



SOFTWARE
ENGINEERING
DAILY

Making Money Online (for Software Engineers)

by Courtland Allen of [IndieHackers.com](https://www.IndieHackers.com)



@csallen

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~~Code~~



Making Money



Being Independent



Solving Problems

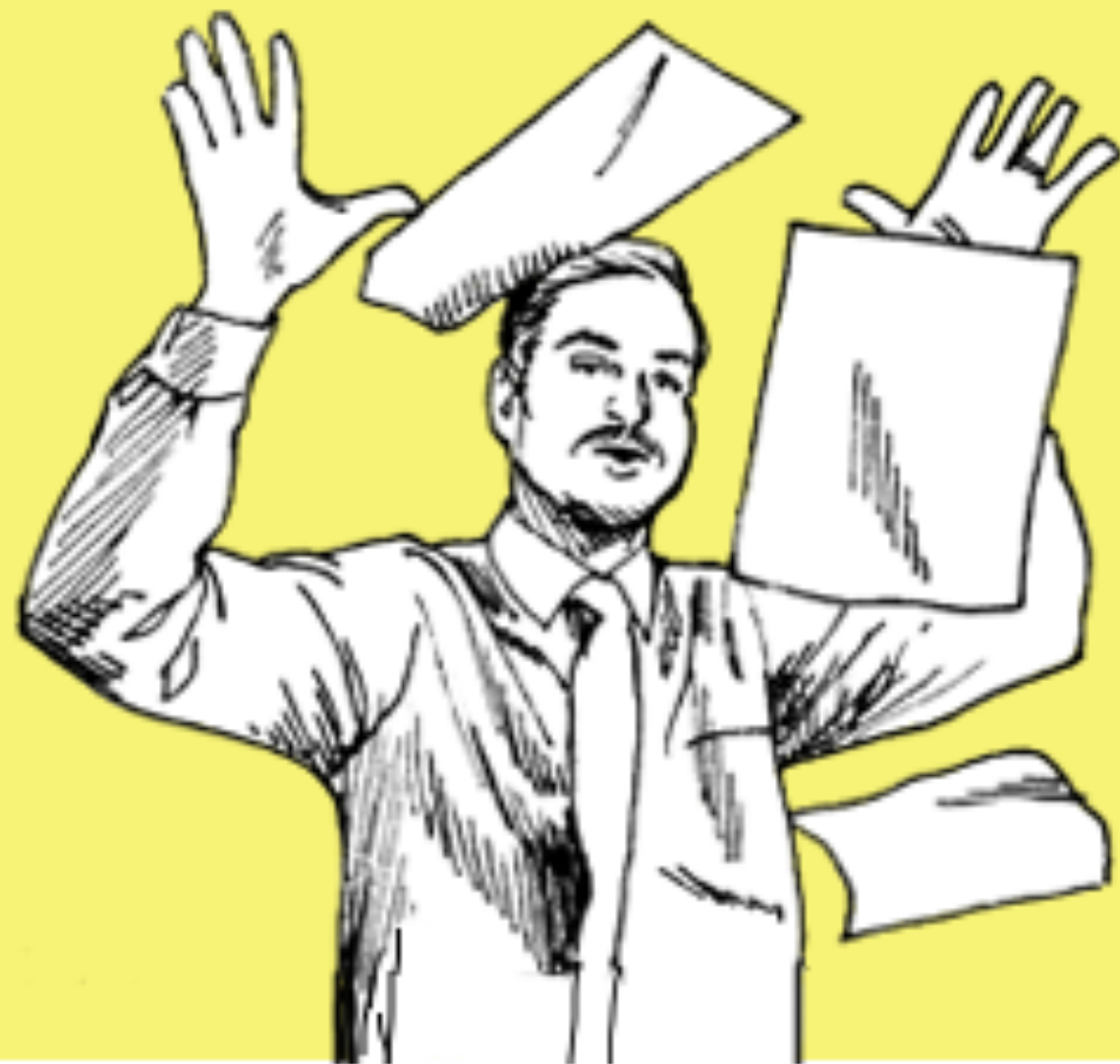
(How to)

 **Make money...**

 **independently...**

 **by solving problems.**

Fuck this shit. I'm out.



som_{ee}cards
user card

MOTHER OF GOD

WHAT HAVE I DONE






OOWEEE.TUMBLR.COM





Launch!


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- 

Homey
Chores and Allowance App
\$306/mo by Sanja Zepan
- 

Grasshopper
Virtual Phone for Entrepreneurs
\$3.5M/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

Sessions

721,031



Users

330,152



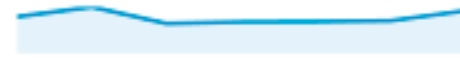
Pageviews

1,389,236



Pages / Session

1.93



Avg. Session Duration

00:06:16



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



Follow

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

LIKE

1



7:33 AM - 4 Dec 2016



1



Matt
@mattmegabit



Follow

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



1



Ashley Read
@Ashread_



Follow

[@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”?**

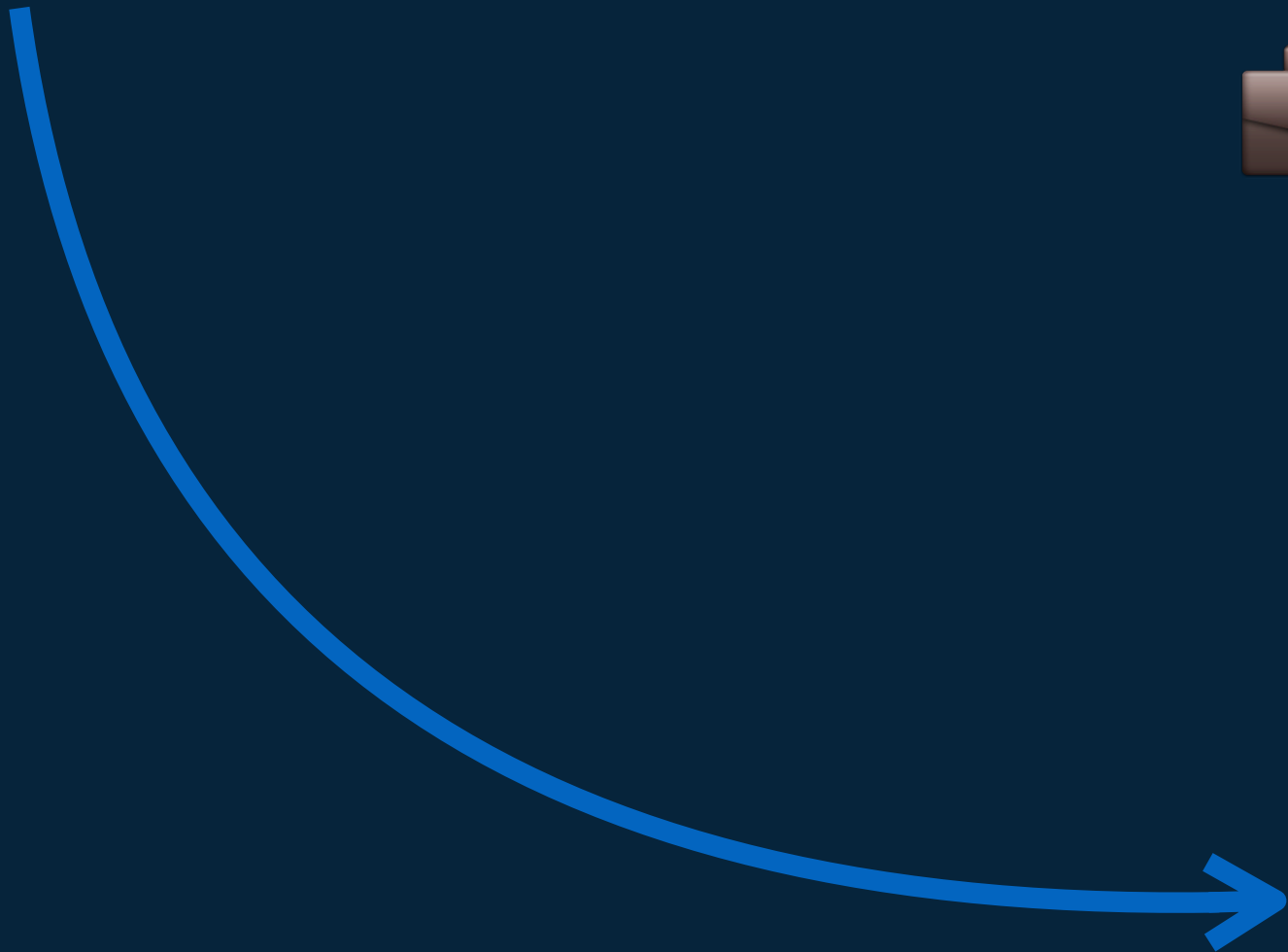
Customers



Employer



You





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Homey

Chores and Allowance App

\$300/mo

by Sanja Zepan



Grasshopper

Virtual Phone for Entrepreneurs

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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

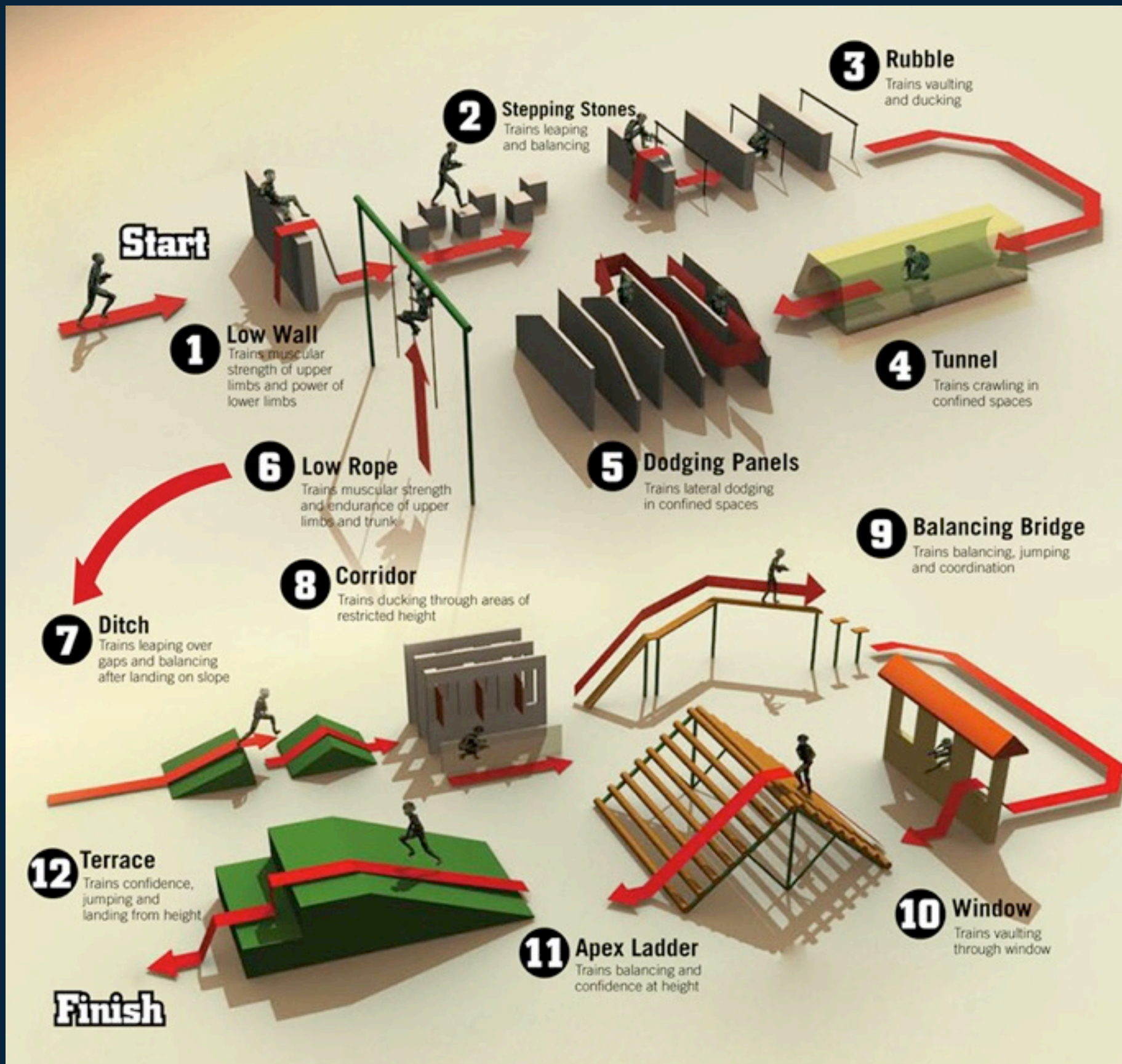


risk

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.



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SUBSCRIBE

Learn by example!

Revenue Funding Founders Categories Sorted by Recently Added



Homey

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Proposeful

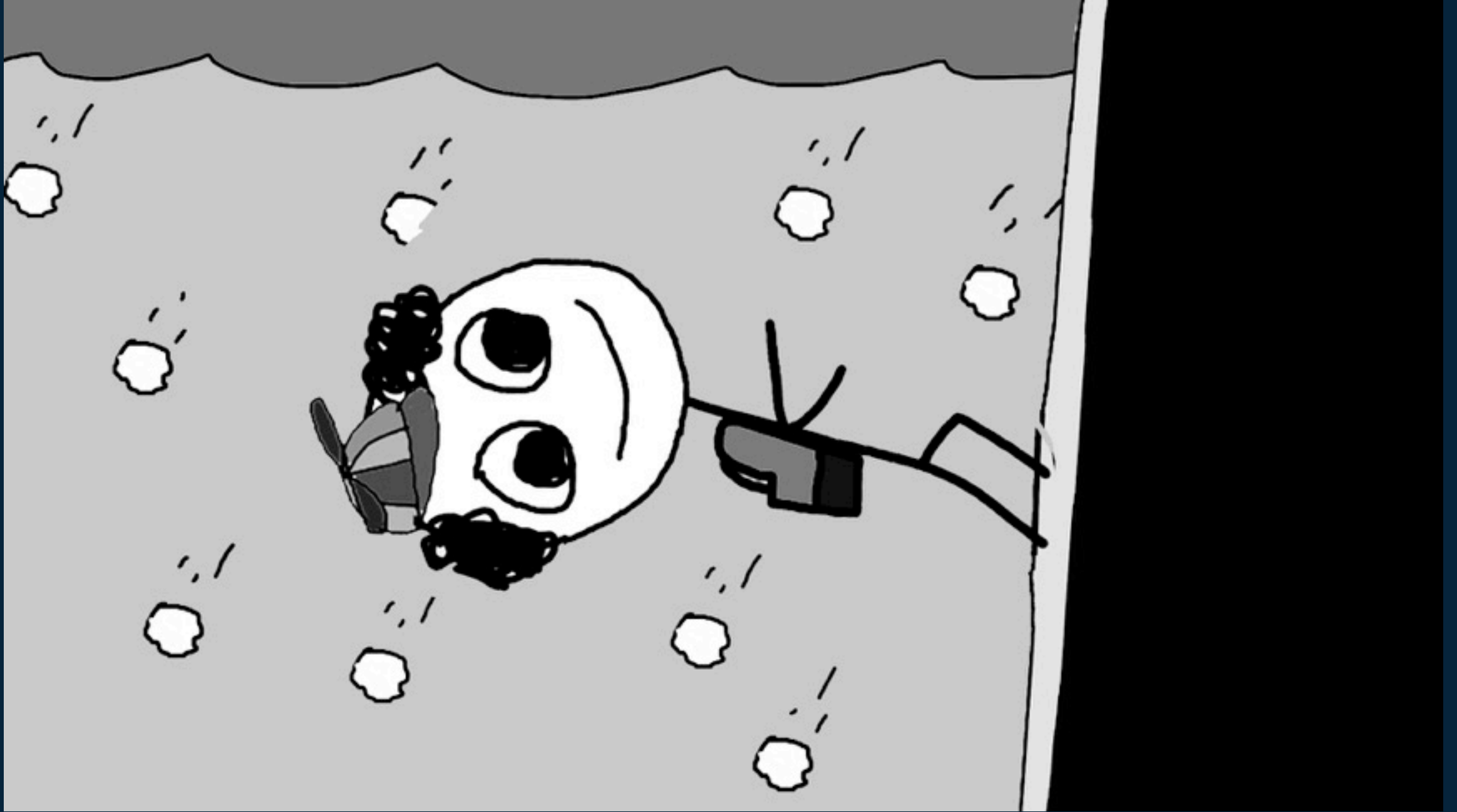


Fundraising Report Card



Hello Weather



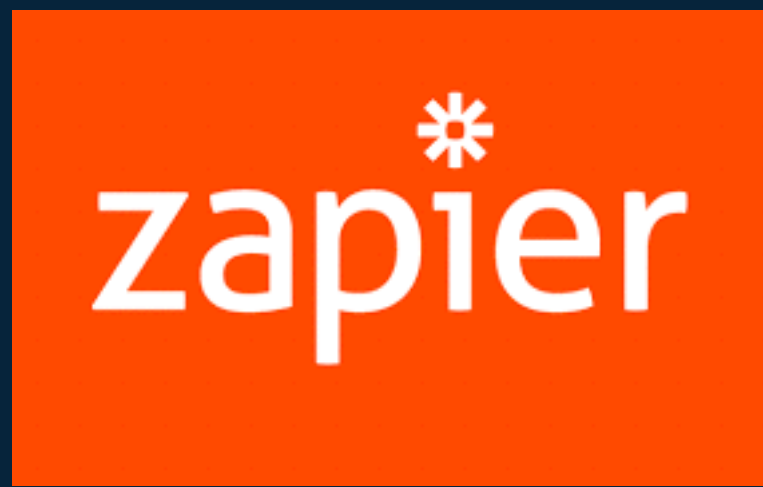




1) Tech is everywhere.

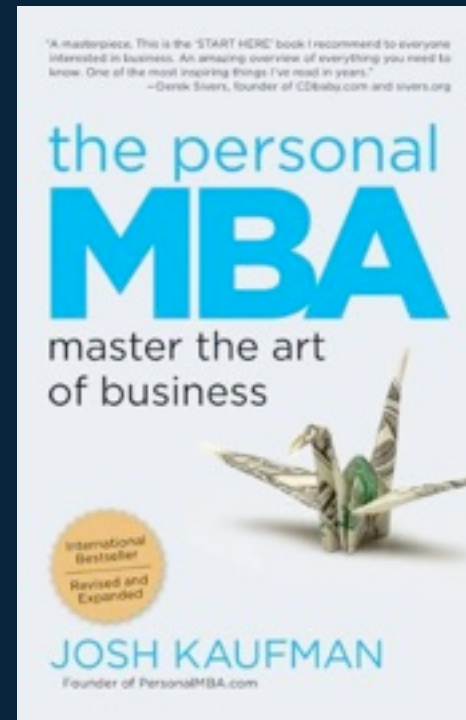
The Stripe logo is shown within a solid blue square. The word "stripe" is written in a white, lowercase, sans-serif font, centered within the square.

stripe

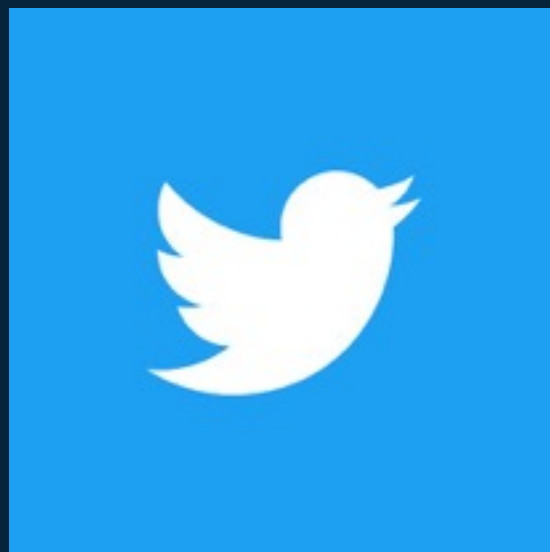


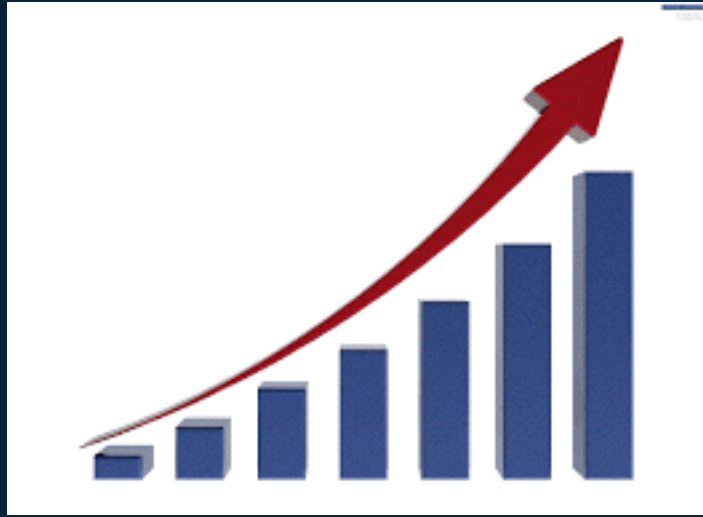
2) Tech is more powerful than ever.





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!

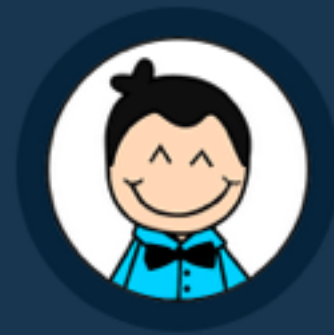


Fundraising Report Card

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

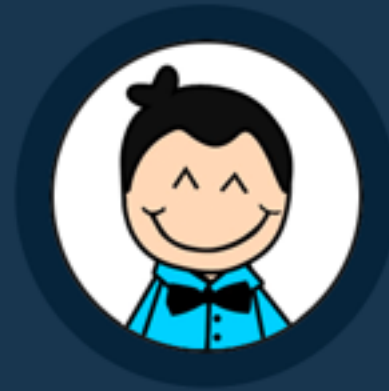
by Mike Perham

**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

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

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

say hello on the forum!

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

