| Home | Business | All Categories ⌄ | DMCA COPYRIGHT!! | Old Link / URL Problem? |

Free Education | Premium Satisfaction

🏠 **Home** ▸ **SimpleProgrammer.com** ▸

SimpleProgrammer – How to Market Yourself as a Software Developer

SIMPLEPROGRAMMER – HOW TO MARKET YOURSELF AS SOFTWARE DEVELOPER

SimpleProgrammer.com 👤 admin 🕐 March 15, 2020 💬 0

🏷 SimpleProgrammer.com - How to Market Yourself as a Software Developer

Dear fellow Software Developer, I still remember the moment when my boss pushed me over the edge. One day, my boss, Tom Shirky, pulls me into the conference room to chat for a bit … The next remember is I scream in his face while he screams right back. And I took everything not to … **have t him straight in the face.**

Now I'm not proud of this screaming match. This was definitely the lowest point in my software development career. Tom was the worst part of the worst job I've ever had.

Every morning, as I walked through the front door, my belly tightened into a knot. I counted for every second of every day, and when it was 5 o'clock, I just ran out of work.

Hi, I'm John Sonmez.

And when Tom made hell every day, I had no idea what awaited me in the future.

I did not know that one day I would become a leader in the developer community thanks to Simple Programmer, my blog, which is visited by more than 1 million developers a year.

I did not know that I was going to create 55 PluralSight training courses on various topics from Jav iOS and GoLang, or write a best-selling book Soft Skills: Software Developer's Guide for Developers

I did not know that one day I would become the headline at international developer conferences su Ordev and Xamarin Evolve, or at large corporations such as Verizon, which would knock on my doo consult with me at $ 500 an hour.

And I really had no idea that I would fulfill my dream of a lifetime about early retirement – and that I achieve this goal before my 33rd birthday.

Then all I knew was … **"Office space."** It was a documentary of my life.

Honestly, I took this job out of despair. I have been out of work for 3 months.

My wife and I lived with our parents near Orlando, crashed into their sofa bed in the living room whi was hunting for work. And after several months of inactivity with work, you begin to believe that … **T deck is stacked against you.** Due to my role as a mentor for software developers around the world, heard from many developers who are in the same boat as me.

Here is the real problem:

Programming has become a commodity.

As, for example, a product that is bought by the pound, as a rule, at the lowest price.

This is a really great career choice …

Where else do you have the opportunity to spend your work time doing complex craft, solving fatty important real problems, creating products that change the world, working with some of the best ar most intelligent people …

Learn and stretch every day …

Enjoy trendy office space, free snacks and table tennis in the relaxation room …

And make serious money in the process?

Surprisingly, the "gold rush" of young programmers flooded the labor market. And this trend continu 40,000 new computer science students enter the US labor market every year, and that's not countin taught developers and bootcamp graduates.

But as soon as you go around companies several times, you will begin to realize that the opportunit salaries and benefits in software development are "asymmetric".

When a company posts a job on a site like Monster or Dice, it's like throwing pieces of fish into sha ridden water.

The first sentence comes in a few seconds. And they continue to pour in for several days until the publication deadline.

Companies receive 250 applications for every job they publish, and this is just the industry average.

Good developer jobs can attract much more because desperate job seekers (like me!) Send out the resumes to every company that appears when they search for the term "developer" … 75% of them i even qualified.

Intro:

How to sell yourself as a software developer is a systematic way to increase your reputation, credi
and goodwill …

Always try to give more before asking for something in return. When you do this consistently, you w
that you are no longer trying to use the opportunities. Instead, you attract the very best.

And as your career grows, you grow, becoming a better and more advanced software developer.

This course contains my entire system:

- pushing yourself to develop your technical skills and work with people who share your passio
  software development excellence
- In the coming months and years, growth will be 20%, 50%, or even 300%.
- Create your own "safety net" of career opportunities so you never have to worry about where y
  next paycheck will come from – it is REAL security
- Creating a reliable filing system for 4- and 5-digit freelancers and consulting
- Creating a platform for starting your own profitable business as an entrepreneur by selling yo
  knowledge or creating a software product.
- Enjoy great satisfaction in your daily work.
- Master your craft and continue to improve your skills and productivity.
- Building relationships that can lead to profitable business opportunities in the future
- Earn more respect from your team and manager and voice in making important decisions
- Developing confidence to fend for yourself – and even get away from toxic work

Here's how it all works …

The course consists of 6 modules, each of which is based on the ideas of the previous modules, br
brick, until you assemble your new platform to enhance your career.

In each module, I will personally guide you through several key concepts.

Then I will show you practical step-by-step actions that will quickly begin to strengthen your reputat
and authority in your chosen niche – and will begin to gain the respect that your knowledge and
achievements deserve.

Here is just a brief overview of what you will discover in this course:

Module # 1 – Why Marketing Is Important (and How to Get Started)

This module lays the foundation for everything else in the course.

To begin with, we are going to destroy a whole bunch of lies that have hindered your success in you
career so far.

Lying about what it means to be a professional. Lying about your skills and your true value. It is a lie
companies really want and need the developers they hire.

The change in thinking you make here is crucial. Without this, any marketing methods that you try a
likely to have unpleasant consequences and leave you feeling cheap and unprofessional.

Then I will show you the basic building blocks in your new "authority plan" plan.

You will see how all the parts fit together on both the "strategic" level ("what" and "why") and the "ta
level ("how").

In this 13-main PDF you will find:

- The devastating consequences of trying to "abandon" marketing yourself. Choosing this path means giving your future to the corporations you work for.
- Secret criteria that interviewers use to make judgments about you (they all do this, ESPECIAL those who swear that they don't)
- Why the generally accepted wisdom in marketing is completely the opposite – and how chang broken "marketing equation" is the key to building your professional reputation
- How to ensure that your ideal employers continue to run into you wherever they are, until you become the "obvious expert" everyone turns to
- Is it worth it to sell yourself under your own name or create a separate company? The pros an of both, plus the Goldilocks Strategy, which may be the best of both worlds

Module 2 – Brand Building

Now that you understand what marketing is (and, what is equally important, what is not), you are re start creating your own marketing plan.

And it all starts with creating your brand. In this 8-major "crash course", I will guide you step by step through the process of developing your brand, which is the image that you design in the community software developers.

You will finally get an idea of where your career is going and how you can achieve your goals while remaining faithful to your main personality.

- How "Everyday Friday" can torpedo your career, and how to find out what you should wear in a situation at work
- Why brand creation is NOT related to the fact that it is "all without sensations", and how you, a developer, MUST create a brand based on content, skills and experience
- How Apple has established itself as a premium brand, and how you can follow in the footstep Steve Jobs to melt the resistance the next time you negotiate a paycheck or paycheck
- The "Plumber Principle," which guarantees that they will be the first to call you the next time a job opens
- A subtle branding trap that makes you look like an amateur to your friends and colleagues (ar leaves you feeling like a cheater), as well as a way to stay professional and authentic in your marketing
- How to use your "weaknesses" and win back your personal weaknesses and weaknesses to a new and exciting opportunities
- The real reason most developers never reveal their potential, and how you can be outstanding whose success is almost guaranteed

The 8 chapters of this module cover 106 minutes of high-quality video that can be viewed from any device you choose.

Module 3 – Creating a Blog

If your brand is a dent that you plan to leave in the world, then a blog is a sledgehammer that you w to make such an impression.

Your blog is your home base, a digital avatar that shows the software community what you stand fo

Creating a successful blog is similar to how a Jedi builds his lightsaber. This is a ceremony that ma your transition into maturity as a programmer.

When you have a well maintained blog, your colleagues sit down and notice what you want to say. A potential employers and clients know that you are a serious practitioner of their field.

In this 154-minute video from 7 chapters, you will look over your shoulder while I show you how to " your lightsaber." You will see behind the scenes how I work in the Simple Programmer, including the and workflow that I used to create a blog that receives more than 1.5 million page views per year.

- Why following the lead of popular bloggers like Seth Godin might set you up to censor your id and what you can do to protect your ideas and your voice
- The 3 common "blockers" that kill most software development blogs – and the steps you can to prevent your blog from becoming a victim
- A critical lesson you can learn from the top 20 websites in the world to quickly create your blog. (Many developers are fixated on this, only to discover that maintaining their site is becor huge burden ...)
- The single most important step you need to take on your blog, even before you buy a domain or create a draft of this first "Hello World" post. Skip this and you can start from scratch. Do it and creating your site will be much easier.
- Why the general approach to using the blog as a place to "park" code samples and snippets fr your recent projects does not undermine it, and 5 ways your blog can move you forward in you career

By the time we finish, you will have a blog that you will proudly show to your colleagues.

Module 4 – A Complete Guide to Promoting Your Name

You have identified your brand and created your "home base".

The next task is to attract the attention of your fellow developers, as well as to lead a team and hire managers in companies in which you may want to work.

Many developers immediately proceed to this step without laying the foundation, which we examin the first 3 modules. As a result, they run in circles and decide that "marketing alone does not work."

But you will not have this problem thanks to the solid foundation that you created in modules 1-3. N you are in a great position where every little work has come a long way, and every tiny victory takes further along your chosen path.

This module is a whirlwind tour of all the various tools that you can deploy to begin building your reputation and audience. And there have never been so many ways to get your message across to t right people.

In this 9-main full-color PDF, I'll show you more than two dozen tricks that let people sit down, notic even begin to perceive you as an authoritative voice in your field.

My suggestion: Choose 2-3 methods that match your strengths and interests, and focus on them.

With so many options, you don't have to do anything too far outside your comfort zone. In this way, can "get your name" without feeling insincere, false or persistent.

- A way to "cascade" winnings into larger wins, starting an effective cycle in which your succes quickly connect
- 2 sources of traffic that can send a stream of new readers to your blog. (Warning: this can pu site on its knees)
- How to leverage multichannel leverage to dramatically increase your online credibility efforts
- The biggest disappointment of novice bloggers and three ways to break through the "lost in th desert" phase, which drains life from most new blogs
- How to connect to an "instant audience" and get your name in front of influential developers v not yet read your blog

Module 5 – Social Networking Guide

Social media may be the only best way to "get your name" – it is so important that I dedicated a wh module to it.

For social networks to work for you (and not against you), you need a clear strategy. This module b by looking at what social networks can and (equally importantly) CANNOT help you gather an audio and move up the career ladder.

Then we will see how each social "channel" can fit into your overall plan.

- A common mistake on social networks that reduces your position, robs you of the respect you earned, and even makes your followers feel embarrassed for you ("kiss of death" for your care
- What branding "puzzle pieces" MUST you have before you start tweeting
- "Thermostat principle" to turn casual acquaintances into loyal fans
- 3 often overlooked ways to build your social media
- How to use social networks to "be everywhere" without looking like disgusting self-promotion

Module 6 – Tips to Make or Break You

Have you ever found a job that looked perfect, send your resume, and then … nothing?

Due to resume errors, more developers lose potential job opportunities than for any other reason.

Regardless of whether you apply for a job yourself or respond to an invitation from a company that to hire you, your resume will depend on many factors.

In module 6, I will show you how to avoid mistakes that can ruin your chance to get the job of your dreams.

This fast-read 14-page PDF will indicate:

- The lack of resume No. 1, which sends your resume directly to the "round file" (aka trash), and never see it again. Avoid this, and you immediately exclude half of your competitors in this po
- A hint for preparing a resume, which will save your time and ensure that you will be taken seri as a candidate. (Even if you don't take anything away from this entire course, following this si index can cost thousands of dollars if you put it into action)
- Many developers make a blunder when trying to find work. What seems "effective" to you can actually make your offer stink of despair, with the result that another interested employer will "Thank you, but I will miss"
- How applying Agile methodology to finding a job can give you MORE interviews and suggestic spending much less time and effort
- A way to shift the focus from your "subtle" work experience and impress hiring managers with skills, knowledge and work ethic (especially important for new graduates and those who are l for work in the middle of their careers and looking for programming opportunities)

With these 6 modules you will create a solid foundation for your career …

But I wanted to upload even more career development tools to my "toolbox", so here's what I came with:

Bonus No. 1 – Successful software developers reveal their career secrets

This course is similar to a set of Lego blocks. You can mix and match them in many different ways build the future you want.

That's why I decided to sit face to face with 11 software developers to find out how they applied the principles in their careers.

The programmers you will meet in these interviews will work from "famous developers" such as Ro "Uncle Bob" Martin and Jeff Atwood, to experienced programmers who have recently discovered th power of brand building.

In these conversations you will learn:

- How Uncle Bob spent 25 years as a little-known developer before he came across his brand, a how he "accidentally" discovered that he was writing a book (plus a few insider tips on the publishing industry)
- The expert career move that Microsoft MVP and PluralSight author Dan Wolin took made his credibility and begin to become famous.
- How blogger maestro JavaScript and Node.js Derika Bailey earned him the respect of one of programming idols
- A powerful way to destroy the writing block and never run out of blog ideas from Stack Overfl founder Jeff Atwood
- As an ASP.NET developer, Josh Earle created an audience from a text editor that earned him 50,000 in additional revenue.
- Mozilla Evangelist Christian Hailman's Recommendation # 1 on posting on your blog to stand from potential employers
- How popular conference speaker John Papa transformed from unknown to sought after by pa rooms at major developer conferences
- As a Google engineer, John Skeet became Chuck Norris Programming, helping other develope solve their most complex problems.
- The methods that .NET developer Miguel Castro used to build a high-paying business as a so consultant.
- A rough hack that Pineal Dave used SQL DBA to grow his blog from 180 visitors per month fr 1.8 million users in 7 years
- As a web developer and author of PluralSight, Rob Conery has made an open source project outstanding as well as a great job at Microsoft.

These video interviews take more than 4 hours. And each of these 11 developers estimates their ti MINIMUM $ 150 per hour. (Some of them bill $ 250 an hour or more.)

Bonus No. 2 – Quick Tool Guide

This two-page PDF file gives you one-click access to the 30 career tools and resources mentioned i course (plus an exclusive discount on polishing your resume with a professional resume writer).

Bonus No. 3 – 29-Step Marketing List for Developers

This checklist describes all the steps described in the "How to Position Yourself as a Software Dev section on one page.

You can print it and hang it near the monitor – this is your roadmap from an unknown developer sta from scratch to a respected expert standing side by side with leading developers whom you admire afar.

Bonus No. 4 – full transcription of video in Word format for the courses "Brand Creation" and "Blo Creation"

These transcripts are ideal for use as a quick reference when you want to update your memory with watching a video.

I highly recommend printing these PDFs and keeping them with you while you watch the video. You highlight key points and make marginal notes.

Transcription alone will usually cost you $ 260, but you will receive both transcriptions as part of th package at no extra cost.

Bonus number 5 – Posters about what you need to do and what not

Your personal network is your # 1 career asset and insurance against difficult times.

This poster-sized infographic gives you 20 tips for creating an extensive network that will be bullet and enrich your career.

You will discover ... BEST time to add people to your network ... A way to ask for a favor without feel like a bum ... How to make more friends in two months than most people in two years. .. And more!

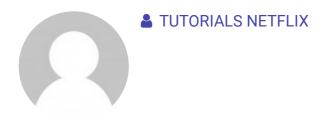**Course Page**:_https://simpleprogrammer.com/store/products/how-to-market-yourself/

Go & Watch Netflix Baby – Only For Contributed Members. Will Available Free After 15 April.

We highly recommend you to buy the original products to support the developers!

99

DISCLAIMER: No Copyright Infringement Intended, All Rights Reserved to the Actual Owne This content has been shared under Educational Purposes Only. For Copyright Content Removal Please Contact the Administrator or Email at (tutnetflix@outlook.com)

❮ PREVIOUS POST   NEXT

About The Author

  TUTORIALS NETFLIX

Add a Comment

Your email address will not be published. Required fields are marked *

This site uses Akismet to reduce spam. Learn how your comment data is processed.

Name

Email

Website

☐ Save my name, email, and website in this browser for the next time I comment.

ADD CON