The challenges of running a WordPress plugin business…

…when you're not a developer.

The challenges of ____ when you are not ____
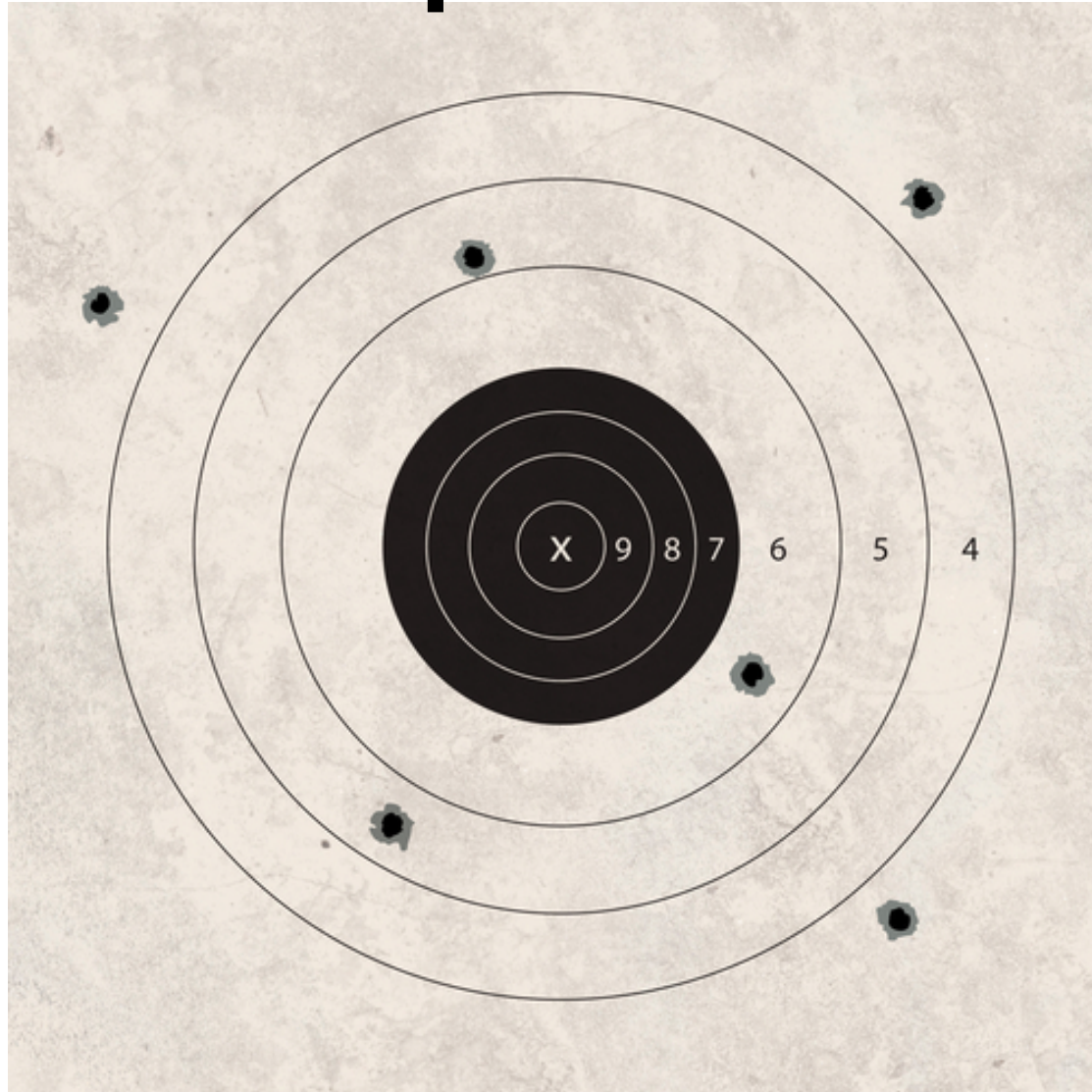
Growth Mindset

Fixed Mindset

Image courtesy of Reid Wilson

10. Adopt a growth mindset

9. Nail a problem

8. Kill perfection

7. Experiment

features

price

SEO

service

price

renewals

price

price

price

Earnings
Sales

$

#

Jul 2014   Jan 2015   Jul 2015   Jan 2016   Jul 2016   Jan 2017   Jul 2017   Jan 2018
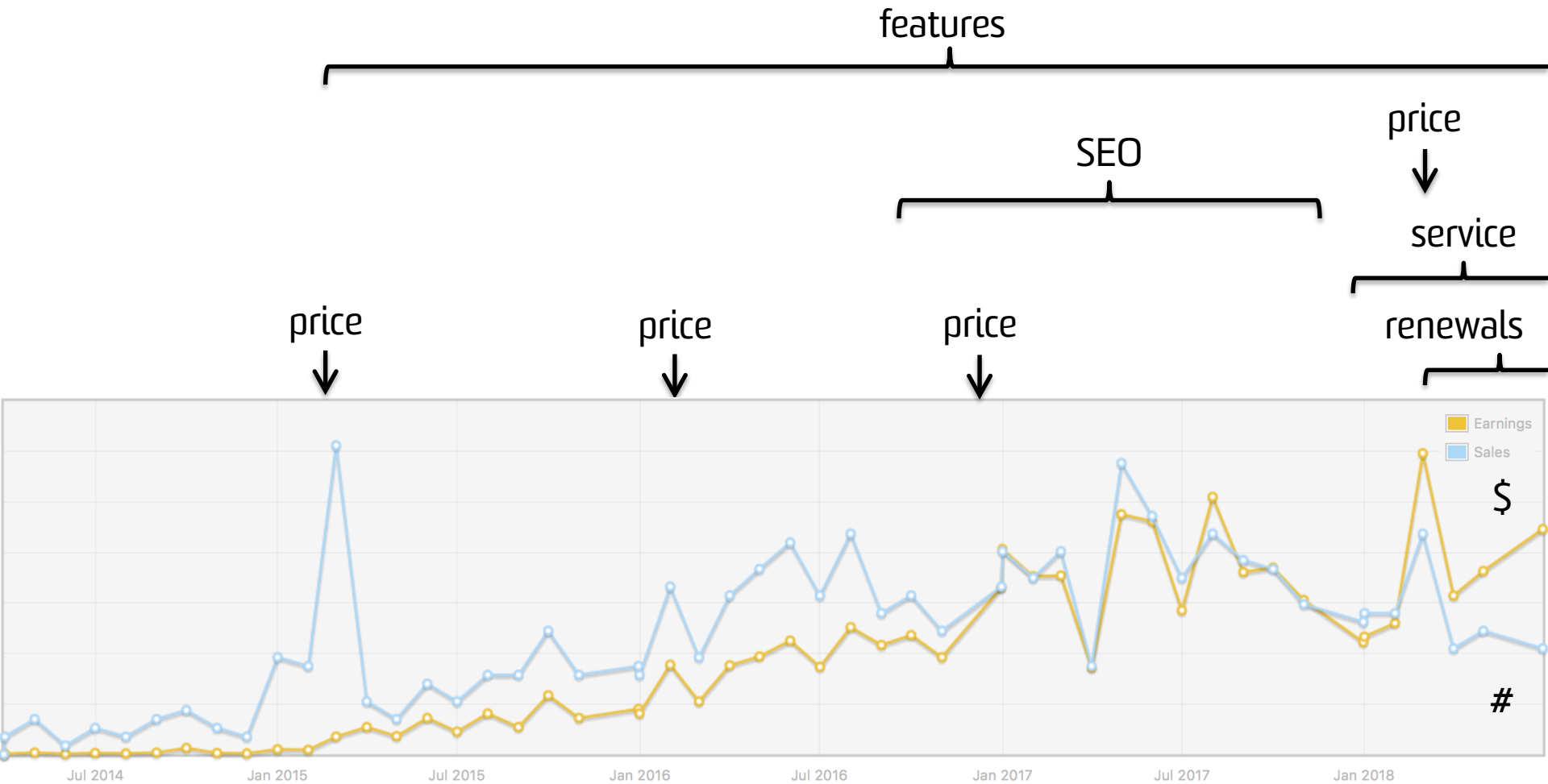
6. Understand your customers

5. Action beats planning

4. Unleash your energisers

3. Use quality ingredients

2. Make yourself redundant

1. Sell sell sell!
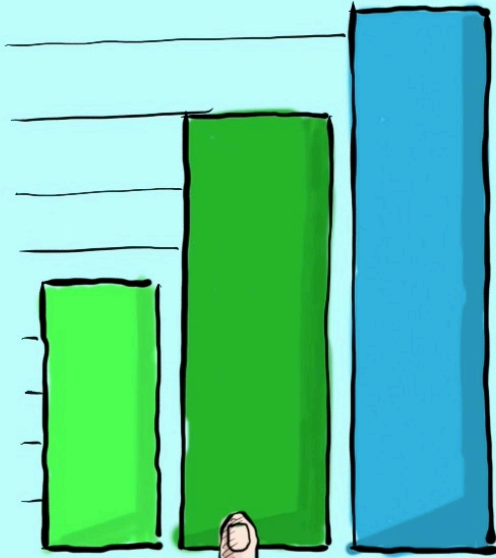
gfchart.com
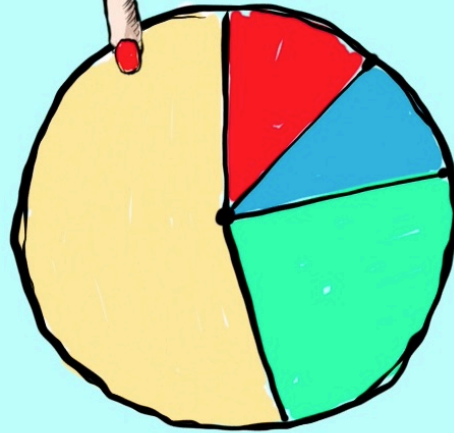WCSyd

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