



**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.

I  BUILDING STUFF.
FOUNDER. FREELANCER. MENTOR.

Your Circle

WE CAN RELATE

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.'

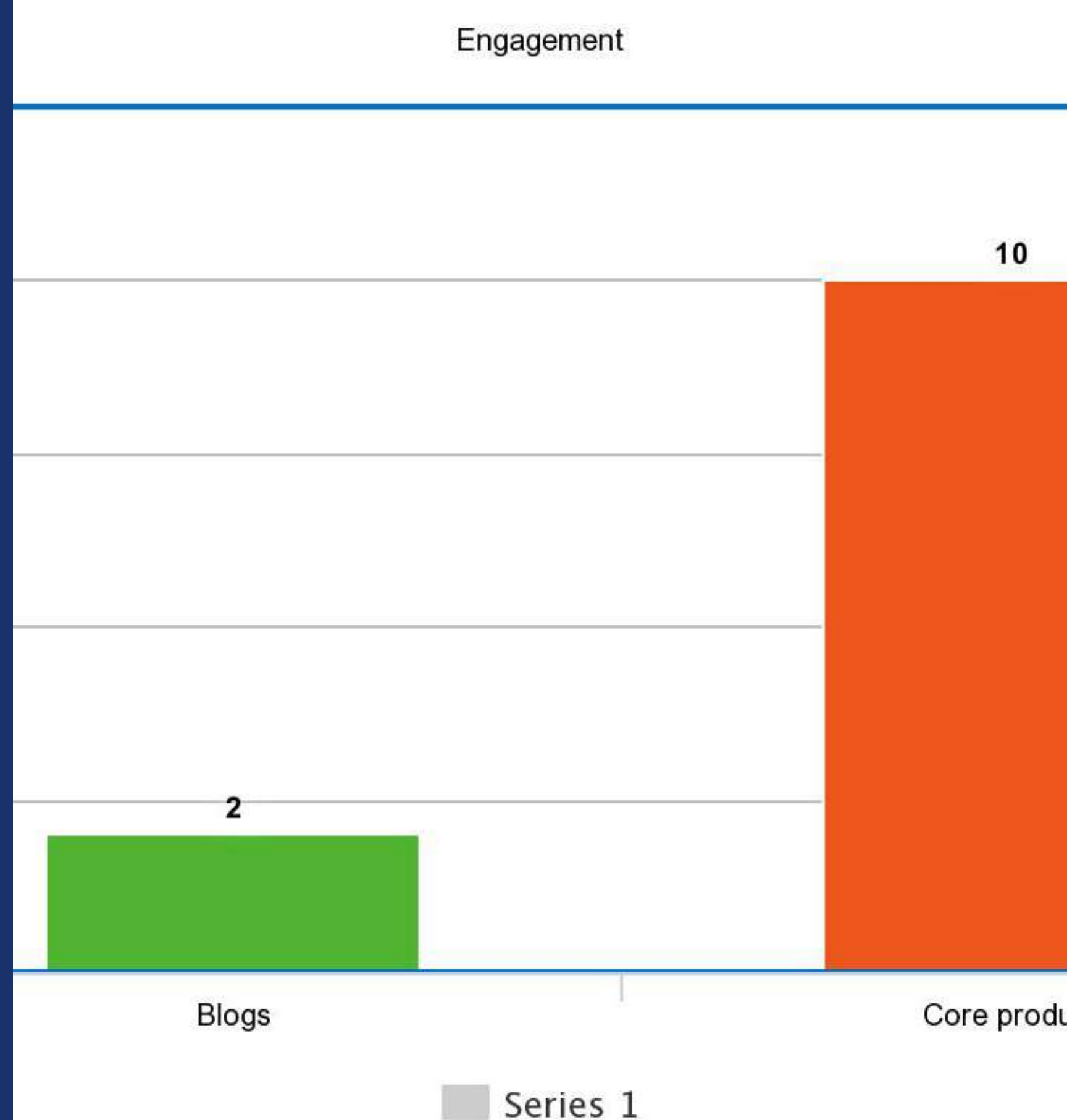
WHAT IS MARKETING AGAIN?

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

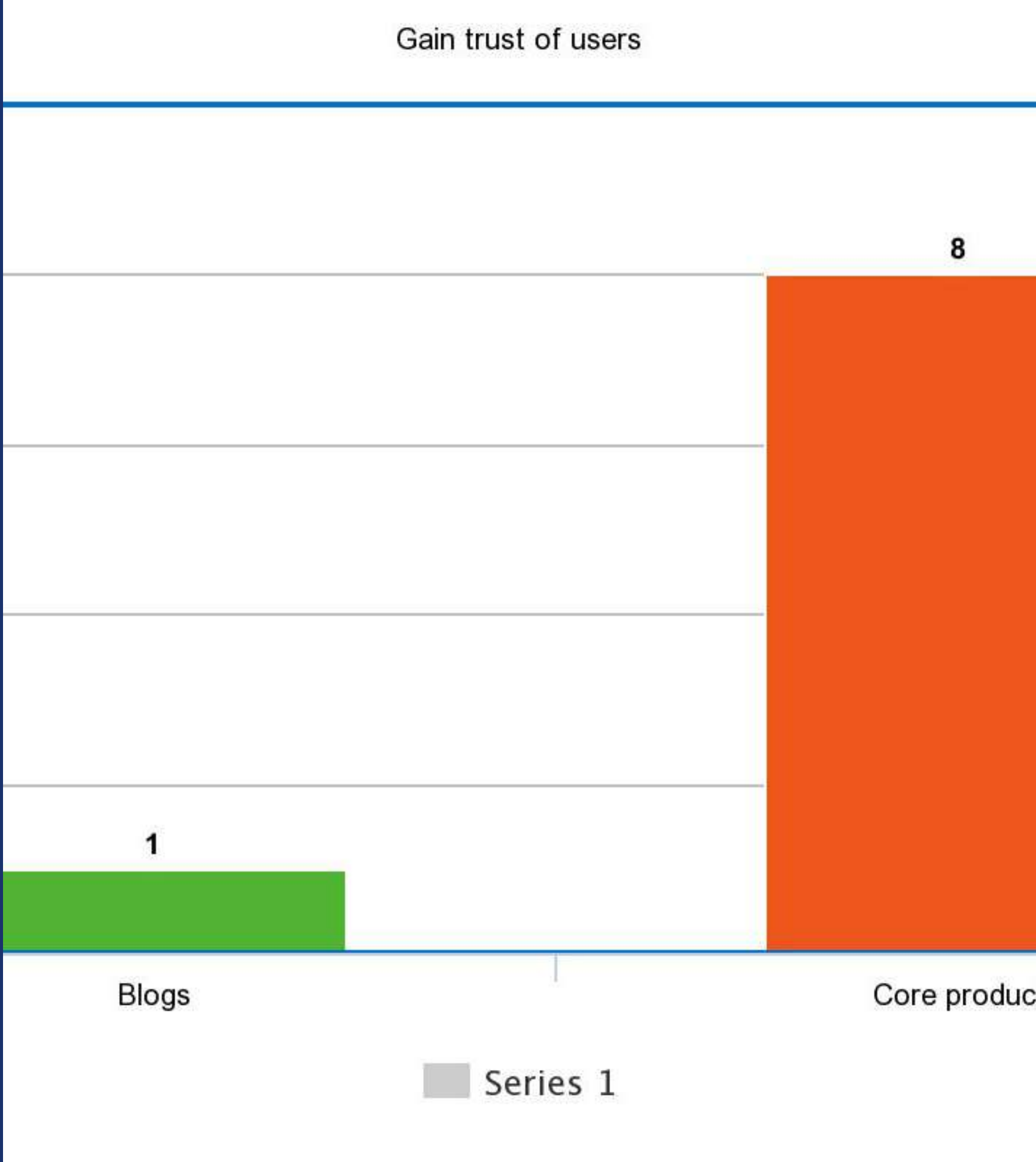
WHY MEASURE IN EYEBALLS? INSTEAD, MEASURE BY HAPPY/
ENGAGED PEOPLE.

COMPARED TO CORE PRODUCT, BLOG POSTS
NOT SUPER ENGAGING.

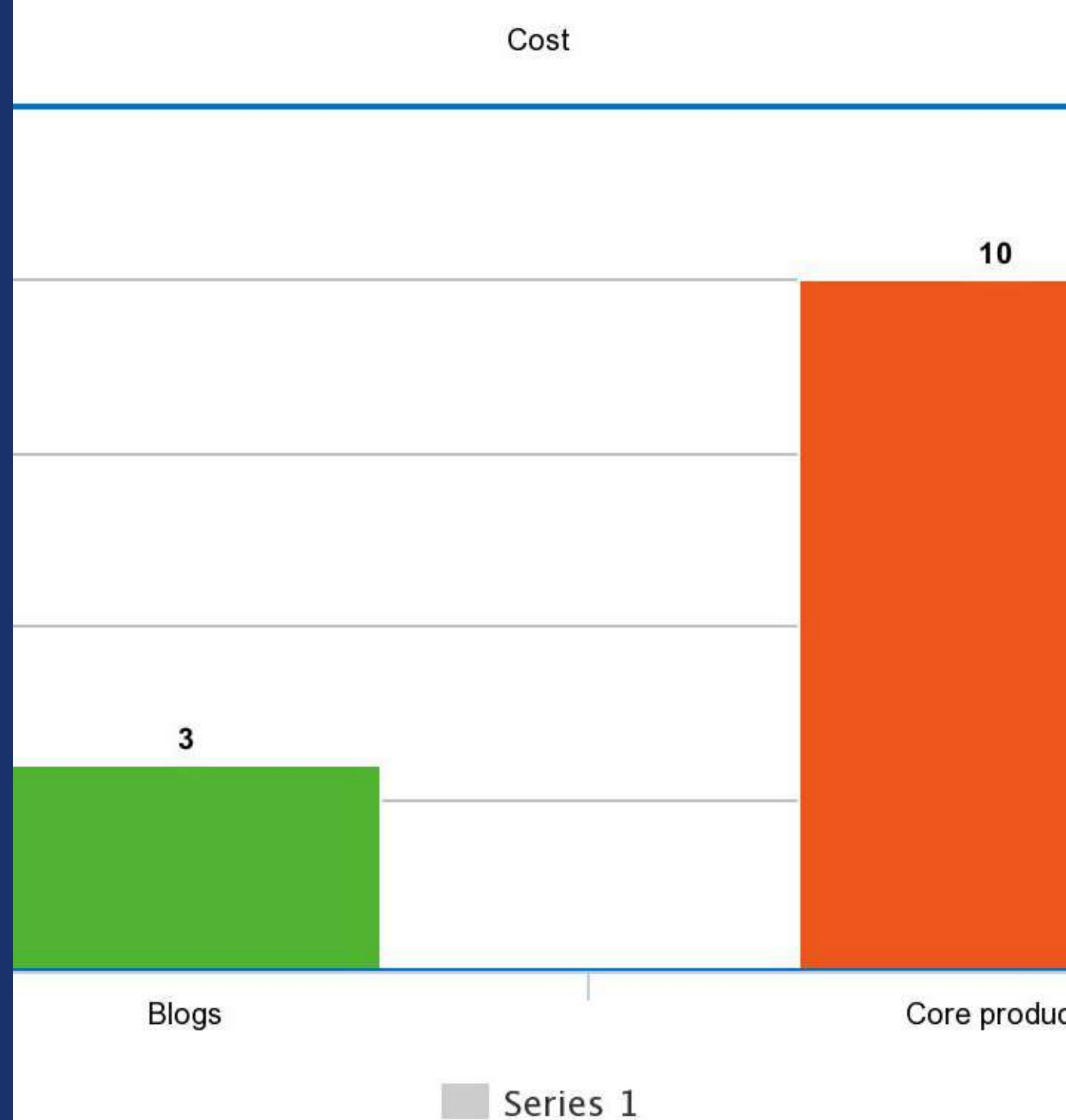
PEOPLE COME ONCE, MAYBE READ POST, AND
NEVER COME BACK.



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



**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

MARKETPLACE FOR DESIGN
FREELANCERS.

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** HOW TO BUILD AN ONLINE BUSINESS

AN ESSAY SERIES BY CREW

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.

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ur piece of The Attention Economy

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

MOST PO

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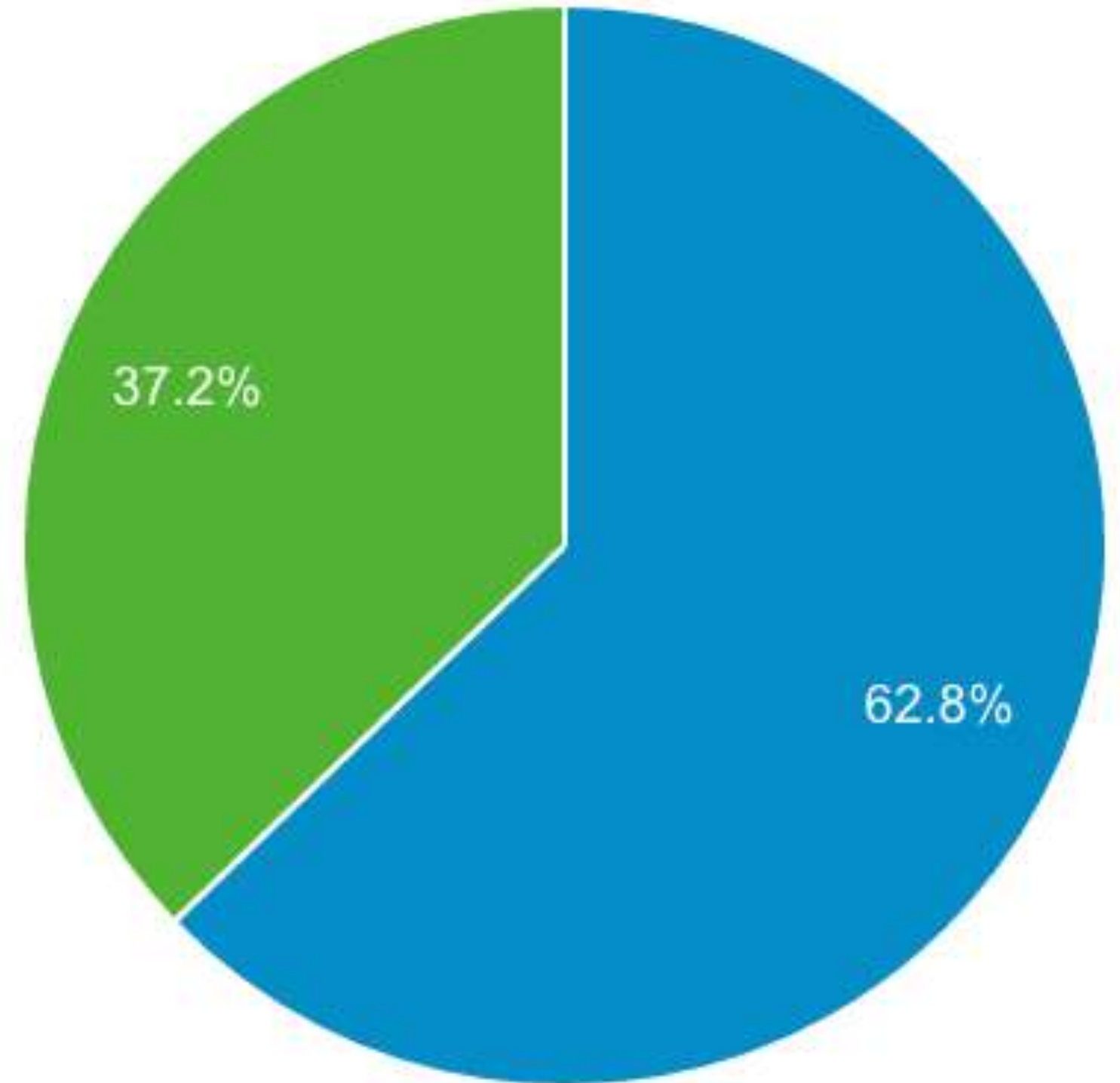
CREW'S BLOG.

- > 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.

■ Returning Visitor ■ New Visitor



**'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.

uffer

Save time managing your social media

Schedule, publish and analyze your posts in one place

Sign up for free

BUFFER.COM

SOCIAL MEDIA SCHEDULING TOOL.

Join the 3+ million people already using Buffer

IMAGES

SHUFFLE

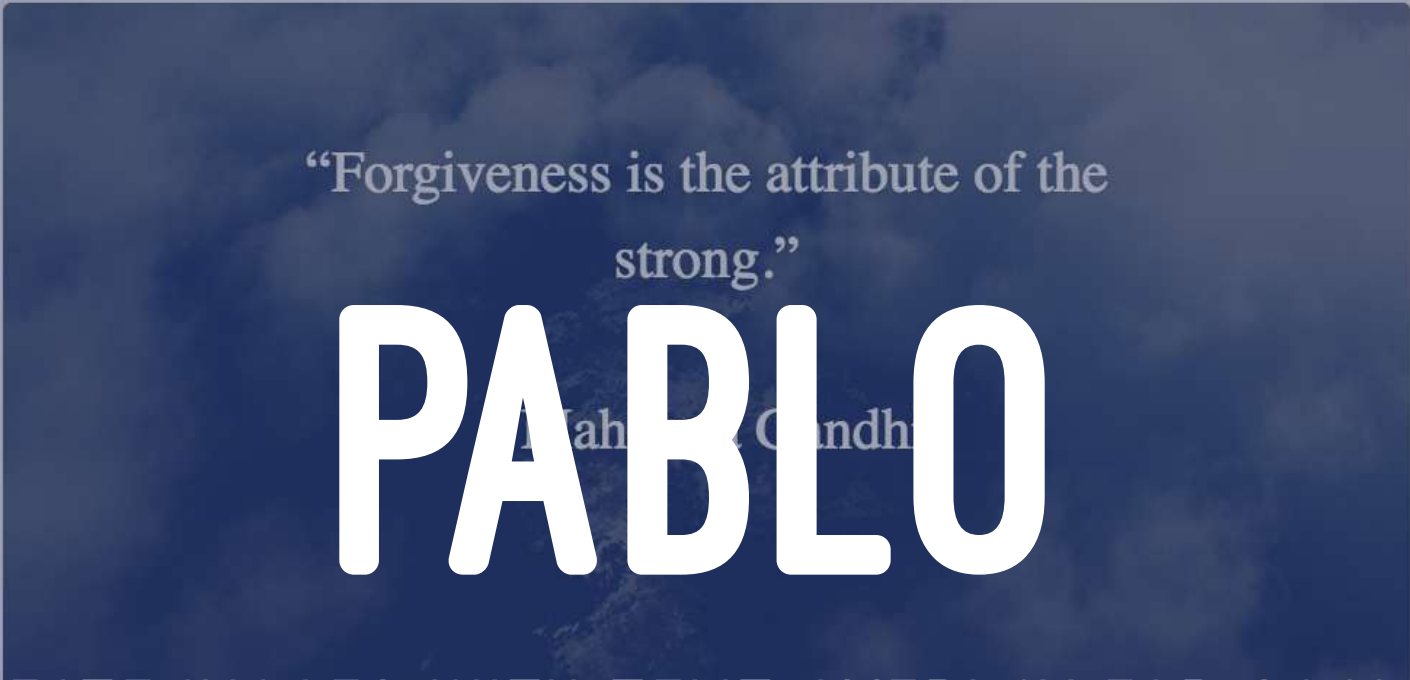
Search 600k+ images



Upload Image

CANVAS

REPOSITION



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

SIZES



FILTERS

RESET



Light Contrast



TEXT



Header



Body



Caption

Add Quotes



LOGO

Insert Logo or Graphic

Share & Download

Your Optimal Schedule

Your 5 optimal posting times (Chicago - America):

09:28 am

03:20 pm

08:23 pm

08:24 pm

11:24 pm

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

Bring Your Parents to Work Day!

Hey! What do you think about a...

Work

1:45 PM

Keri Anderson

Picture from last Saturday

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

1:39 PM

Regis, Peter, Rachel 3

Board game night?

Sunday works! If you can get Dex...

Fun

Sep 29

Aruna Knight

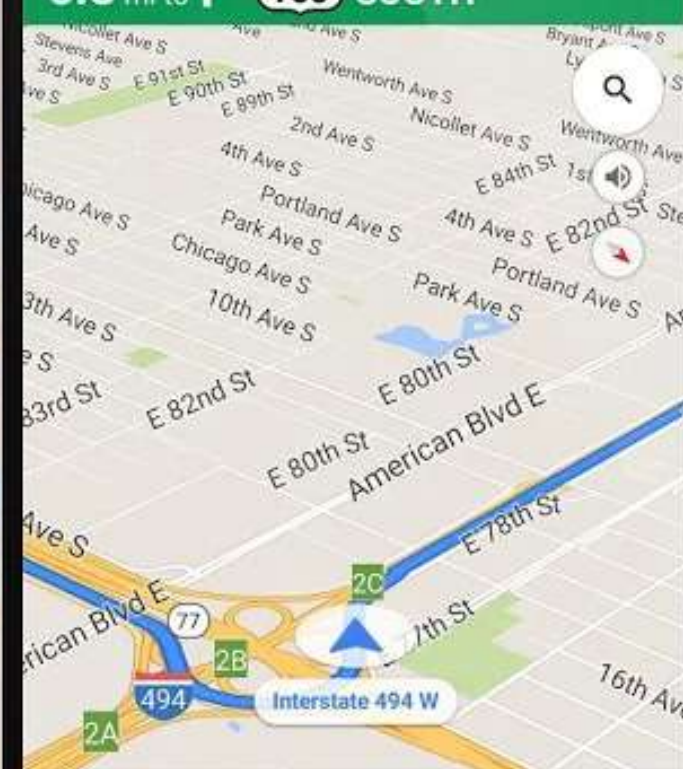
Book you recommended

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

Family

Get there faster with
real-time traffic updates

Stay on **494 WEST**
6.8 mi to **169 SOUTH**



Fastest route

DISMISS

15 min

0.7 mi

843 cal

1,508 steps

Active 60 min a day

12 hr 17 min left

15 min

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](#).

UNSPLASH

(STARTED TO SOLVE TEAM PROBLEM)



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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

BASECAMP.COM

(STARTED AS INTERNAL PROJECT)

make this a thing of the past



Put the fire out. Try Basecamp.

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start a free 30 day trial:

julie@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!



CADDY

SMALL BUSINESS GOODS

Not ready to build.
Customer?

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