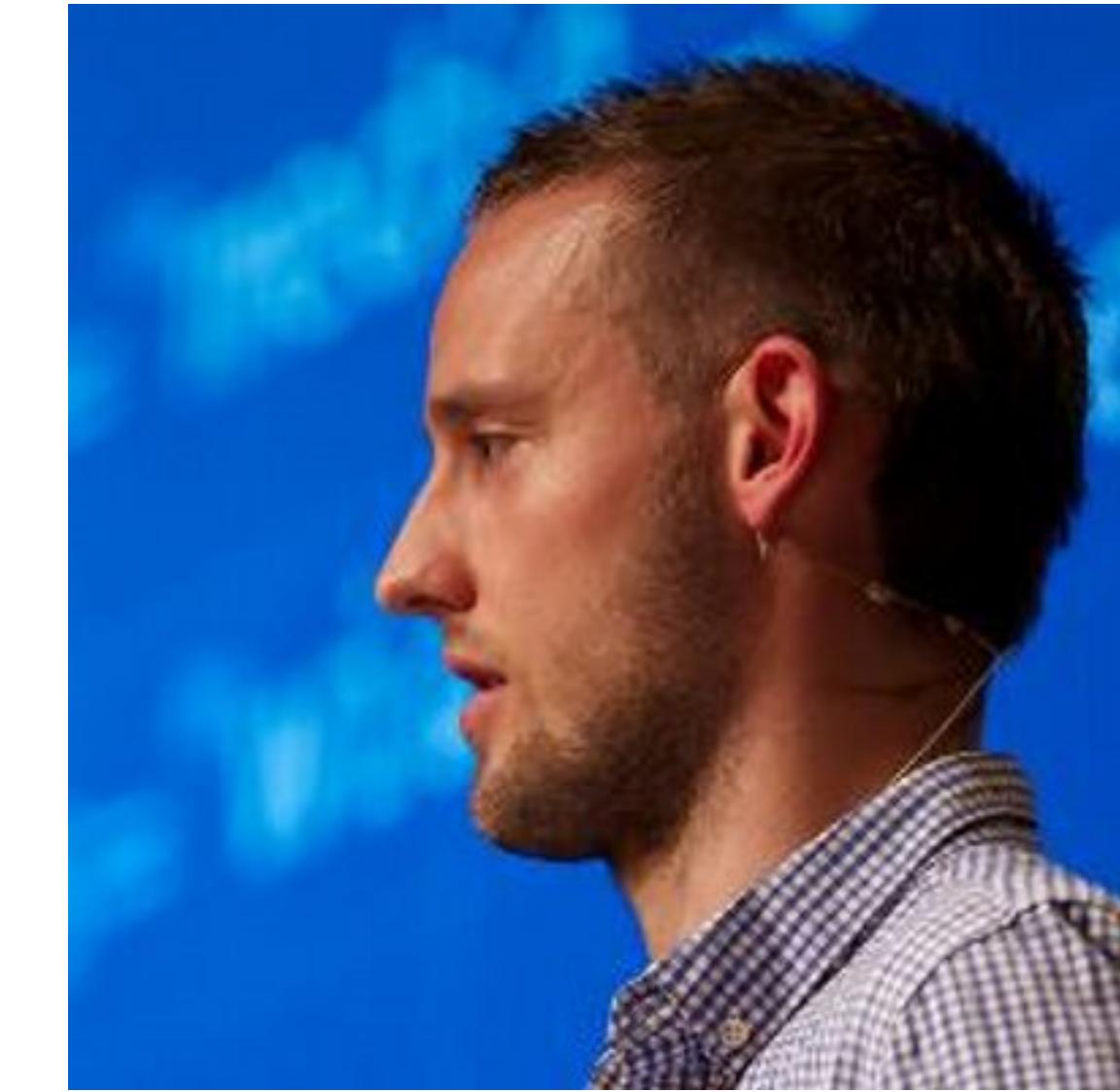
**PEOPLE LIKE US
DO THINGS LIKE THIS**

BE THE PERSON THEY WANT

IF YOU'RE FREELANCING...

- Who are your ideal clients?
- Where can you find them?

**WHO ARE YOU
EXCITED TO WORK FOR?**



IF YOU'RE FREELANCING...

- **What do they want? (That you don't want)**
- **What do they believe? (That you don't believe)**

**BETTER IS DIFFERENT FOR
EVERYONE**

**WHO DO YOU CARE ENOUGH
TO WANT TO CHANGE?**

**WHAT CHANGE
ARE YOU TRYING TO MAKE?**

YOUR CHANGE MUST BE

- **What the people you serve want**
- **Must be what you want**
- **(Or what you are good at, but don't mind doing)**

JOB SEEKERS

Who you are

Rock star? Pass. Superhero? Super yawn. Friendly and thoughtful? Let's talk.

In broad strokes, Managers of One thrive at Basecamp. If you consider yourself an eager learner, a conscientious worker, and a thoughtful, kind, supportive human, you might just have a home here.

Wordsmiths

[Next: Interface First](#)

Hire good writers

If you are trying to decide between a few people to fill a position, always hire the better writer. It doesn't matter if that person is a designer, programmer, marketer, salesperson, or whatever, the writing skills will pay off. Effective, concise writing and editing leads to effective, concise code, design, emails, instant messages, and more.

That's because being a good writer is about more than words. Good writers know how to communicate. They make things easy to understand. They can put themselves in someone else's shoes. They know what to omit. They think clearly. And those are the qualities you need.

[← Basecamp.com](https://www.basecamp.com)

The Basecamp Employee Handbook

Everything you need to know about
making a career at Basecamp.

Continue from where you left off →

BE SO GOOD
THEY CANNOT IGNORE YOU

EMPLOYED PEOPLE

10X ENGINEERS

BE INDISPENSABLE

LINCHPIN

Are You Indispensable?



Bestselling author of *Purple Cow*, *The Dip*, and *Tribes*

SETH GODIN

THE NEW YORK TIMES BESTSELLER

WHAT CAN YOU CHAMPION?

FREELANCERS



PHOTO BY SHARON MCCUTCHEON ON UNSPLASH

ENTREPRENEURS

**WHAT CHANGE
ARE YOU TRYING TO MAKE?**

5 MINUTE BREAK

BREAK THOUGHTS

- **What have you learned so far?**
- **Share them on Twitter if you're generous enough!**
- **#DYDB**
- **@zellwk**

WHAT PROMISE ARE YOU MAKING?



PHOTO BY [IVAR ASGAUT ON UNSPLASH](#)

ENTREPRENEURS

**GUARANTEE
YOU WILL LOVE THE PRODUCT...**

GUARANTEE
YOU WILL LOVE THE PRODUCT...

JOB SEEKERS

EMPLOYED PEOPLE

FREELANCERS

COUPLE THINGS ABOUT PROMISES

- **Underpromise and overdeliver**
- **Promise and trust**
- **Be reliable**

**WHAT PROMISE
ARE YOU GONNA MAKE?**

UNIQUENESS

I NEED TO BE UNIQUE

TOO UNIQUE

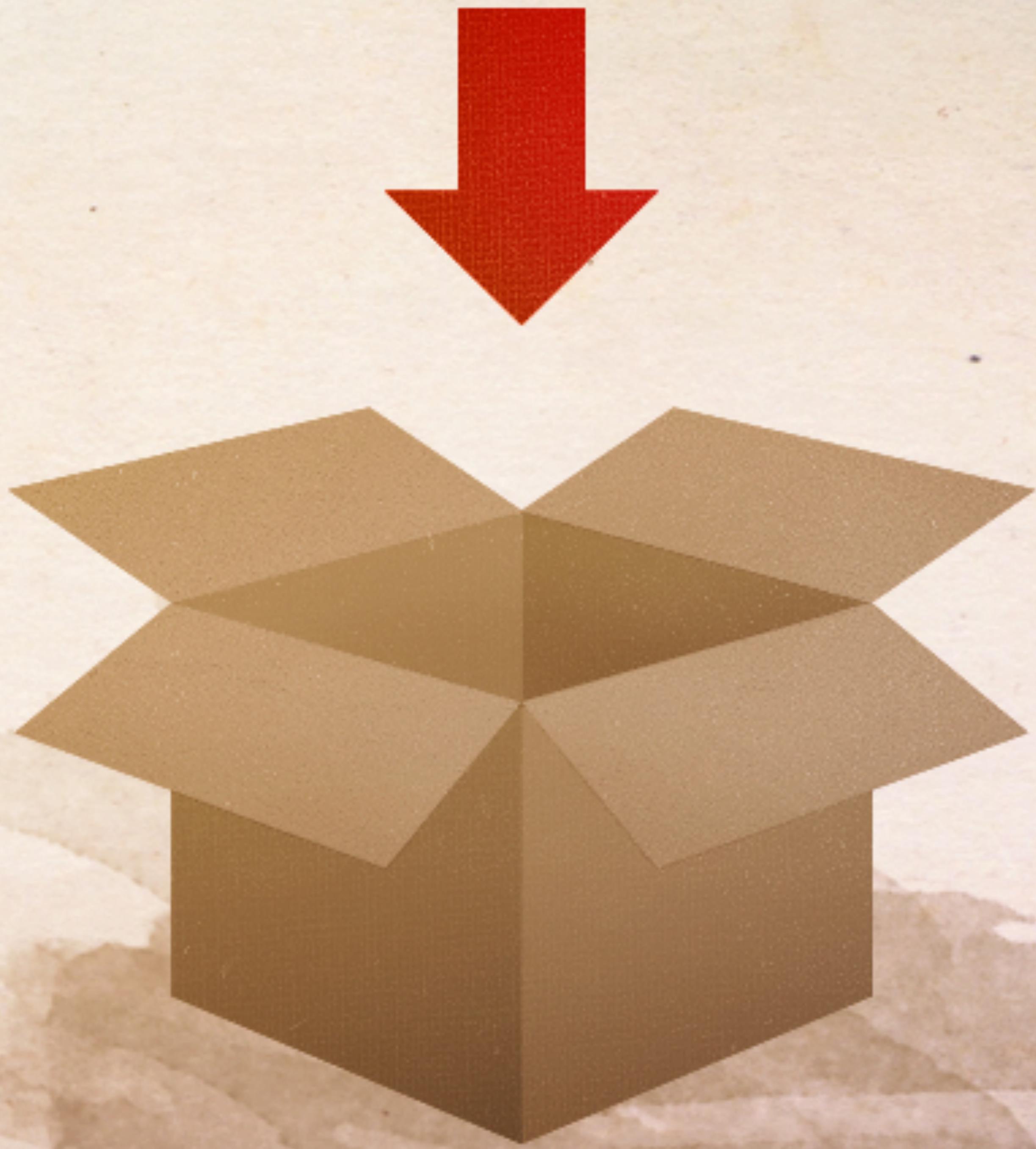


PHOTO BY SEANWES

COMPETITION == GOOD

BRANDING

BRANDING

- **How you look**
- **How you act**
- **What others think of you**

CREATING A BRAND

- Your posture
- Your attitude
- Show up **consistently**

PORTFOLIO

- **What are you good at?**
- **What have you done?**
- **How have you expressed 1 and 2?**

CREATE A BODY OF WORK

MARKETING TO THE MOST IMPORTANT PERSON

STOP THINKING ABOUT YOU

FOCUS ON THEM

AUTHENTICITY

MARKETING

- **Who do you want to change?**
- **What are you trying to change?**
- **What promise are you're making?**

WHAT HAVE YOU LEARNED?

- **What have you learned so far?**
- **Share them on Twitter if you're generous enough!**
- **#DYDB**
- **@zellwk**

EXECUTION 😎

AVENUES

- **Blog**
- **Podcast**
- **Videos**
- **Social Media**
- **Meetups**
- **Conferences**
- **Answer Stack Overflow**
- **Contribute to Open Source**

TWO IMPORTANT THINGS

- **Consistency**
- **Reach**

MY CHOICE:
BLOG + EMAIL

RESOURCES 😎

JOB SEEKERS

- **Cracking the coding career by Shawn Wang**
- **Negotiation by Ramit Sethi**
- **Dream Job by Ramit Sethi**

ZELLWK.COM/CTCC

EMPLOYED PEOPLE

- **Linchpin by Seth Godin**

FREELANCERS

- **Freelancer Workshop by Seth Godin**
- **Creative Class by Paul Jarvis**
- **Blueprint & Double Your Consulting by Brennan Dunn**
- **Value Based Pricing & Learn Lettering by Seanwes**

ENTREPRENEURS

- **The Marketing Seminar by Seth Godin**
- **This is Marketing by Seth Godin**
- **Do the work I shared with you today** 

BLOGGING AND EMAILS

WHY BLOG?

BLOG VS PODCAST VS VIDEO

WHY EMAIL?

EMAIL VS RSS VS TWITTER

[Setting up Windows for development](#)

Completed Apr 08, 2020 at 7:04am PDT

23,931 Recipients • 22.1% Open Rate • 2.6% Click Rate • 691 Clicks • 58 Unsubscribers

[Worried about losing your job?](#)

Completed Apr 02, 2020 at 7:07am PDT

23,771 Recipients • 22.7% Open Rate • 1.3% Click Rate • 316 Clicks • 49 Unsubscribers

[Replay for yesterday's Call](#)

Completed Apr 01, 2020 at 9:23pm PDT

587 Recipients • 46.3% Open Rate • 8.3% Click Rate • 49 Clicks • 0 Unsubscribers

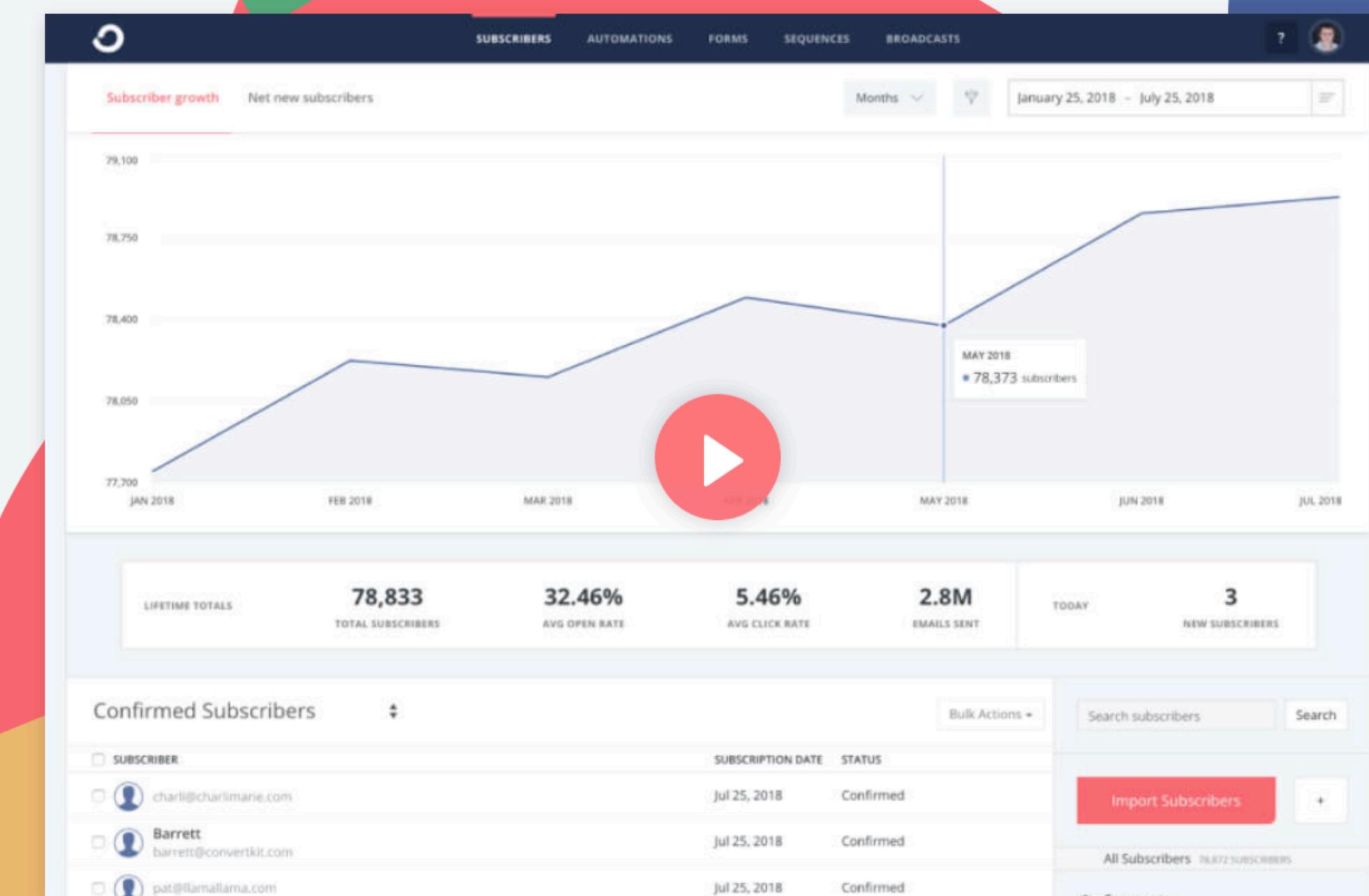
[A Simple CLI for Convertkit](#)

Completed Apr 01, 2020 at 7:02am PDT

23,767 Recipients • 21.4% Open Rate • 1.0% Click Rate • 257 Clicks • 39 Unsubscribers

Connect with your audience. Make a living doing work you love.

Email marketing software the way it should be.

[CREATE A FREE ACCOUNT](#)

ZELLWK.COM/CONVERTKIT

EMAIL IS YOUR PLATFORM

IT DOESN'T CHANGE
(FOR A LONG TIME)



IS IN THE LIST

STEPPING UP



PHOTO BY [LEWIE EMBLING](#) ON [UNSPLASH](#)

FEATURES

- **SEO**
- **Various color themes.**
- **It works**
- **Netlify**
- **Integrate with Convertkit**

1. ZELLWK.COM/CONVERTKIT

2. ZELLWK.COM/CONTACT

OFFER NUMBER 2

CLARITY + EXECUTION

SUPPORT + FEEDBACK + GUIDANCE

BYDB: GUIDED

- **Sit down with you for 30 minutes to 1 hour to clarify**
 - **People you want to serve**
 - **Change you want to make**
 - **Promise you're making**

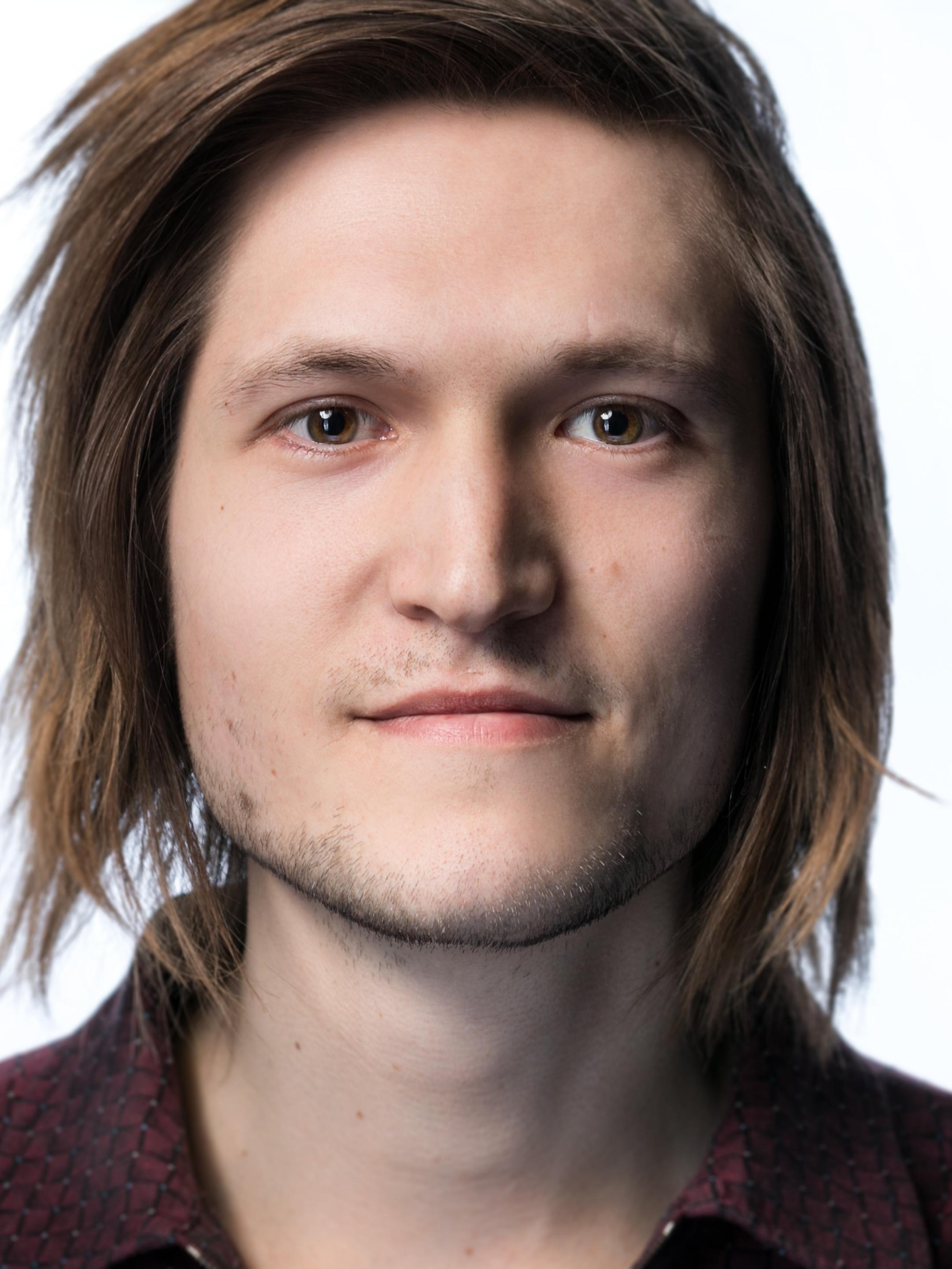
BYDB: GUIDED

- **Sit down with you for 30 minutes to 1 hour to clarify**
 - **People you want to serve**
 - **Change you want to make**
 - **Promise you're making**

KARL VUPIUS

Before the call with Zell, I struggled to choose between design or development as my career.

During the call, I realized I actually wanted to do logo design, but I didn't have the courage to pursue it.



BYDB: GUIDED

- **Sit down with you for 30 minutes to 1 hour**
- **Review what you have**
- **Be available for you via chat**

**YOU WILL
WORK YOUR ASS OFF**

BYDB: GUIDED

- **Sit down with you for 30 minutes to 1 hour**
- **Review what you have**
- **Be available for you via chat**
- **Group accountability with others**



PHOTO BY [MARKUS SPISKE](#) ON [UNSPLASH](#)

BYDB: GUIDED

- **Sit down with you for 30 minutes to 1 hour**
- **Review what you have**
- **Be available for you via chat**
- **Group accountability with others**
- **Recording of all 1-1 calls**
- **4 Group Feedback Calls**

BYDB: GUIDED

- **Sit down with you for 30 minutes to 1 hour**
- **Review what you have**
- **Be available for you via chat**
- **Group accountability with others**
- **Recording of all 1-1 calls**
- **4 Group Feedback Calls**
- **How to sell** 

Learn
JavaScript
{ *From scratch* }

I PROMISE
I'LL BE HERE FOR YOU
(FOR THIS ONE MONTH)

**HOW MUCH WILL
THIS BE WORTH FOR YOU?**

\$ 999

\$ 333

(PER MONTH FOR 3 MONTHS)

BYDB: GROUP

- **Sit down with you for 30 minutes to 1 hour**
- **Review what you have**
- **Be available for you via chat**
- **Group accountability with others**
- **Recording of all 1-1 calls**
- **4 Group Feedback Calls**
- **How to sell** 😷

\$ 495

\$ 165

(PER MONTH FOR 3 MONTHS)

GUIDED (1-TIME)

zellwk.com/bydb-guided

GROUP (1-TIME)

zellwk.com/bydb-group

GUIDED (3-MONTHS)

zellwk.com/bydb-guided-3

GROUP (3-MONTHS)

zellwk.com/bydb-group-3

QUESTIONS