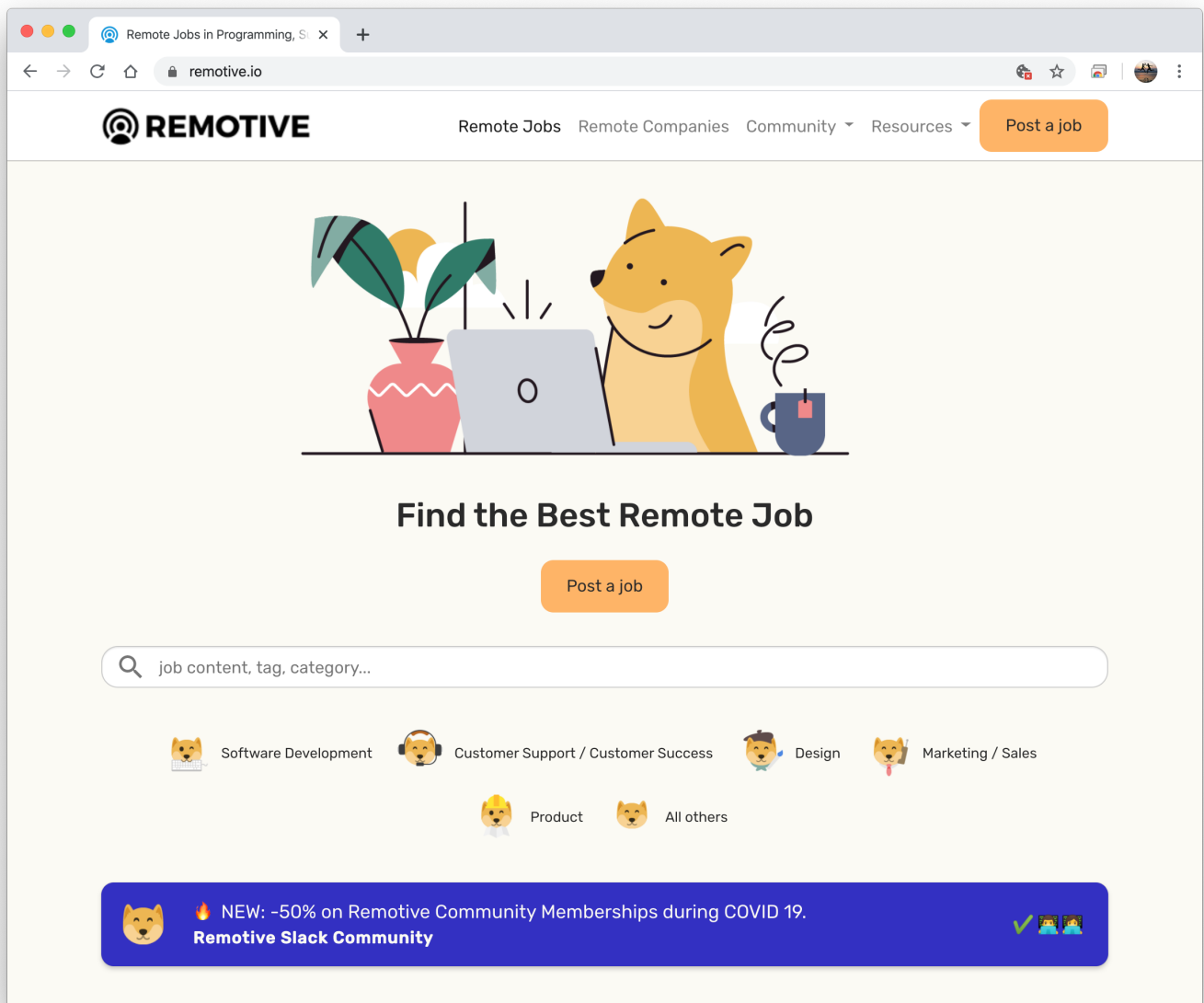


How side-project Remotive.io grew to \$11,000/mo, patiently.





Rodolphe Dutel is founder of [Remotive.io](#), a job site focused on remote roles for technology professionals. He launched it in 2014 as a side project, went part-time in 2017, then full-time in 2019. It now earns \$11,000 a month.

Rodolphe is extremely open about how he's built Remotive so there are many excellent learnings to be found, but here are my top five:

1. Write content... and then write about writing content – It all started with a [post on Medium](#) which gained traction and quickly became the first Remotive newsletter. Then Rodolphe wrote about [how he'd started a newsletter](#) off the back of his Medium article. And he kept [writing](#) and [writing](#). Each post reached a bigger audience and the growth compounded over time.

2. Launch repeatedly – Over the years Remotive launched 5 times on Product Hunt. It worked. Don't be afraid to launch multiple times.

3. Be authentic in your interactions – From the start Rodolphe sent personal emails to all new subscribers asking how he could bring them value. He was open about Remotive being a small side-project, and this generated goodwill which brought in offers of help, and many people sharing his articles.

4. Provide tools people want – Apart from the newsletter, Rodolphe realised people wanted access to data about remote roles. So he created [Google Sheets](#) filled with data he'd collected from his audience, and gave them access to it.

5. Be patient and persistent – It took 5 years for Rodolphe to get to a point where he could go full-time on his side project. There were times when he felt like giving up. But he kept at it and sent his newsletter every week. The persistence paid off.

[Follow Rodolphe on Twitter](#)

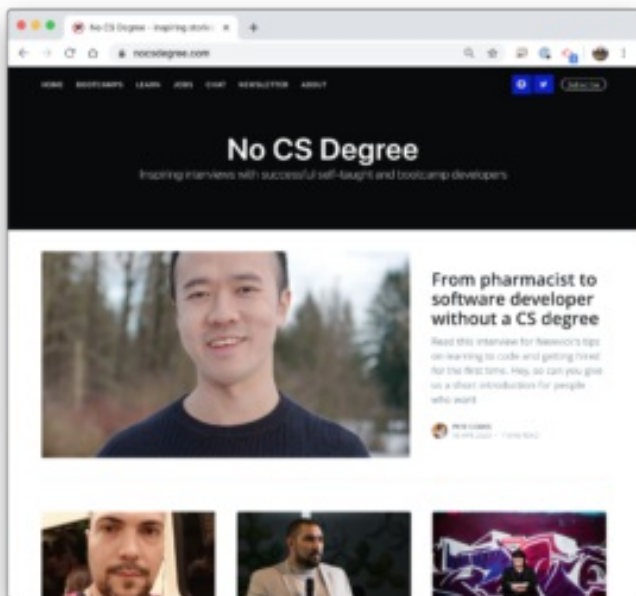
[Remotive website](#)

TAGS: CONTENT MARKETING, JOB-BOARD

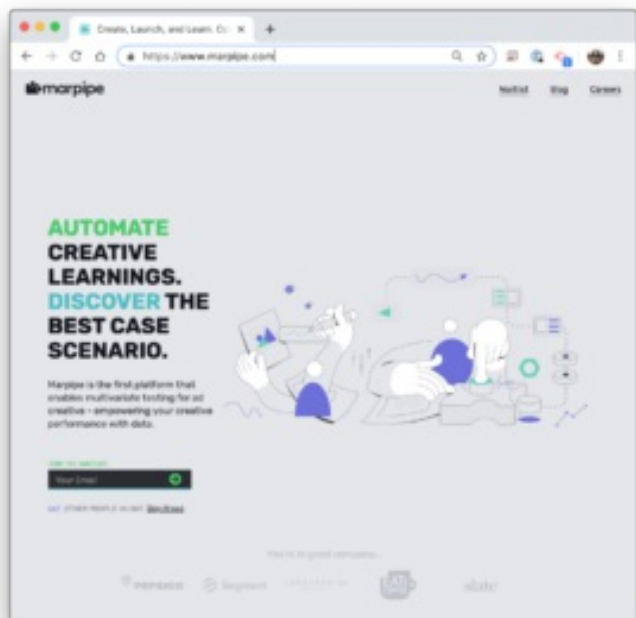
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