



SKIP THE BLOG POST.  
LAUNCH A SIDE PRODUCT INSTEAD.  
LEVI BOSTIAN @LEVIBOSTIAN

MY NAME IS LEVI.

MINIMALIST/SIMPLE LIVING.  
ENVIRONMENTALIST. GEEK. WRITER.  
SIDE PROJECT HACKER. PRODUCTIVITY  
HACKER.

I ENJOY OUTDOORS, RETRO VIDEO  
GAMES, STREET ART.

Your Circle

WE CAN RELATE



I ❤️ BUILDING STUFF.  
FOUNDER. FREELANCER. MENTOR.

curiosityio.com

++  
CADDY  
SMALL BUSINESS GOODS

heycaddy.co



I AM OBSESSED WITH  
PRODUCTS.

BUILDING SOMETHING THAT IMPROVES  
THE LIFE OF SOMEONE.

**'HOW DO I BUILD AN AUDIENCE FOR MY NEW PRODUCT?'. YOU ASK.**

**'EASY! CREATE A FACEBOOK, TWITTER, INSTAGRAM AND  
SNAPCHAT ACCOUNT. CREATE A BLOG. BUY FACEBOOK ADS.'**

**DONE.**

## TYPICAL MARKETING PLAN I SEE:

- SOCIAL MEDIA ACCOUNTS.
- BLOG POSTS.
- ADS ONLINE.

**'WE CAN'T HIRE A SALES TEAM.'**  
**'IT'S WHAT EVERYONE ELSE IS DOING.'**  
**'IT'S EASY.'**

# WHAT IS MARKETING AGAIN?

FIND NEW GROUP OF PEOPLE. BUILD A RELATIONSHIP. GAIN TRUST.  
SHOW THEM HOW YOU CAN IMPROVE THEIR LIFE.

WHY MEASURE IN EYEBALLS? INSTEAD, MEASURE BY HAPPY/  
ENGAGED PEOPLE.

COMPARED TO CORE PRODUCT, BLOG POSTS  
NOT SUPER ENGAGING.

PEOPLE COME ONCE, MAYBE READ POST, AND  
NEVER COME BACK.

Engagement

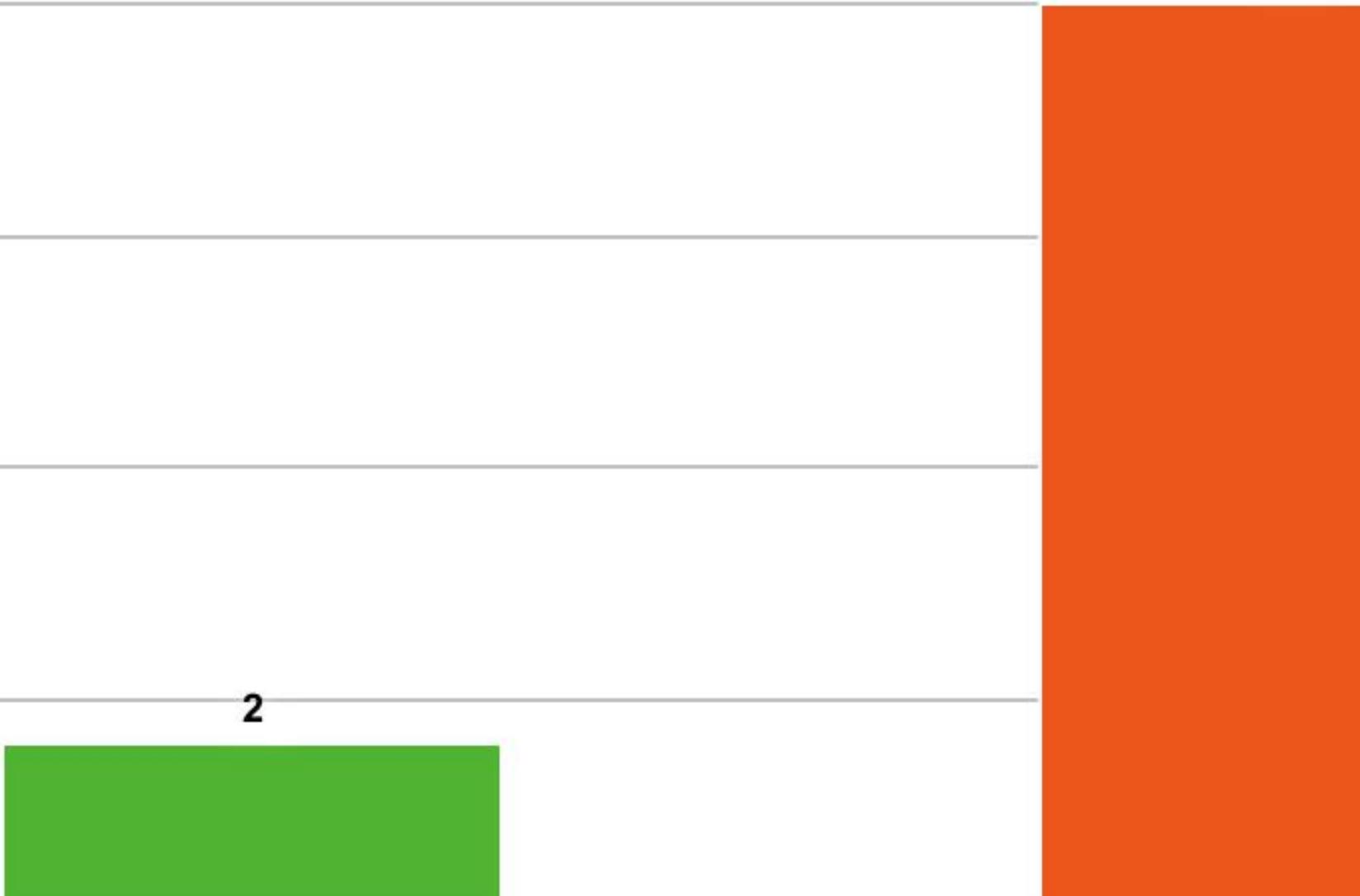
10

2

Blogs

Core produ

■ Series 1



**COMPARED TO CORE PRODUCT, BLOG POSTS  
DO NOT GAIN VERY MUCH TRUST.**

Gain trust of users

8

1

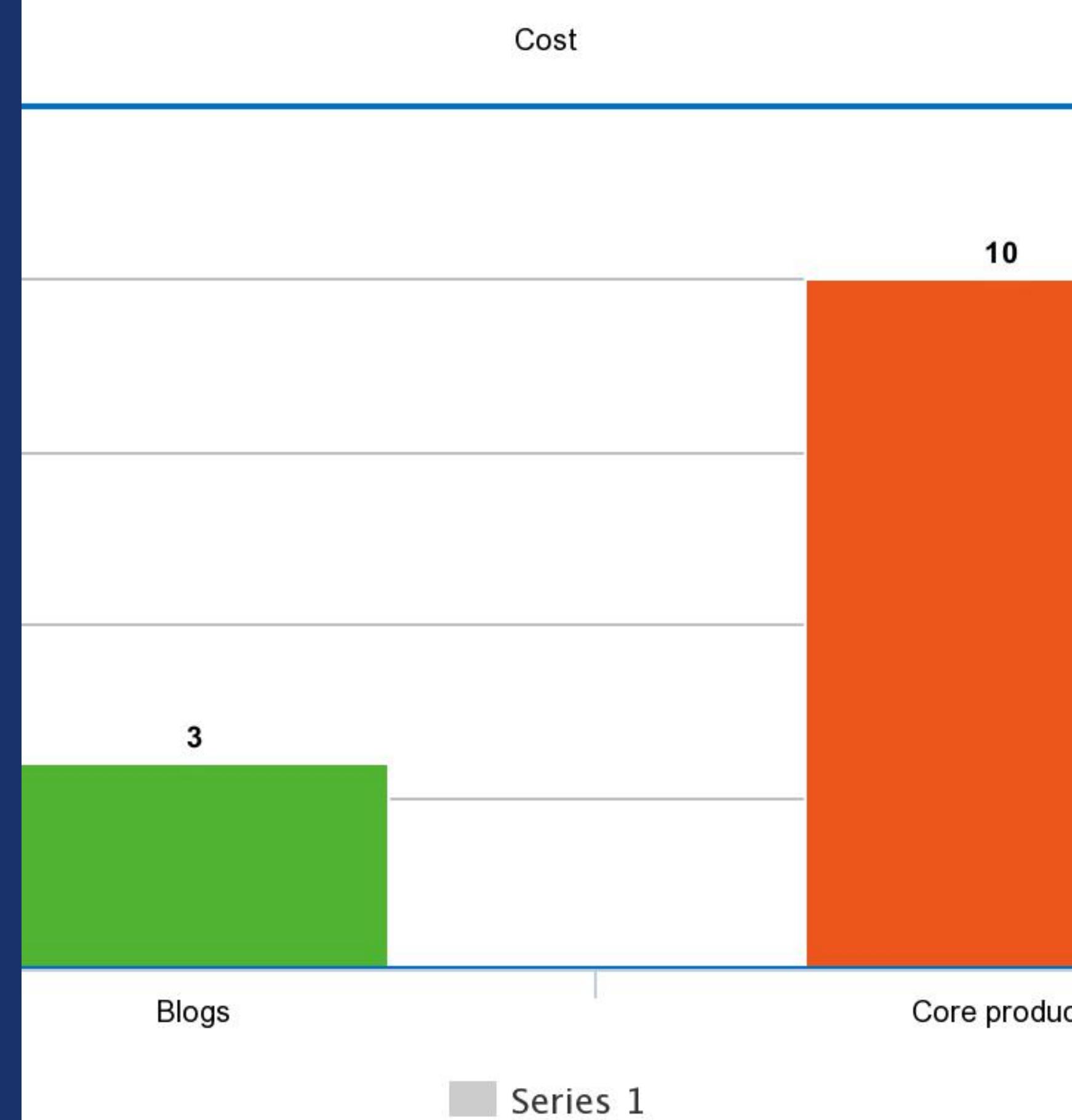
Blogs

Core produc

■ Series 1



BUT FOR TIME AND COST, BLOG POSTS CAN BE COST EFFICIENT COMPARED TO BUILDING A CORE PRODUCT.



MY QUESTION:

IS THERE A BETTER WAY?

HIGH ENGAGEMENT. BUILDS RELATIONSHIPS. GAINS TRUST. COST  
EFFECTIVE.

...NOT BLOCKED BY ADBLOCK



DOES THIS EXIST?!?!

**YES.**

# SIDE PROJECT MARKETING.

BUILD SIDE PROJECTS THAT DRIVE SALES TO CORE PRODUCT OF BUSINESS.

HIGH ENGAGEMENT. LOW COST. BUILDS TRUST.

**FACT:**  
**PEOPLE HIRE PRODUCTS TO SOLVE  
PROBLEMS IN THEIR LIVES.**

- APPS ON YOUR PHONE.
- CLOTHES YOU ARE WEARING.
- THE BOOK YOU'RE READING.
- THE NOTEBOOK YOU'RE WRITING ON.
- ME! THIS CONFERENCE.

**Q: WHO IS DOING THIS  
ALREADY?**

CREW.CO

Create your app, website or design project with our trusted freelancers.

# MARKETPLACE FOR DESIGN FREEANCERS.

TARGET MARKETING IS ONLINE ENTREPRENEURS

BLOG POSTS. AND WEBINARS WERE ONCE MARKETING GOLD. NOW.  
WEBSITES. APPS. AND TOOLS ARE TAKING OVER.

YOU MUST CREATE VALUE WITH YOUR MARKETING BECAUSE IT'S  
THE ONLY KNIFE THAT CAN CUT THROUGH THE TODAY'S NOISE.

IT WORKS. IT SAVED OUR COMPANY.

-- MIKAEL, FOUNDER CREW.

How to

Build an Online Business

AN ESSAY SERIES BY CREW

# HOW TO BUILD AN ONLINE BUSINESS

ONLINE COURSE FOR FRUSTRATED ENTREPRENEURS.

DRIVES TRAFFIC FOR FUTURE CUSTOMERS.

**Making a plan before building your business**

Lesson One

**What is a minimum viable product?**

Lesson Two

# HOW MUCH TO MAKE

Easily calculate the cost of an [app](#), a [website](#), or a [logo](#) using this handy tool.

# HOW MUCH TO MAKE

WEBSITE GIVING ESTIMATES TO COST OF APP. WEBSITE. LOGO.

an app

a website

a logo

BETTER QUALITY CUSTOMERS. MORE UNDERSTANDING CUSTOMERS.

Not sure whether to build an app or website? Check out [APP VS. WEBSITE](#) to find out which is best for your projects in less than a minute.

# Unsplash

# UNSPLASH.COM

BEST STOCK PHOTOS. EVER.

TEAM NEEDED STOCK PHOTOS FOR BUILDING WEBSITES FOR CLIENTS.



**Unsplash Instant for Chrome**

Get beautiful Unsplash photos in  
your new tabs.

[Learn more](#) [Dismiss](#)



our piece of The Attention Economy

...a quality and affordable product, still has a 99% chance of

## MOST POPULAR POSTS

[10 steps to landing a job at a startup \(while working at one\)](#)

[Getting off the corporate ladder](#)

[How to build a successful startup in 10 steps](#)

[How side projects can help you land a job](#)

[How to hire the best developer for your startup](#)

[Why we started our blog after 6 months of work](#)

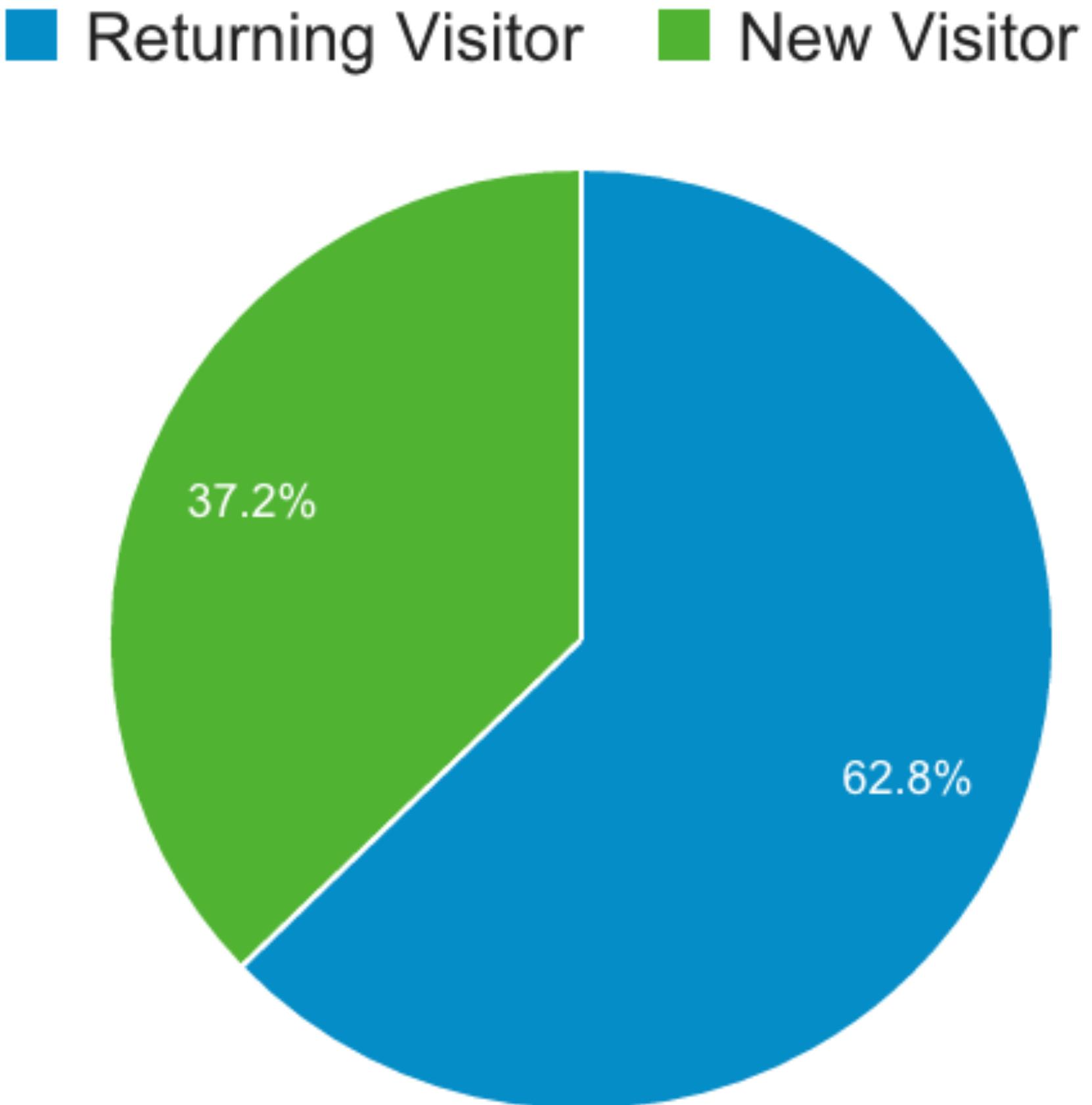
[10 guidelines for writing the best work-related blog posts](#)

## CREW'S BLOG.

- 2 YEARS. 266 POSTS.
- 102.000 UNIQUE VISITORS/MONTH
- 6.000 EMAIL SUBSCRIBERS
- #3 REFERRAL SOURCE TO CREW

## SIDE PRODUCTS AT CREW:

- › CREATE 1- 2 PRODUCTS PER MONTH.
- › 40 TIMES THE NUMBER OF SUBSCRIBERS.
- › LESS TIME AND MAINTENANCE THEN BLOG POSTS.
- › LONGER SHELF LIFE. (LOOK AT HIGH RETURNING VISITORS FOR UNSPLASH ---->)
- › 50+ RESUMES PER WEEK.



**"WE HAD 3 MONTHS WORTH OF CASH TO TURN THINGS AROUND. A MARKETING BUDGET? PLEASE.  
WE WERE JUST TRYING TO KEEP THE LIGHTS ON."**

**-- MIKAEL CHO, FOUNDER CREW.**

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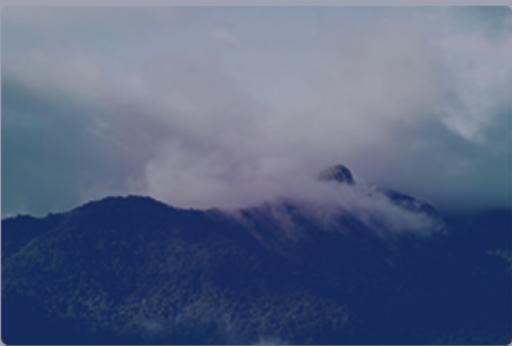
# BUFER.COM

## SOCIAL MEDIA SCHEDULING TOOL.

Join the 3+ million people already using Buffer

IMAGES 

Search 600k+ images 



Upload Image

CANVAS 

“Forgiveness is the attribute of the strong.”  
Mahatma Gandhi

# PABLO

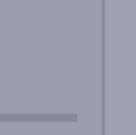
CREATE IMAGES WITH TEXT OVERLAY FOR SOCIAL.  
MORE CONTENT PUBLISHED ON BUFFER.

SIZES 

RESET

FILTERS  Light Contrast

TEXT 

Header  Body 

Add Quotes < >

LOGO 

Share & Download

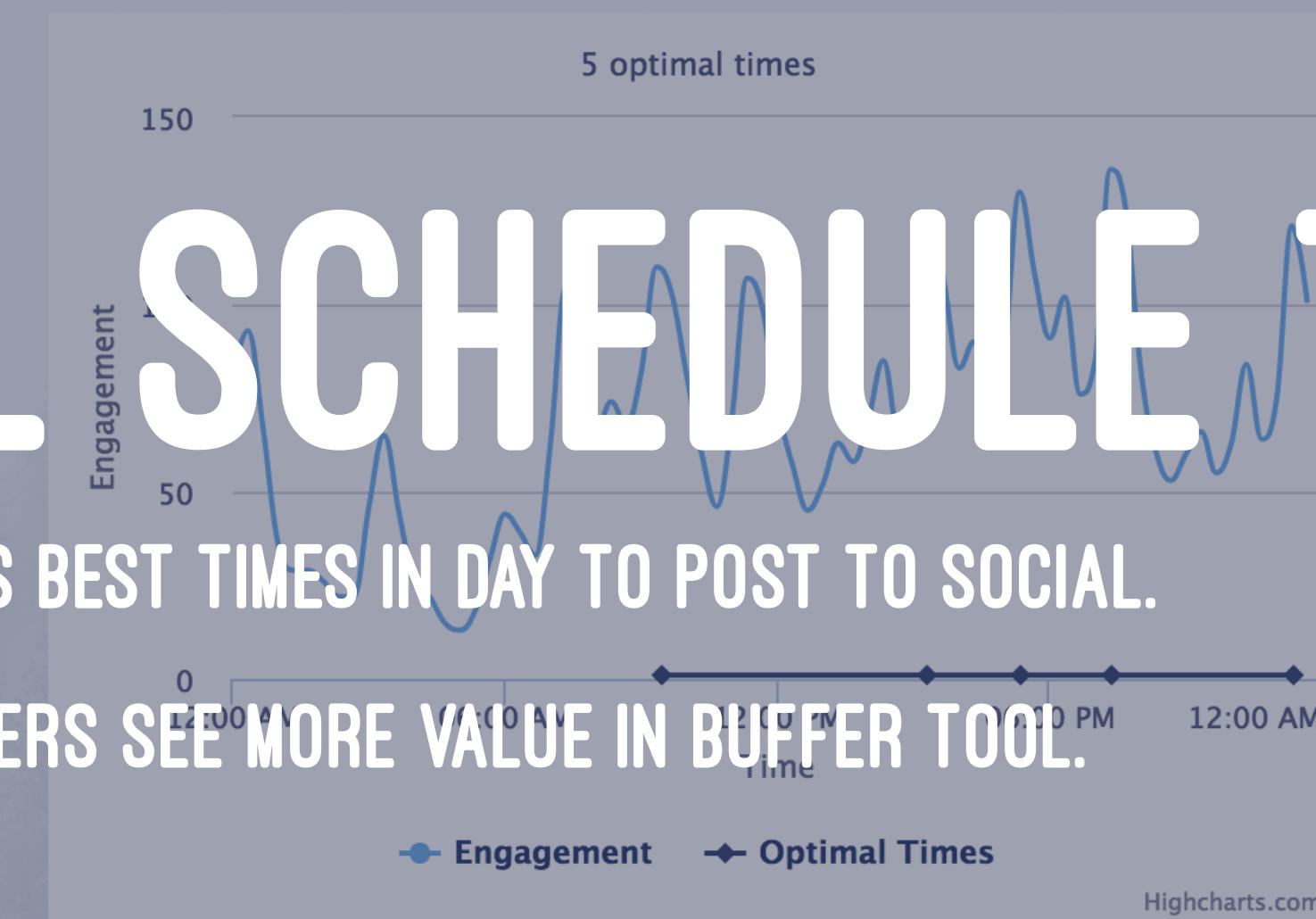
# Your Optimal Schedule

Your 5 optimal posting times (Chicago - America):

# OPTIMAL SCHEDULE TOOL

TELLS BEST TIMES IN DAY TO POST TO SOCIAL.

USERS SEE MORE VALUE IN BUFFER TOOL.



Replace Existing Schedule

You can change your schedule manually or run the Optimal Timing Tool at any time. [Learn More](#)



Social Media 101

# SOCIAL MEDIA 101

Join this course

ONLINE CLASS TO BUILD SOCIAL STRATEGY.

USERS SEE MORE VALUE IN BUFFER TOOL.

Learn Social Media in Just 2 Minutes Per Day

levi.bostian@gmail.com

Join for Free →

'EACH AND EVERY PRODUCT THAT YOU  
RELEASE IS SHOW AND TELL FOR YOUR  
BUSINESS.' -- ME



# Primary



## Social

Google+

1 new



## Promotions

Zagat, Google Offers

2 new



## Updates

Google Play

1 new



Andy Brown

1:45 PM

Bring Your Parents to Work Day!

Hey! What do you think about a...

Work



Keri Anderson

1:39 PM

Picture from last Saturday

Check out the new friend we made, Me...



Regis, Peter, Rachel 3

Sep 29

Board game night?

Sunday works! If you can get Dex...

Fun



Aruna Knight

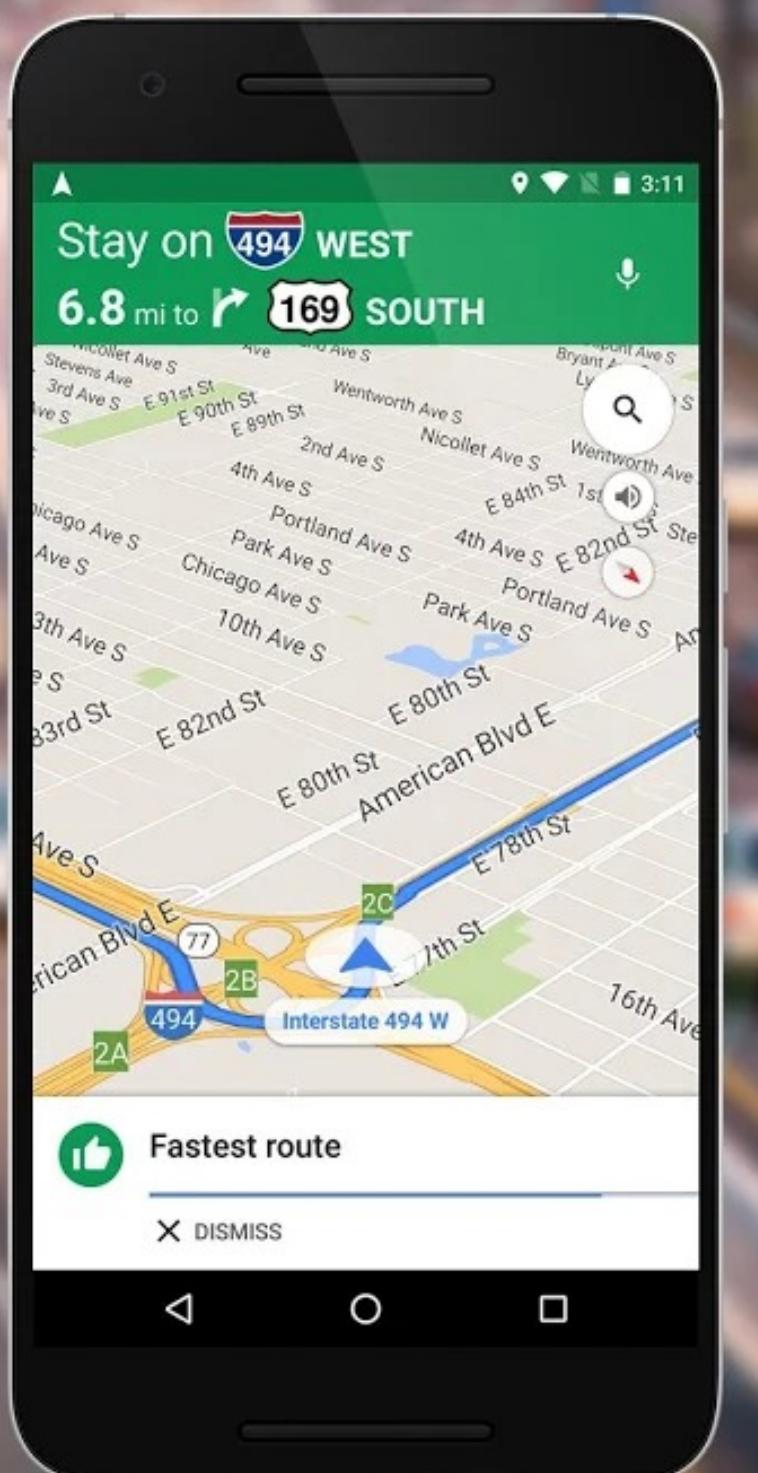
Book you recommended

About to go on a trip and was h...

Family



# Get there faster with real-time traffic updates



15  
min

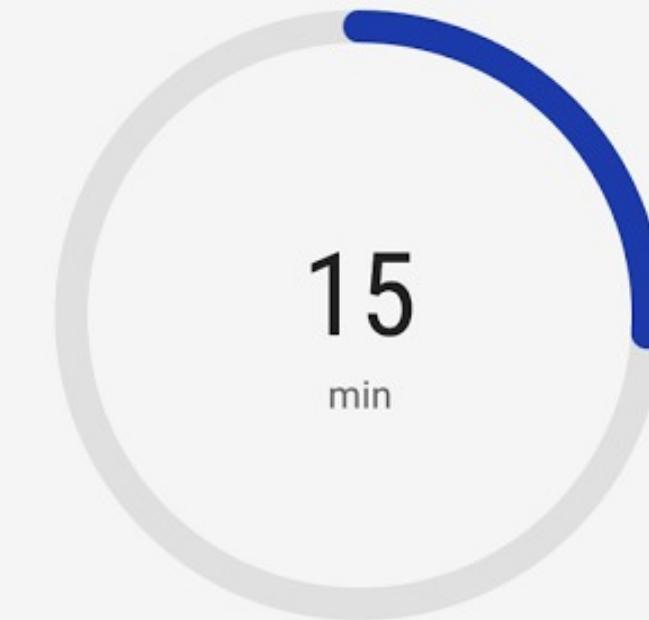
0.7  
mi

843  
cal

1,508  
steps



Active 60 min a day  
12 hr 17 min left



T F S S M T W



You were more active than 87%  
Sunnyvale +



# WHEN YOU RELEASE PRODUCTS. YOUR AUDIENCE...

- HAVE EXPECTATIONS FOR YOU.
- ENGAGES WITH YOUR BUSINESS MORE.
- BUILDS TRUST.

COOL.

NOW, HOW DO I COME UP WITH IDEAS?

BE YOUR CUSTOMER. GET IN THEIR HEAD.

WHAT PROBLEMS DO THEY HAVE?

**THINK TO YOURSELF.**

- 1. DO I HAVE KNOWLEDGE TO SHARE?**
- 2. CAN I RE-USE WHAT ALREADY BUILT?**
- 3. CAN I BUILD AN AUDIENCE?**
- 4. DO YOU HAVE PROBLEMS INTERNALLY?**

# DO I HAVE KNOWLEDGE TO SHARE?

- › EBOOKS
- › VIDEO COURSES
- › WEBINARS

JASON FRIED - REWORK. WAY TO WORK EVENTS.  
JUSTIN JACKSON - LEARNS SOMETHING. MAKES COURSE.

## CAN I RE-USE WHAT ALREADY BUILT?

- › SELL SMALL PIECES OF MAIN PRODUCT
  - › LICENSE PRODUCT

NOMADLIST - ESCAPE THE TRUMP. ESCAPE THE BREXIT.  
YOUR CIRCLE - ADOPTION. HIGH SCHOOLERS.

## CAN I BUILD AN AUDIENCE?

- > FORUM ONLINE COMMUNITY
  - > NEWSLETTER
  - > PODCAST

JUSTIN JACKSON - COMMUNITY. PODCAST. 100 MAKER  
CHALLENGE.

JASON FRIED - COMMUNITY WANT TO WORK LIKE BASECAMP.

# DO YOU HAVE PROBLEMS INTERNALLY?

- TEAM ISSUES
- BLOG ABOUT TEAM
- SCRATCH YOUR OWN ITCHES

CREW - UNSPLASH

37 SIGNALS - BASECAMP, HIGHRISE, ETC.

# I HAVE AN IDEA. HOW DO I BUILD IT?

- TUMBLR. SQUARESPACE (SITE).
- MAILCHIMP. REVUE (NEWSLETTER).
  - GUMROAD (STORE).
- TEACHABLE. COACH (TEACH COURSE).
- MEDIUM. GHOST (BLOG).

1. BUILD SIDE PROJECT (START WITH JUST A LANDING PAGE).
2. MAINTAIN IF YOU SEE IT WORKING.
3. REPEAT.

EXPERIMENT. HAVE FUN. DON'T SWEAT IT.

**Q: DO BLOGS AND ADS SUCK? SHOULD I  
STOP DOING THEM?**

**'IT'S MORE LIKELY YOU'LL USE A GOOD PRODUCT MANY TIMES  
THAN READ A GOOD BLOG POST MANY TIMES. WITH A BLOG, YOU  
NEED TO CONTINUALLY PRODUCE CONTENT AT A HIGH LEVEL AND  
HIGH RATE TO KEEP PEOPLE COMING BACK. THIS IS POSSIBLE, IT  
JUST TAKES LONGER'**

**-- CREW'S FOUNDER MIKAEL.**

**Q: ONCE I CREATE ALL OF THESE  
PRODUCTS. DO I NEED TO MAINTAIN  
THEM ALL?**

**"WILL IMPROVING THIS EXISTING PROJECT BE MORE VALUABLE  
THAN BUILDING A NEW ONE?"**

- 1. UNSPLASH.COM**
- 2. APP VS WEBSITE**
- 3. BLOG**
- 4. MOODBOARD**
- 5. BUILD AN ONLINE BUSINESS**
- 6. LAUNCH THIS YEAR**

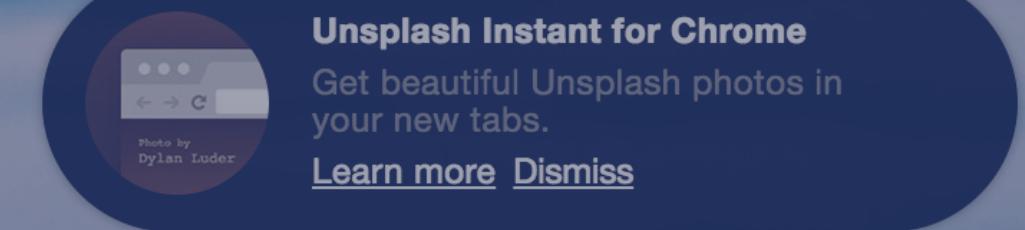
**Q: WHAT IF A SIDE PRODUCT TAKES UP  
TOO MUCH OF MY TIME? IT GETS TONS  
OF TRACTION?**

SOMETIMES, PROJECTS TURN INTO IT'S  
OWN BUSINESS.

To get the best of Unsplash delivered to your inbox, [subscribe](#).

UNSPASH

(STARTED TO SOLVE TEAM PROBLEM)



Unsplash Instant for Chrome

Get beautiful Unsplash photos in  
your new tabs.

[Learn more](#) [Dismiss](#)



Basecamp

*2017 is the year to get it together*

**Basecamp solves the critical problems that**

**every growing business deals with.**  
It's the same calendar, organized by day, week, or month. Large projects and communities, connected worldwide.

# BASECAMP.COM

(STARTED AS INTERNAL PROJECT)



Put the fire out. Try Basecamp.

Enter your email address to  
start a free 30 day trial:

juile@widgetco.com

Start your free trial

**Q: WHAT DO I CHARGE FOR THESE SIDE  
PRODUCTS I CREATE?**



**Q: WHERE AM I IN THIS JOURNEY?**

WE CAN RELATE

Time to build!



Not ready to build.  
Customer?

SMALL BUSINESS GOODS

**Q: WHERE DO I GO FOR MORE? NOTES.  
RESOURCES. THIS TALK?**

**SIDEPROJECT.LIFE**

KEEP UP WITH STUFF I BUILD. WRITE. TEACH  
@ LEVIBOSTIAN.COM

ASK ME ANYTHING.

@LEVIBOSTIAN

LEVI.BOSTIAN@GMAIL.COM

SIDEPROJECT.LIFE