

You Created a Plugin

Now What?

WordCamp Seattle 2017



Who Are You?

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Adam W. Warner

- WordPress Evangelist at SiteLock
- Co-Founder at FooPlugins
- Discovered WordPress in 2005
- WordPress Community Addict
- Fan of Fractals
- Lover of Meatballs
- Proud Dad!





History of Plugins

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- WordPress Released – 5/27/2003
- Mingus – 5/22/2004- Added support of Plugins
- Duke – 12/31/2005 - Improvements for Plugin developers
- Brecker – 3/29/2008 - Improved plugin system
- Coltrane – 12/11/2008 - Auto upgrades and installation/wp-admin
- Carmen – 12/19/2009 - Batch plugin updating
- Benny – 9/4/2014 - Plugin discovery
- Dinah – 12/18/2014 - Plugin recommendations

Premium Plugins

- WP eCommerce
- Wishlist Member
- WPMUDEV - 2007
- Gravity Forms - 2008
- iThemes (Billboard plugin) – 2008
- CodeCanyon - 2010



Should You Start?

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Considerations

Pros:

Do what you love
In total control
Better work/life balance?
More efficient than office
Pride
More \$\$\$

Cons:

Uncertain income
Health insurance
More complicated finances
Higher criteria for loans
Doing everything = stress
Remote work isolation

Is It a Good Idea?



Will People Buy It?





My Story

How a non-developer co-founded
a premium plugin business

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It Started with a Paper Route



Finding WordPress



Moving Moments

Preserve your precious photos in full motion video on DVD

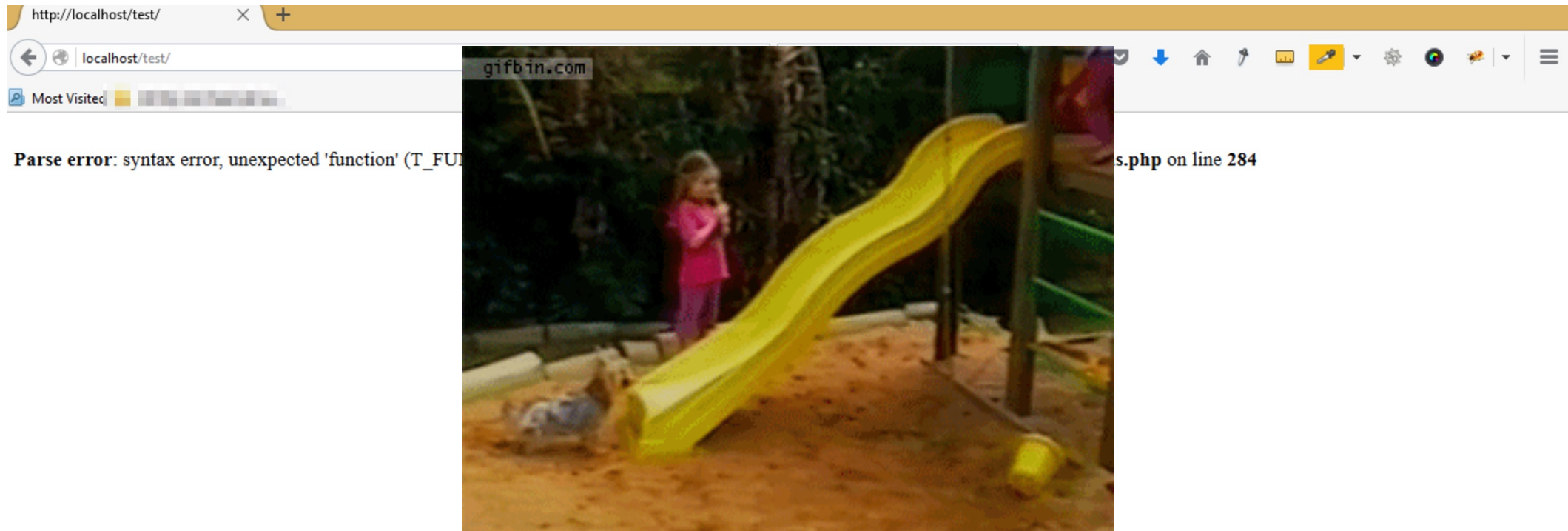
Moving Moments is a distinctive and exciting way to showcase your fondest photo memories. Whatever your needs, Moving Moments can be tailored to your specific situation, including several special services.

We digitally convert your photographs into a full motion video for you to cherish forever. This is not your average slide show. By adding full motion to your still photos, you bring the viewer into the picture, and the memory. When music and titles are added to the photos, you can inform the viewer of the special occasions time and place, and much more.

Services &
Samples

Contact

Following My Passion



Finding a Partner



awarner20
Member

Does anyone have any advice on this?

Posted 1 year ago on Tuesday March 27, 2012 | [Permalink](#)



bradvin
Member

Hey Adam,

How do you assign post categories to a user? By role? And how do you actually do this linking?

That is the first problem. Once you can link a user to post categories, then you can quite easily limit the categories that he can create posts for

cheers

Brad

Posted 1 year ago on Wednesday March 28, 2012 | [Permalink](#)



Before You Sell

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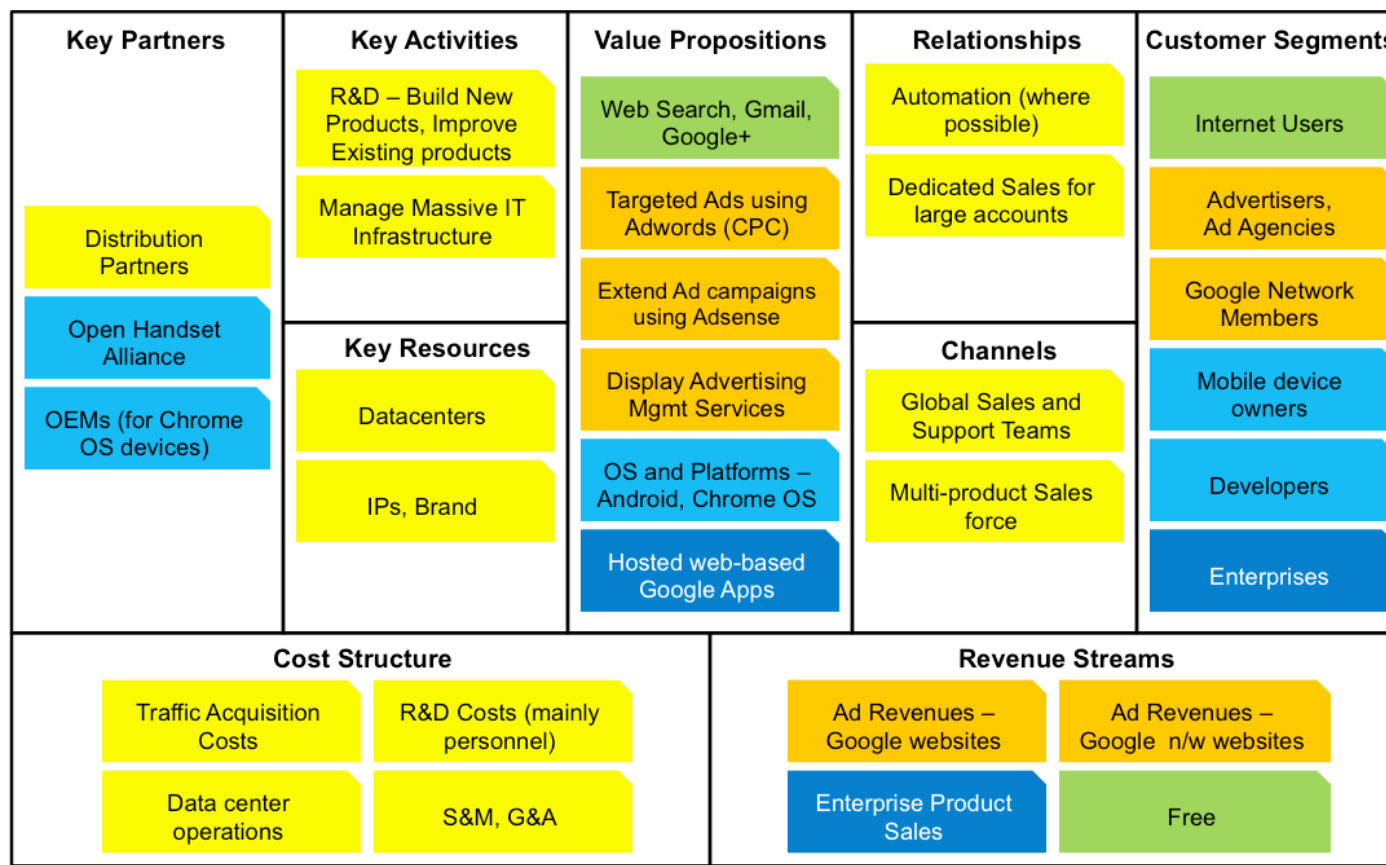
Market Research



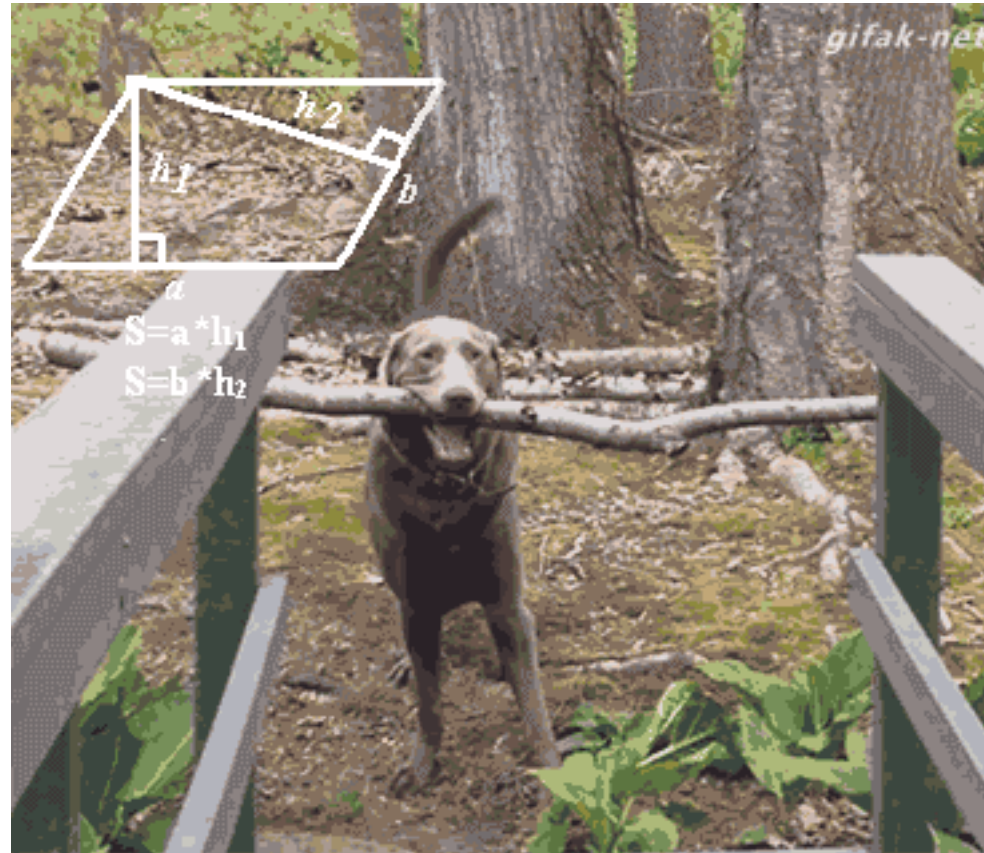
I want to ask you some questions.

Know Your Business Model

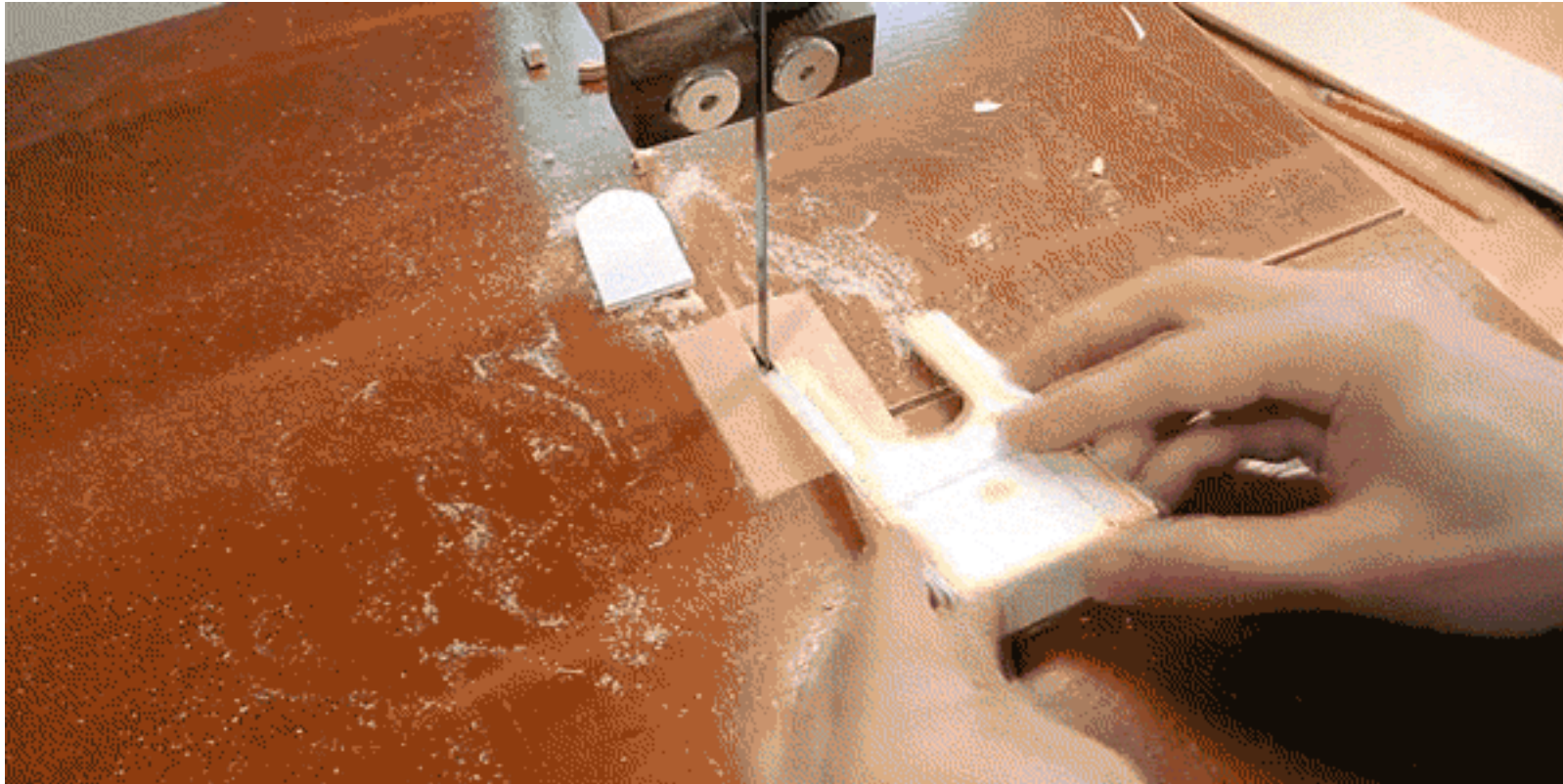
Google Business Model



Solve a Problem



Don't Reinvent – Do It Better





Where to Sell

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Existing Marketplace

The screenshot shows the Envato Market website homepage. At the top, the Envato Market logo is on the left, and navigation links for Forums, Start Selling, Our Products, and Sign In are on the right. Below the logo, there are icons for various marketplaces: themeforest, codecanyon, videohive, audiojungle, graphicriver, photodune, and 3docean. A horizontal menu lists categories: All Items, PHP Scripts, WordPress, eCommerce, JavaScript, CSS, Mobile, HTML5, Skins, WP Themes, Plugins, and More. The main content area features a large orange banner with the text "Discover 21,649 code scripts and plugins from \$2" and "All the code you need from PHP to Bootstrap, created by our global community of developers." Below this is a search bar with the placeholder text "e.g. ecommerce plugin" and a magnifying glass icon. At the bottom, there is a section titled "Discover this week's Featured plugins and code" with the text "This week's best code snippets and scripts have arrived, all carefully hand-picked by our Quality team! Find out what items have been making our heads turn."

envato market

Forums Start Selling Our Products Sign In

themeforest codecanyon videohive audiojungle graphicriver photodune 3docean

All Items PHP Scripts WordPress eCommerce JavaScript CSS Mobile HTML5 Skins WP Themes Plugins More

Discover 21,649 code scripts and plugins from \$2

All the code you need from PHP to Bootstrap, created by our global community of developers.

e.g. ecommerce plugin

Discover this week's Featured plugins and code

This week's best code snippets and scripts have arrived, all carefully hand-picked by our Quality team! Find out what items have been making our heads turn.

Your Own Site

Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

CAR LEASING

Want a cheap new lease car? Start HERE!

LING'S CARS.com

UK CONTRACT HIRE CARS FROM LING VALENTINE

PLAY GAME! Play stupid game

CAR LEASING - CONTRACT HIRE - CHEAP LEASE CAR

Home Cars and Vans How It Works Price Lists About Ling Customers Fun Stuff Quote/Order

Business Customer Pricing Personal Customer Pricing The Best FAQs in the World!

NEW SEXY christine pull rep HERE

FEAR CARS

Search Cars Here Go

LING'S LIVE TWITTER FEED

facelicious101: @LINGSCARS @First2005 Ling what's your company?

UsedCarRicky: @LINGSCARS I love you!

LINGSCARS: These same parents will buy me... fags, pizza, shit from Amazon and Sky TV, so their children... has lunch.

Intro Film News Blog Office TV Contact Moan Links Play Quiz Privacy Policy Google Visitors

ABARTH LEASING 595 595 Convertible

ALFA ROMEO LEASING Mito

MEET MY STAFF

Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her business acumen."

Duncan Bannatyne - "I wanted to invest... but ye turrr'ed me dooon!"

Deborah Mead "Harrumph!"

VIZ Ling is OFFICIAL VIZ ethnic business advisor!

CHEAP INSURANCE

Google Spider Food

New LIVE visitors: [Progress bar]



How to Sell

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The Right Tool for the Job

Terms and Conditions*

Do you agree to our licensing, support, and refund policies? See [complete terms here](#).

Yes I agree

Total Price: **\$395.50**

[Complete Purchase](#)

[Save Selections and Continue Later](#)

Conditional success redirects



The Other Right Tool for the Job

The screenshot displays the Freemius Checkout interface. At the top, the navigation bar includes the Freemius logo, links for Features, Analytics, Monetization, Buy Button, EU VAT, and Blog, and a LOG IN button. The main heading reads "Sell WordPress Plugins & Themes. Anywhere." Below this is the "freemiusCheckout" logo. A list of features is shown: Secure Checkout, Software Licensing, Recurring Payments, and Automatic Updates. Two buttons are present: "START SELLING" and "DEMO".

The checkout modal is titled "Great selection, Vova Feldman!" and shows a "Save 20%" badge. It offers three pricing options: Monthly (\$4.99/month), Annually (\$3.99/month, \$47.88 annually), and Lifetime (\$149.99). The selected plan is Annual. The pricing table shows an annual total of \$59.88, a 20% discount of \$12.00, and a subtotal of \$47.88. The "Today's total" is \$47.88. The form includes fields for First name (John), Last name (Doe), and Email address (john@example.com). Payment methods include VISA, Mastercard, American Express, Discover, and PayPal. Card details shown are: 4242 4242 4242 4242, 01/18, 123, United States, and 12345. A "Review Order" button and a "SECURE CHECKOUT" badge are at the bottom.

| Plan | Price |
|----------|-----------------------------------|
| Monthly | \$4.99 / month |
| Annually | \$3.99 / month (\$47.88 annually) |
| Lifetime | \$149.99 |

| Item | Price |
|-------------------------------|----------------|
| Annually (\$4.99 x 12 months) | \$59.88 |
| Annual discount (Save 20%) | (\$12.00) |
| Subtotal (\$3.99 x 12 months) | \$47.88 |
| Today's total | \$47.88 |

First name: John, Last name: Doe, Email address: john@example.com

Payment method: VISA, Mastercard, American Express, Discover, PayPal

Credit or debit card number: 4242 4242 4242 4242, Expiration date: 01 / 18, Security code: 123

Country: United States, Postal code: 12345

Review Order

SECURE CHECKOUT



Marketing

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It Starts with Free



Free software' is a matter of liberty,
not price. To understand the
concept, you should think of 'free' as
in 'free speech,' not as in 'free beer'.

— *Richard Stallman* —

AZ QUOTES

WP.org



WORDPRESS.ORG

Search WordPress.org



Showcase

Themes

Plugins

Mobile

Support

Get Involved

About

Blog

Hosting

Download WordPress

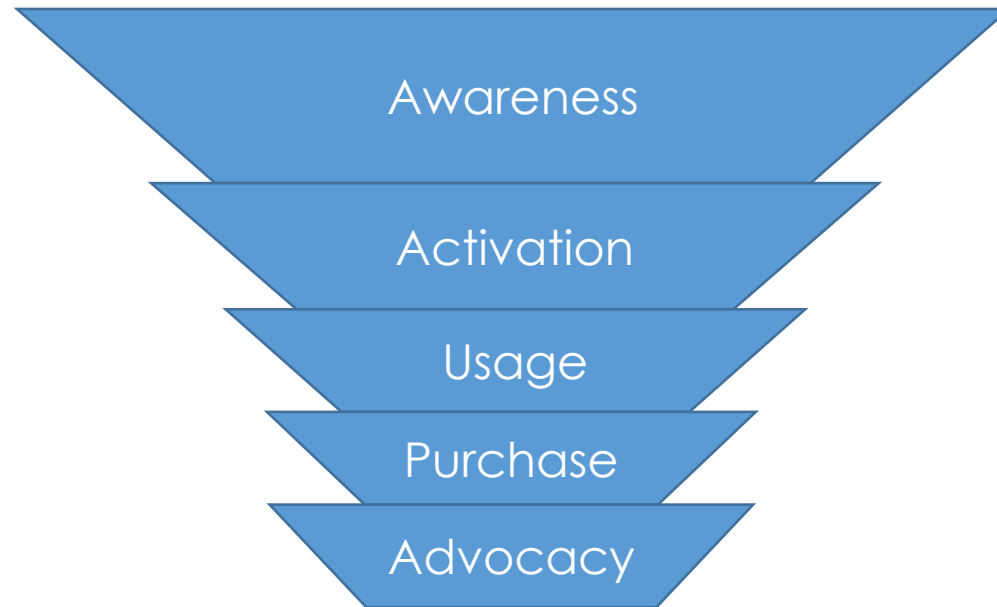
Plugins

Extend your WordPress experience with 50,207 plugins.

Search plugins



The Freemium Sales Funnel



Upgrades or Extensions

Welcome to FooBox!

Thank you for choosing FooBox as your lightbox! A great looking and responsive lightbox for your WordPress website! [See it in action now!](#)

[Getting Started](#) [Free Trial](#) [Demo](#)

FooBox PRO Free Trial

Want to test out all the PRO features? No problem! You can start a 7-day free trial immediately. No credit card is required!

[Start Your 7-day Free Trial](#)

PRO Features

- ✓ **ALL content types** - Images, galleries, videos, iframes, html. You name it, FooBox can open it.
- ✓ **Supported Galleries** - WP Gallery, FooGallery, Justified Image Grid, JetPack Tiled Gallery, NextGen Gallery, Envira Gallery, WooCommerce product images.
- ✓ **Social Sharing** - Share content to your favourite social networks with ease.

▼ Snortcode Support, Google font



Increasing Active Installs (and Sales)

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Repo Meta Matters



texins5 (@texins5)

Please rate **Coming Soon Page & Maintenance Mode** by SeedProd

Tools

Settings

FooBox

Getting Started

Settings

Support

Upgrade >

Help us spread the word. Thank you from the SeedProd team!

Aaahhh, thank you! Spaa

Appreciate your quick help!

you.

```
.foogallery-th  
.foogallery-th  
border: 1px solid #7a7a7a !important;  
margin: 0px !important;  
border: none !important;  
box-shadow: none !important;  
}
```


Copy that Drives Installs




- Explain what and why
- Highlight benefits not features
- How to use
- Include free/pro comparison


Plugin Repository SEO




The screenshot shows the WordPress.org website interface. At the top left is the WordPress logo and the text 'WORDPRESS.ORG'. To the right is a search bar with the text 'Search WordPress.org' and a magnifying glass icon. Below this is a navigation menu with links: 'Showcase', 'Themes', 'Plugins' (highlighted), 'Mobile', 'Support', 'Get Involved', 'About', 'Blog', and 'Hosting'. A blue button labeled 'Download WordPress' is on the right. Below the navigation is a blue banner with the word 'Plugins' on the left and a search bar on the right containing the text 'contact form' and a magnifying glass icon. Further right in the banner are links for 'My Favorites', 'Beta Testing', and 'Developers'.

Showing results for: **contact form**

**Contact Form 7**
★★★★☆ (1321)
Just another contact form plugin. Simple but flexible.

 Takayuki Miyoshi
 3+ million active installs  Tested with 4.7.5

**Caldera Forms – More Than Contact Forms**
★★★★☆ (245)
Responsive form builder for contact forms, user registration and login forms, Mailchimp, and more.

 Caldera Labs
 70,000+ active installs  Tested with 4.7.5

Algorithm Phase One

- Title
- Excerpt (short description)
- Description (including FAQ, changelog, everything...)
- Tags
- Slug
- Author name
- Contributors names

Algorithm Phase Two

- Last update date
- Compatibility with the latest core version
- Number of active installs
- % of resolved support tickets
- Average rating

SEO Summary

- Title
- Excerpt (short description)
- Description (including FAQ, changelog, everything...)
- Tags
- Slug
- Author name
- Contributors names
- Translations
- Releasing an update every 180 days
- Tested up to (Compatibility with latest core version)
- Resolving support tickets

Unintentional Decisions Gored Bad

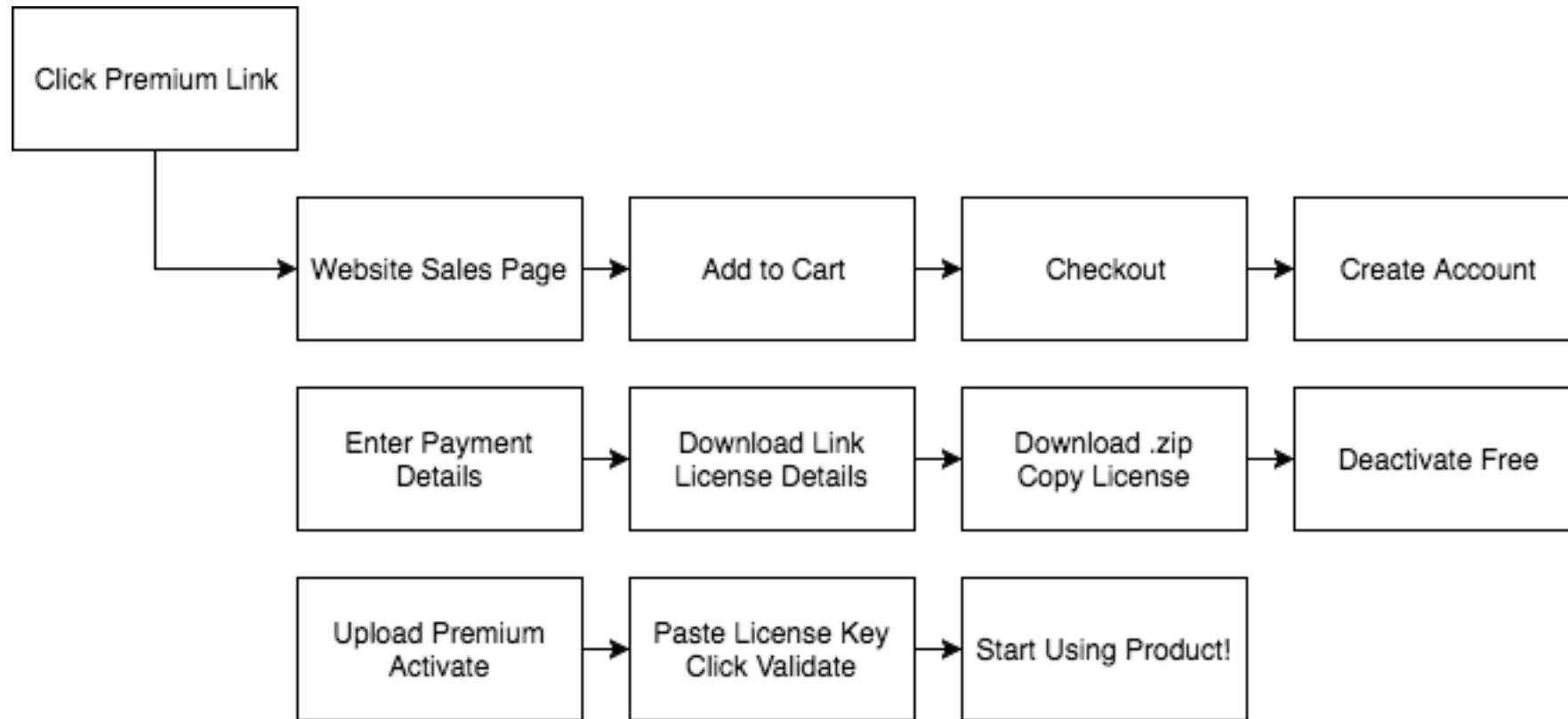
The image is a screenshot of a WordPress dashboard with a 'Tracking Settings' modal open. The modal contains a video of Will Ferrell in a red suit with the subtitle 'I immediately regret this decision.' Below the video is a dialog box titled 'What permissions are being granted?' with links for 'Privacy Policy' and 'Terms of Service'. The dashboard sidebar on the left includes 'Tracking Settings', 'Allow Usage Tracking?', 'Tools', 'Settings', and 'FooBox'. On the right, there is a text block that reads: 'the plugin better. Opt-in to wards the [purchase of](#)' and another block with the text 'ations, themes and plugins'.



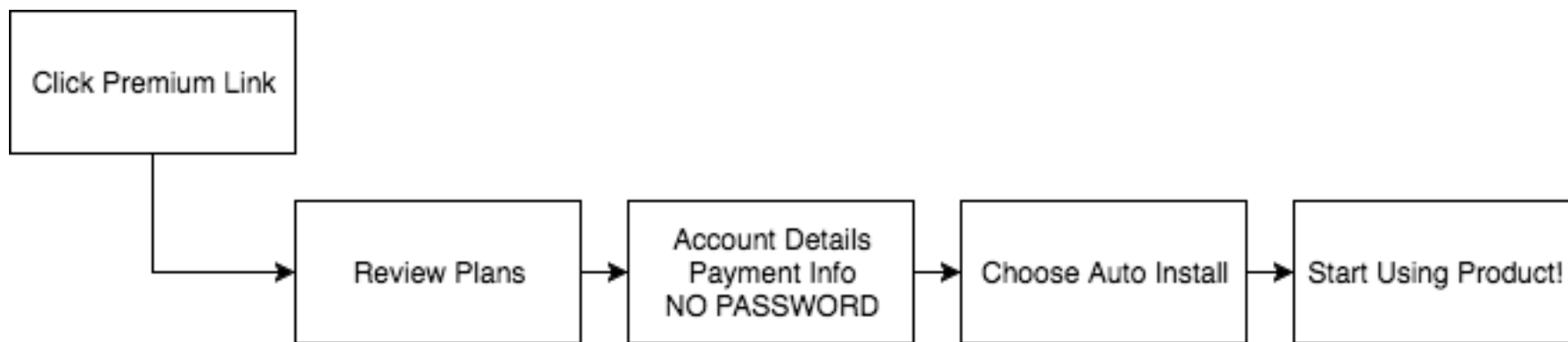
Streamlining Upgrades

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The Old Way



The New Way





Have I Mentioned Marketing Yet?

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Email Marketing

- Opt-in in free plugin
- Opt-in when upgrading
- Automation
- Add value
- Ask for the sale
- Freemius webhooks + Mailchimp = awesome

Content Marketing

- Plugin benefits and features
- Plugin settings
- Related tutorials
- Use support as inspiration
- Customer showcase

Social Media Marketing

- Use data/analytics to tell you where
- Sources for content
- Schedule posts
- Rework and reuse
- Not a designer? Use this...

Affiliate Program

- Incentivize reviews
- Increased exposure
- Increased website traffic
- Better search engine ranking
- You control percentages
- Opens partnership doors

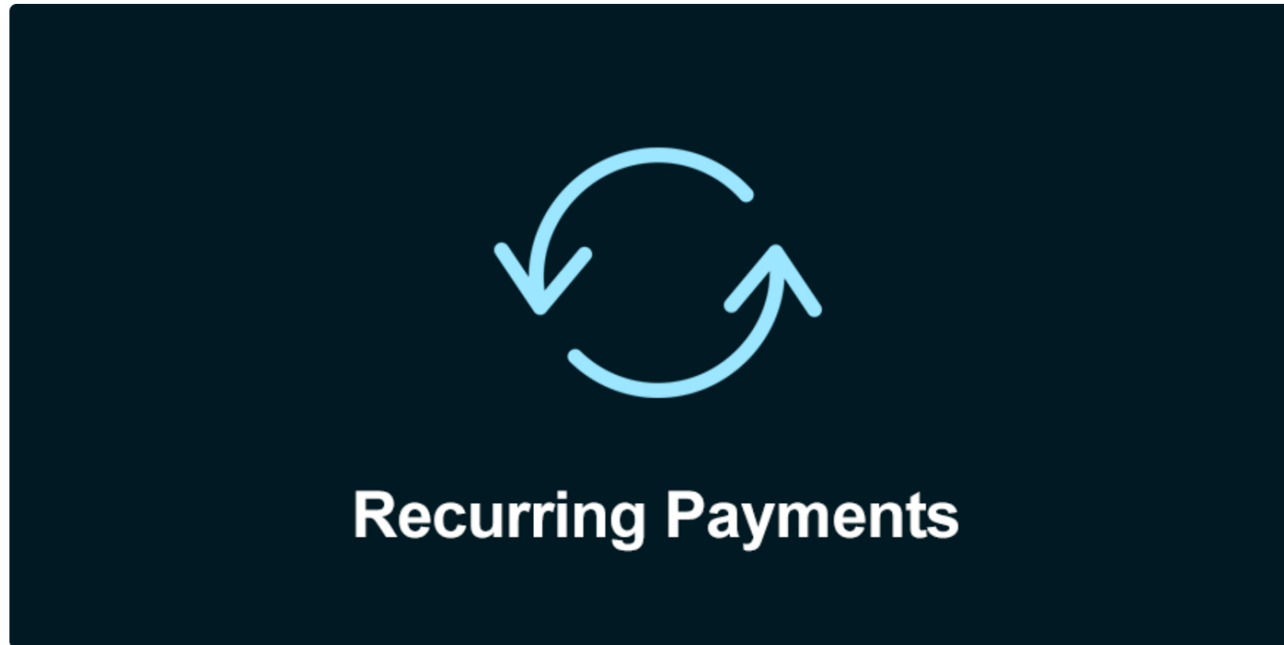



Pro Tips

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Upsells

Recurring Payments





Extension Pricing

- \$199.00** Single Site
- \$329.00** 2 - 5 Sites
- \$419.00** Unlimited Sites

[Add to Cart](#)

ⓘ All price options are billed yearly. You may cancel your subscription at any time. Extensions subject to yearly license for support and updates. [View terms.](#)

Extension Details


Cross Sells

Caldera Forms M
Add-On
\$49.99

Use On Unlimited
1 Site License
Priority Support

BUY NOW


Checkout

| ITEM NAME | ITEM PRICE | ACTIONS |
|--|------------|------------------------|
| Your WordPress Theme | \$60.00 | Remove |
|  Priority Support | \$39.00 | Remove |


[SAVE CART](#)

TOTAL: \$99.00


Need a helping hand?



[Theme Hosting](#)
\$30.00
Host your site on our blazing-fast servers
[Add to cart](#)



[Theme Installation](#)
\$19.00
New to WordPress? Let us install it for you
[Add to cart](#)



[Priority Support](#)
\$39.00
Always be at the front of the queue
✓ Added to cart

Own 3 Add-On Bundle
79.99

More Add-Ons for \$30

Priority Support

Unlimited Forms

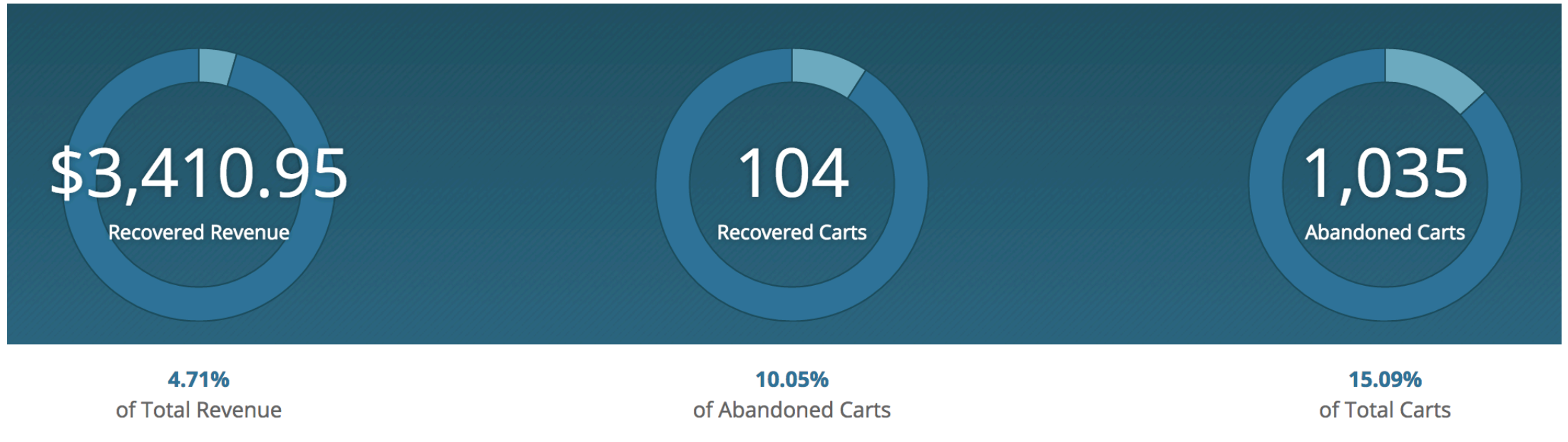
Site License

\$150 Value

Exit Discounts

| Item Name | Item Price | Actions |
|--|------------|---------|
| <div data-bbox="700 521 1847 1156"><h2>How about \$5 off?</h2><p>We'd hate to see you go! Complete your purchase now and get \$5 off your purchase by clicking the blue button below.</p><p>This is a one time offer, so take advantage of the discount now!</p><p>Sweet, apply the discount now!</p><p>No Thanks.</p></div> | | |
| <p><input checked="" type="radio"/> Credit Card <input type="radio"/> PayPal</p> | | |

Recovered Carts



Cross Promotion Partnerships

Show An

Looking to move to a better WordPress host?

We Recommend [SiteGround.com](#) Managed WordPress Hosting.

Thumbna

Here's some highlights of SiteGround's WordPress Hosting features:

Image Op

- Free Domain Name
- Free Website Migration
- Free Daily Backups
- Unlimited Email
- cPanel and SSH Access
- 24/7 Tech Support
- WordPress Super Cacher – Static cache on StartUp plan, Dynamic Cache is available for GrowBig (\$7.95) and GoGeek (\$14.95) plans.
- CDN (CloudFlare)
- WordPress Auto Updates and WP-CLI
- WordPress Staging and Integrated Git (for GoGeek plans starting at \$14.95)
- [Learn more about SiteGround here.](#)

PDFs.

ShortPixel Image Optimizer



Pricing

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What Will the Market Bear?



Auto Renew



A/B Testing

A

Be on time, every time

Pre-order Bounce

\$5 for a limited time

132 of 5000 late people helped | 1 month left

We won't charge your card until Bounce launches

B

Be on time, every time

Pre-order Bounce

\$10 for a limited time

266 of 5000 late people helped | 1 month left

We won't charge your card until Bounce launches



Developer Tips

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Make Your Life Easier

- Hat tip to John Turner and Josh Pollock
- Sanitize and validate everything
- Use the WordPress Settings API and native UI CSS classes
- Prefix everything
- Namespace everything
- Properly enqueue scripts



The Elephant in the Room

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Support Will Make or Break You



Good



Bad



Social Proof


The internet is viciously trolling United Airlines, and it's a sight to behold



Support Options



Knowledge Base



[Support Home](#) [FooBox Pro](#) [FooBox Fotomoto Extension](#) [FooGallery](#) [FooGallery Extensions](#) [FooGallery Display Templates](#) [Open Ticket](#)

Documentation for FooPlugins

FooBox Fotomoto Extension

- [Fotomoto Plugin Settings](#)
- [Configure FooBox Fotomoto Extension](#)

FooBox Pro

FooBox Pro Documentation

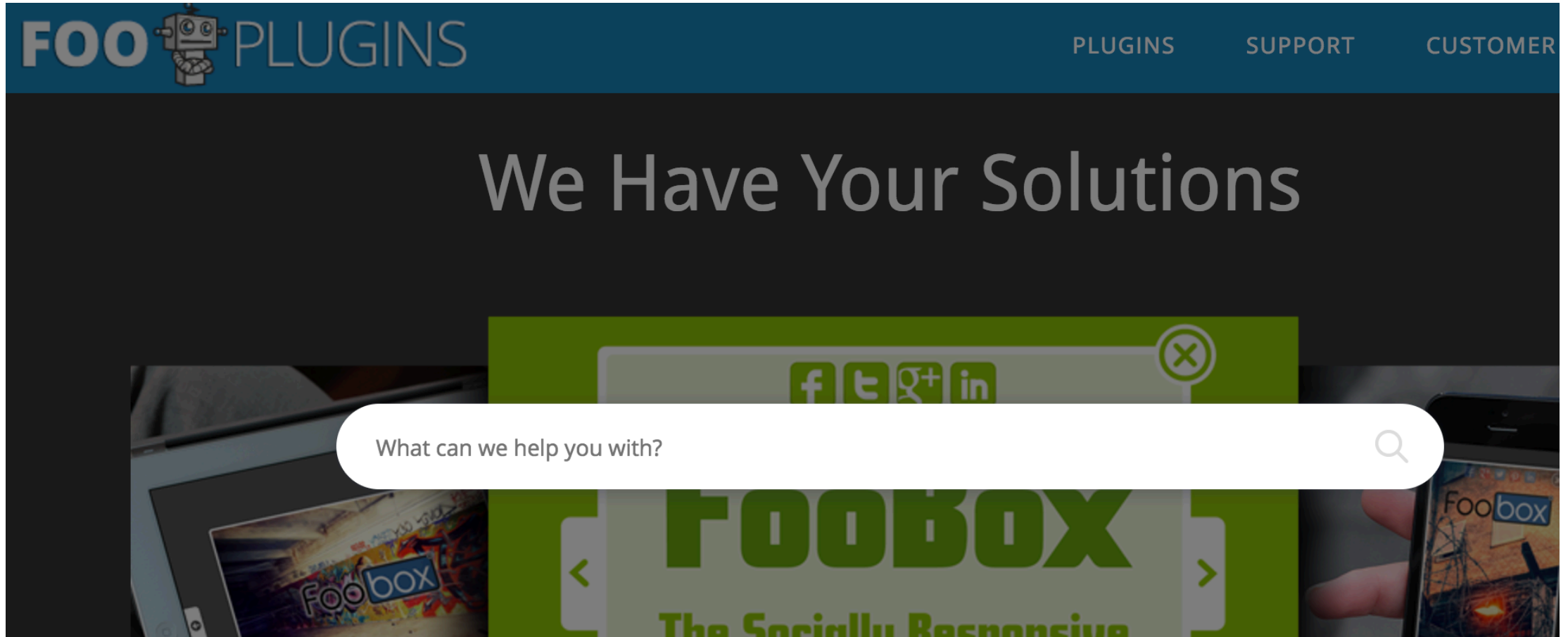
- [FooBox 101](#)
- [FooBox FAQs](#)
- [FooBox CSS Cheat Sheet](#)
- [WordPress Image Gallery](#)

FooGallery

How to create galleries

- [FooGallery 101](#)
- [Creating Galleries](#)
- [FooGallery Actions and Filters](#)
- [Creating an Extension or Template](#)

Encourage Self Help





Now What?

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- Validate your idea
- Market research
- Choose a platform
- Marketing
- Marketing
- Marketing...



Thank You – Questions?

- Follow at:
 - @WPDistrict
 - @wpmodder
- My Blog Posts:
 - <http://wpdistrict.sitelock.com>
 - <http://succeedwithwp.com>
 - <https://fooplugins.com>