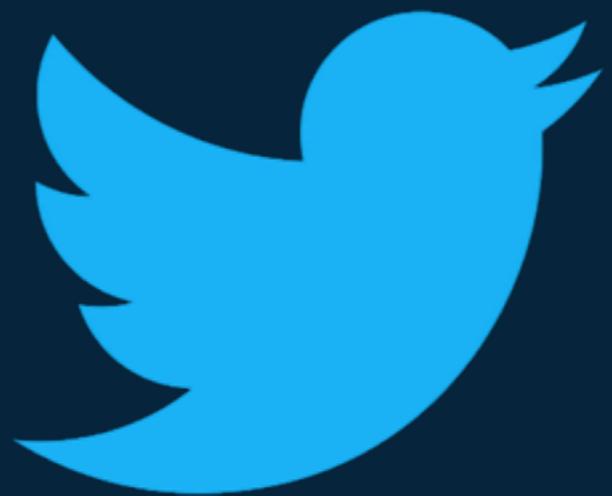




SOFTWARE
ENGINEERING
DAILY

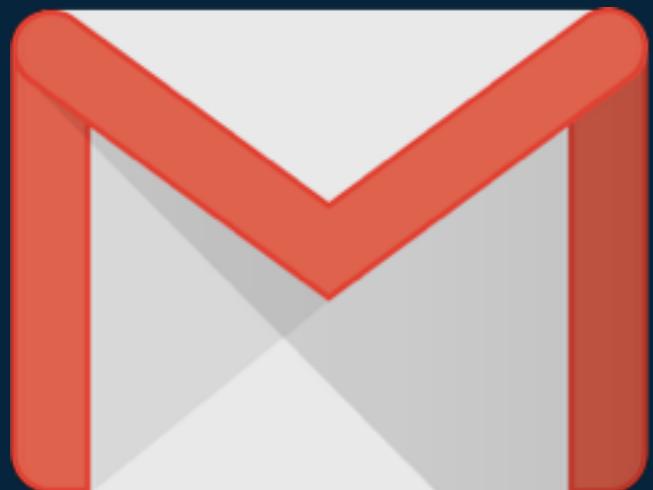
Making Money Online (for Software Engineers)

by Courtland Allen of IndieHackers.com



@csallen

courtland@indiehackers.com



Code





Making Money



Being Independent



Solving Problems

(How to)



Make money...

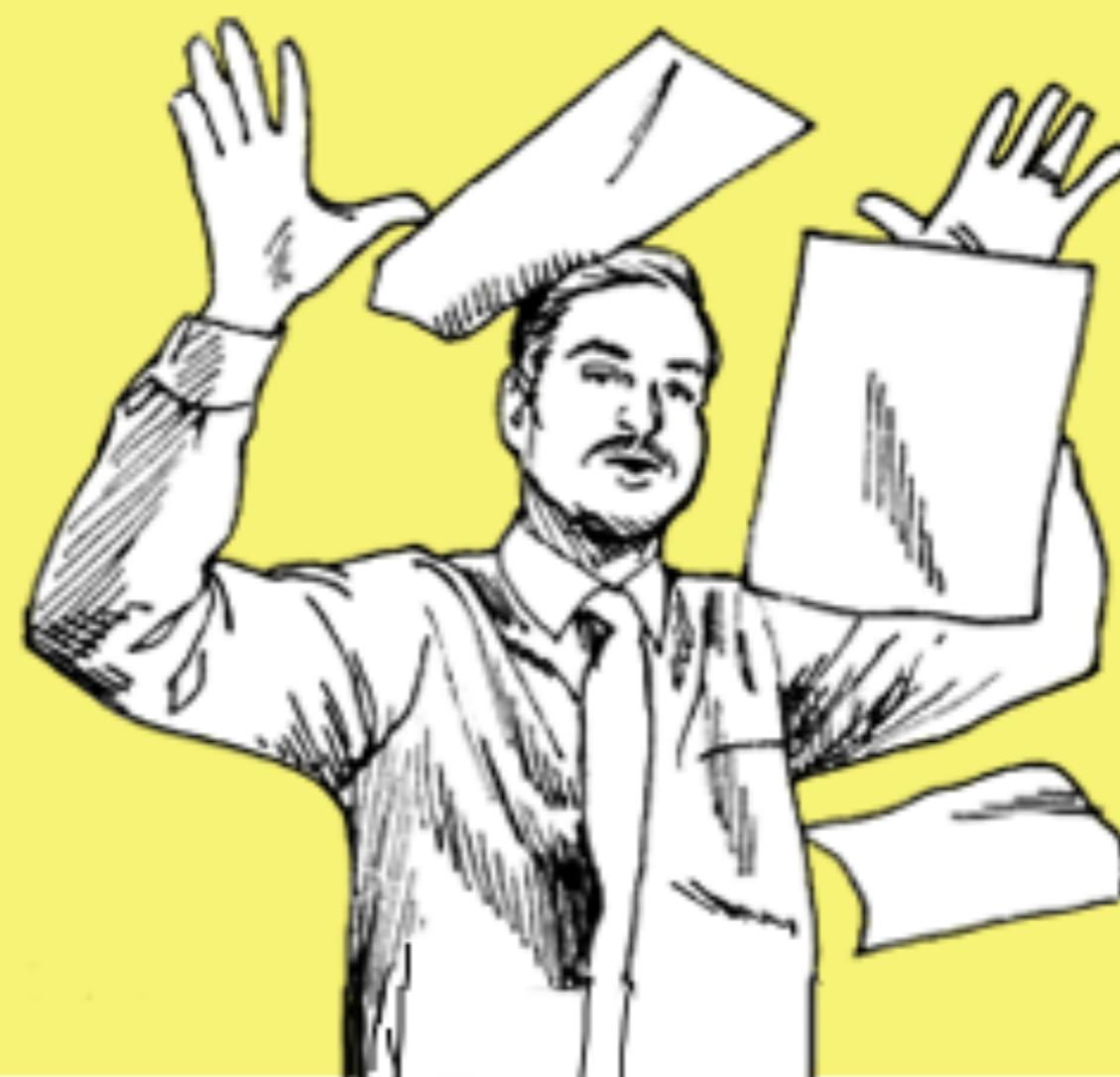


independently...



by solving problems.

Fuck this shit. I'm out.



someecards
user card

MOTHER OF GOD

WHAT HAVE I DONE





Launch! 🚀

INDIE HACKERS

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Chores and Allowance App
\$300/mo by Sanja Zepan



Grasshopper
Virtual Phone for Entrepreneurs
\$1.5k/mo by David Hauser



Product Manager HQ
Community for Product Managers
\$6k/mo by Kevin Lee



Proposeful
Online Business Proposal Software
\$400/mo by Thiago Obaid

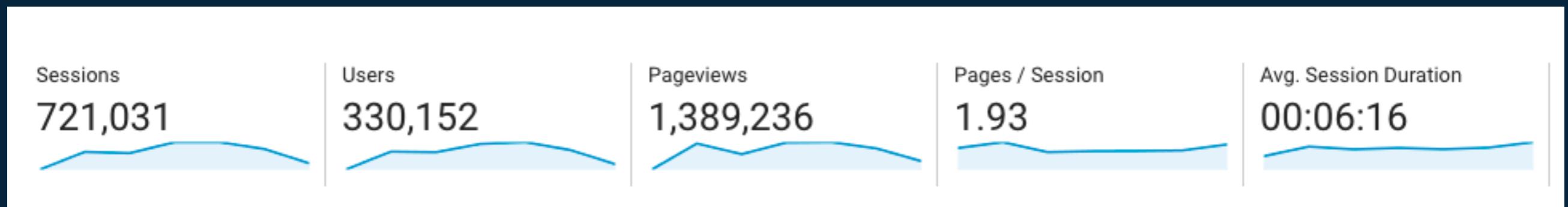


Fundraising Report Card
Fundraising Analytics for Nonprofits
\$7.5k/mo by Zach Shefska



Hello Weather
Exceptionally Useful Weather App
\$600/mo by Jonas Downey

5 Months Later



I REGRET NOTHING





Sarp Erdag
@sarperdag



[Follow](#)

Loving the stories at [@IndieHackers](#). Tons of inspiration for people who'd like to start small and be independent, doing what they love.

LIKE

1



Heiko Krebs
@heikokrebs



Matt
@mattmegabit



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[@IndieHackers](#) Love your work. You keep me inspired.



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[@csallen](#) love what you do with Indie Hackers, keep up the good work!

LIKE

1



7:33 AM - 4 Dec 2016



...



Ashley Read



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Magnus Baringer
@magnusbaringer



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[@IndieHackers](#) IMHO really is one of the greatest sites to get motivated for people who like building stuff! Awesome!

RETWEETS

3

LIKES

2



3:06 AM - 24 Sep 2016



3



2

...



Lawrence S
@DailyTradin

Been sucked into indie hackers webs
Love the insight.



...

What's an
“indie hacker”?

Customers



Employer



You





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Homey

Chores and Allowance App

\$300/mo

by Sanja Zepan



Grasshopper

Virtual Phone for Entrepreneurs

\$2.5M/mo

by David Hauser



Product Manager HQ

Community for Product Managers

\$6k/mo

by Kevin Lee



Proposeful

Business Proposing Platform

\$100/mo

by Michael Karpman



Fundraising Report Card

Get Fundraising Done Right

\$100/mo

by Michael Karpman



Hello Weather

Smart Weather Forecasting

\$100/mo

by Michael Karpman

Who are these people?

80% Developers

60% Side Projects

Median Income?

\$2900

...per month

ideas

business

time

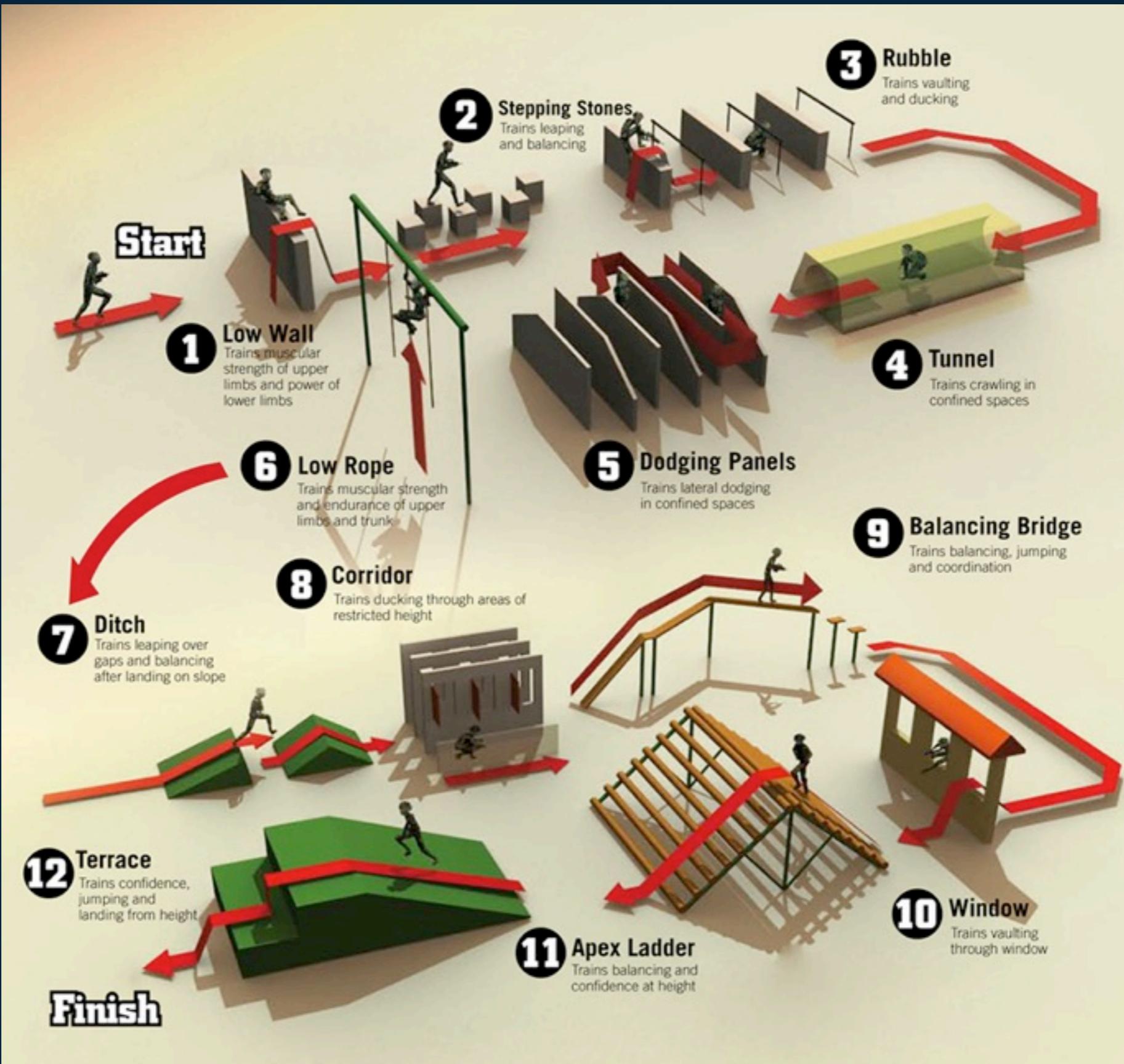
risk

coding skills



**It's not
that hard.**







You got
this shit.

> “possible” === “easy”

=> false

> success.happens(“overnight”)

=> false

Water your mind plant.



With a book.



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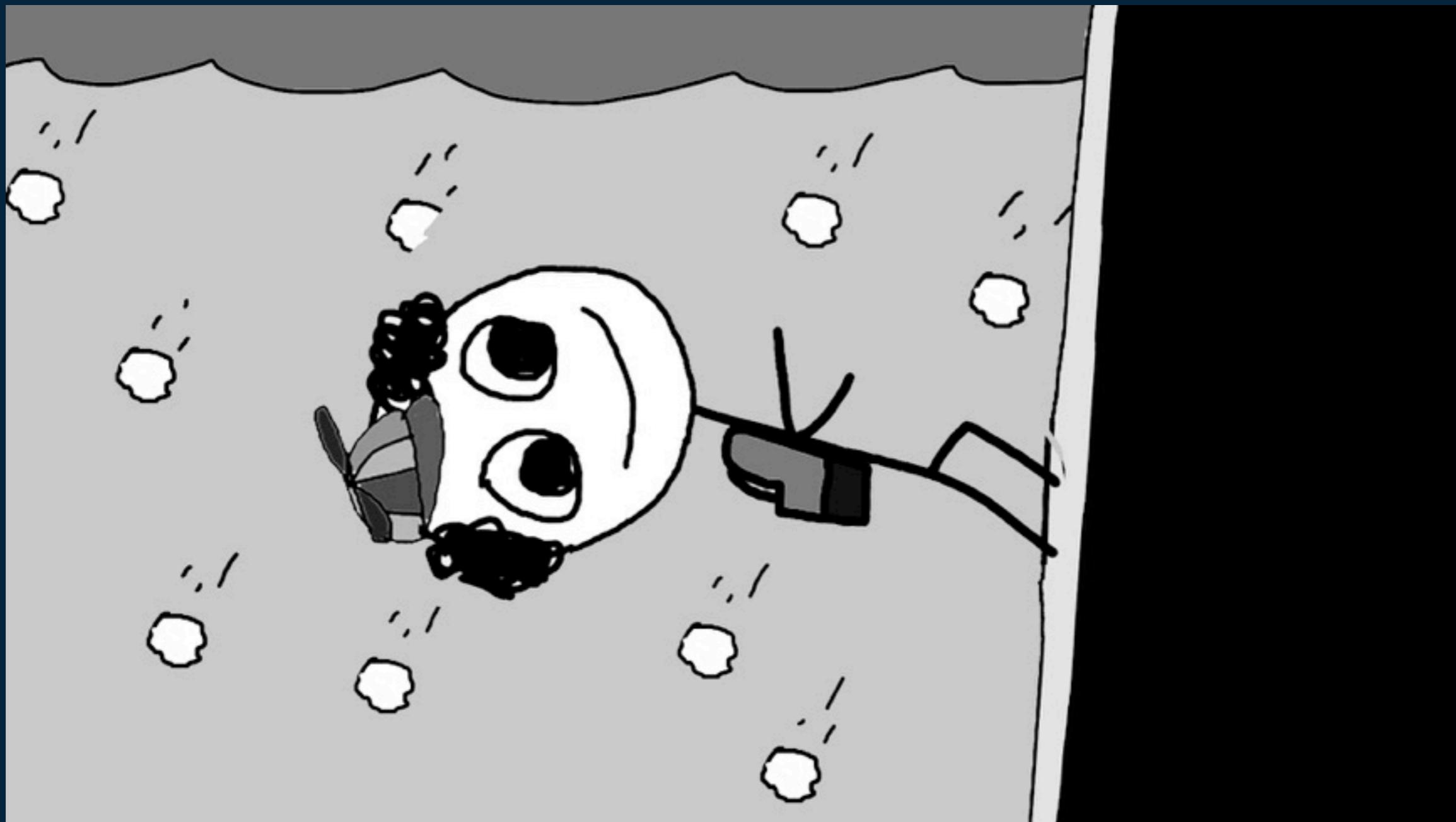
SUBSCRIBE

Learn by example!

The image shows a screenshot of the Indie Hackers website's homepage. A large, semi-transparent white text box with the words "Learn by example!" is centered over a grid of six business profiles. Each profile card includes a circular logo, the business name, a brief description, and some metrics like price or funding.

Business	Description	Price/Funding	Author
Homey	Chores and Allowance App	\$300/mo	by Sanja Zepan
Grasshopper	Virtual Phone for Entrepreneurs	\$2.5M/mo	by David Hauser
Product Manager HQ	Community for Product Managers	\$6k/mo	by Kevin Lee
PROPOSEFUL	(partially visible)		
Fundraising Report Card	(partially visible)		
Hello Weather	(partially visible)		





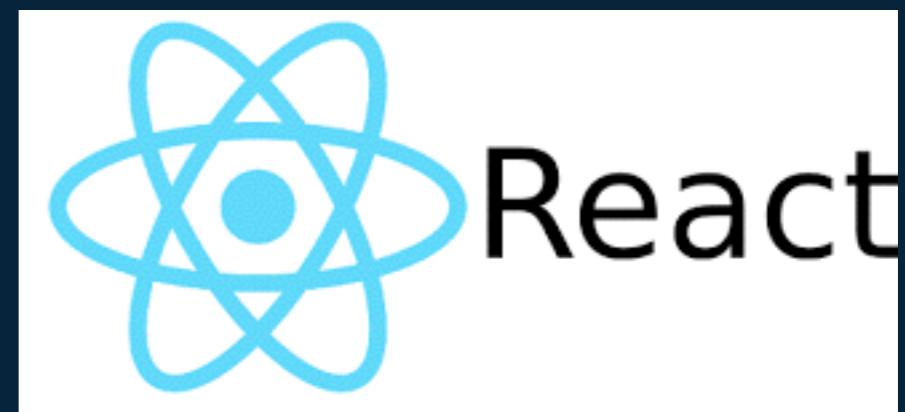


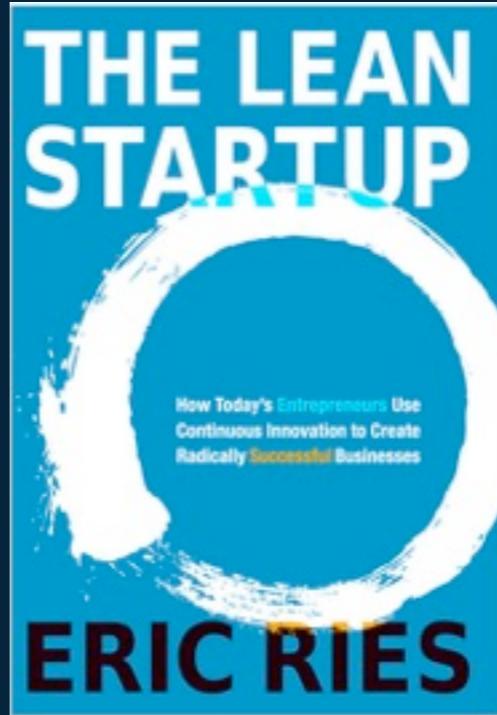
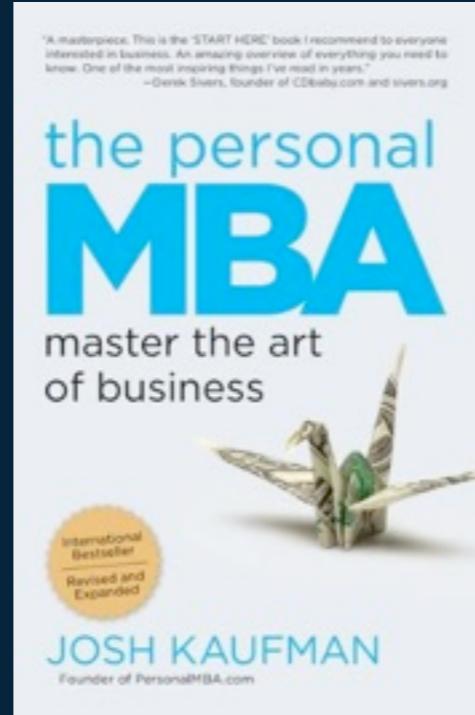
1) Tech is everywhere.



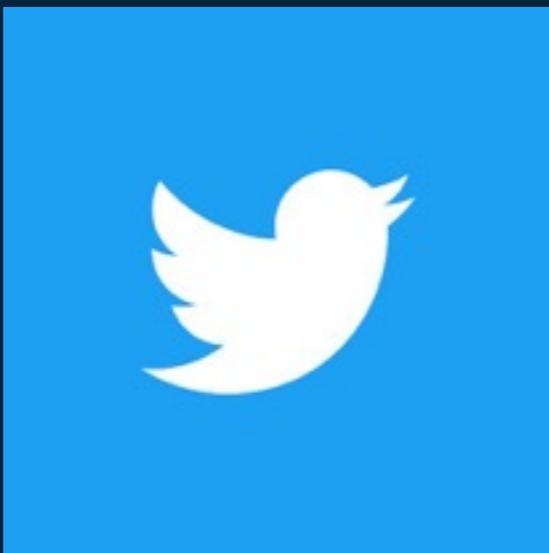


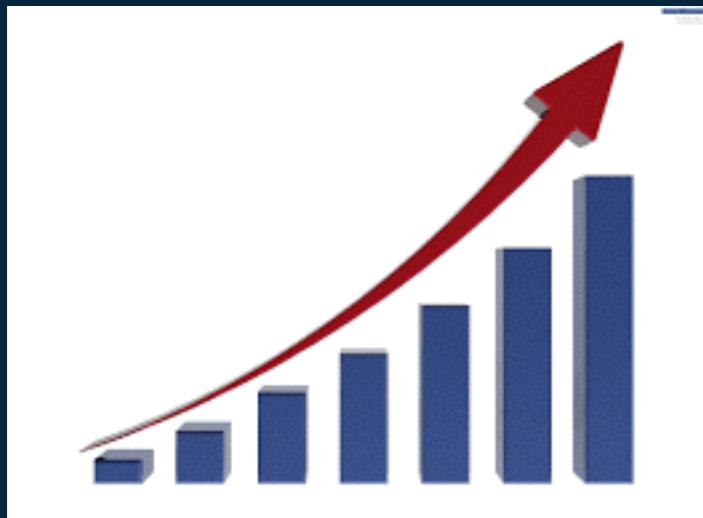
2) Tech is more powerful than ever.





3) Information Explosion





4) Internet Adoption



Doesn't this mean
there's more competition?

Competition



You



Now

But how?



Build Something



Make It Available



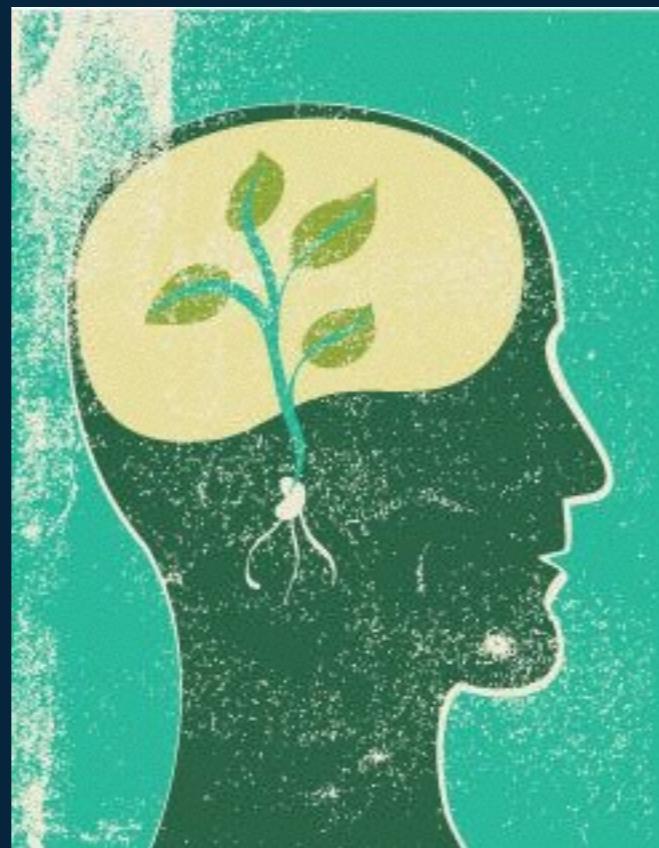
People Pay You!

Simple to *understand.*
Hard to *do.*

Most businesses fail!

(or they learn the hard way)

It's 2017!



Learn the smart way!





“My prescription for misery is to learn everything you possibly can from your own personal experience, minimizing what you learn vicariously from the good and bad experiences of others.”





Be Like Goldilocks

Learning Framework

100 Models

(7 per day for 2 weeks)



Two Caveats

People + Checklists

THE PERSONAL MBA

MASTER THE ART
OF BUSINESS



Josh Kaufman

Founder of PersonalMBA.com

~50 Models

What about the rest?



Story Time!



Fundraising Report Card

Fundraising Analytics for Nonprofits

\$7.5k/mo

by Zach Shefska



Creative Tim

UI Kits, Templates, and Dashboards

\$17k/mo

by Alexandru Paduraru



Sidekiq

Open-Source Background Job Framework

\$80k/mo

by Mike Perham



Storemapper

Store Locator SaaS

\$21k/mo

by Tyler Tringas



FormCraft

Form Builder and Survey Tool

\$13.4k/mo

by Nishant Agrawal



FormCraft

Form Builder and Survey Tool

\$13.4k/mo

by Nishant Agrawal

simple idea

positive-sum game

?
charge money

distribution channel



Fundraising Report Card

Fundraising Analytics for Nonprofits

\$7.5k/mo

by Zach Shefska

validation / MVP

talking to customers



niche marketing

content marketing



Sidekiq

Open-Source Background Job Framework

\$80k/mo

by Mike Perham

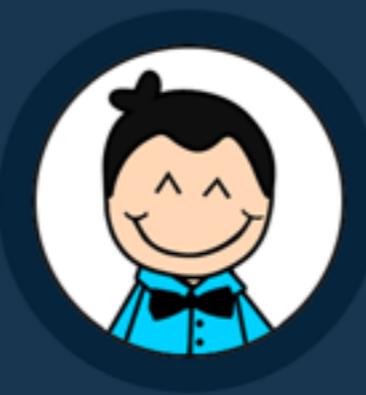
solving your own
problem

market timing



audience building

morale and motivation



Creative Tim

UI Kits, Templates, and Dashboards

\$17k/mo

by Alexandru Paduraru

core
competencies

always be launching



relevant marketing

niche

charge \$

simple idea

+sum



STOREMAPPER

Storemapper

Store Locator SaaS

\$21k/mo

by Tyler Tringas

manual sales
efforts

doing things that don't scale

?
raising prices

retention and churn

A few more concepts...

Make sure advice is relevant.

Sorry, but code comes last.

Focus on the problem.

Find new ideas by varying your inputs.

Questions?

check out IndieHackers.com
say hello on the forum!

follow [@IndieHackers](https://twitter.com/IndieHackers)
and/or [@csallen](https://twitter.com/csallen)

