Making Money Online (for Software Engineers)

by Courtland Allen of IndieHackers.com
Code
Making Money
Being Independent
Solving Problems
(How to)

💰 Make money…

🙋 independently…

🤔 by solving problems.
Fuck this shit. I'm out.
MOTHER OF GOD

WHAT HAVE I DONE
Launch!

Learn from profitable businesses and side projects.

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Homey
Chores and Allowance App
by Sanja Zepan
$100/month

Grasshopper
Virtual Phone for Entrepreneurs
by David Hauser
$15/month

Product Manager HQ
Community for Product Managers
by Kevin Lee
$9/month

Proposeful
Online Business Proposal Software
by Thiago Olarte
$400/month

Fundraising Report Card
Fundraising Analytics for Nonprofits
by Zach Sheffara
$7.50/month

Hello Weather
Exceptionally Useful Weather App
by Jonas Downey
$40/month

5 Months Later

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I REGRET NOTHING
Loving the stories at @IndieHackers. Tons of inspiration for people who'd like to start small and be independent, doing what they love.

@IndieHackers Love your work. You keep me inspired.

@csallen love what you do with Indie Hackers, keep up the good work!

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

Been sucked into indie hackers websites. Love the insight.
What’s an “indie hacker”?
Customers

😀💵😀💵😀

Employer

💼)🏢

You

😎
Learn from profitable businesses and side projects.

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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

Fundraising Report Card

Hello Weather
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.
Learn by example!
NOW IS THE PERFECT TIME!
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
~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
simple idea

positive-sum game

charge money

distribution channel
validation / MVP

talking to customers

niche marketing

content marketing
Sidekiq
Open-Source Background Job Framework

by Mike Perham

$80k/mo
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 $ +sum simple idea
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
and/or @csallen