



How to Outshine Your Competition in Our Exploding WordPress Market



with Beth Livingston

Why Your WordPress Development and Design Skills are No Longer Enough and What to **DO** About it



I'm going to show you exactly WHY being a super-talented designer or technically-brilliant developer is no longer enough in the exploding world of WordPress competitors and why **YOU** don't need to worry about that.





As a bonus, I will also let you in on my single most effective (and secret) technique for positioning yourself as the obvious “provider of choice” when potential clients are shopping for a website solution.





About Me

- M. Ed. in Instructional Design
- Training Specialist
- Technical Writer



- IT Business Analyst
- Project Manager





Now



- WordPress Solution Provider
 - WordCamp Speaker
- WordPress Meetup Organizer
 - Local Educator
 - Online Educator

The Complete Project Management Roadmap for WordPress Framework and Program



The Stats

- 37 million global searches for “WordPress” occur on Google each month.
- According to Sketch Themes, in 2014, WordPress was the most requested skill in the world.
- As of January 2015, more than 243,000 WordPress projects had been completed on Freelancer.com.





The Stats

Top Upwork freelancers

wordpress

developer 125,000+	designer 75,000+	seo expert 25,000+	writer 25,000+	seo 75,000+
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9/5/2019





The Stats



How It Works

Browse Jobs

Top Jobs

Freelancer > Jobs > wordpress > 1

Q wordpress

📍 Online Job

My recent searches

wordpress

Newest first

▼ 807 jobs found, pricing in USD

9/5/2019





The Stats

WordPress 5.2 has been downloaded

53,261,146 times

(as of 9/5/2019 8:30am)



<https://wordpress.org/download/counter/>



What Clients Care About Most

1. Cost/Investment

2. Timeline

3. Solution

Sorry to say, but you're far from the only company who can solve this client's particular problem. Your competitive advantage is in **how** you solve it. Outline your **approach** in the business proposal so your audience can understand why it's unique and why it's the best choice for them.

<https://www.score.org/>



Competing on Price

- There is no point.
- Non-US providers charging less than the US market rate
- Newbies tend to lowball



**How LOW
can you go?**



Competing on Technical Skill

- Clients more technically savvy,
- Platform becomes easier to use
- Plethora of WordPress online training
- Clients don't care about your technical skills





Competing on Technical Skill

How hard can it be?





Competing on Design Talent

- Page builders
- Gutenberg block development
- Design is totally subjective





Why does any of this matter?





You Need A...

Unique Value Proposition





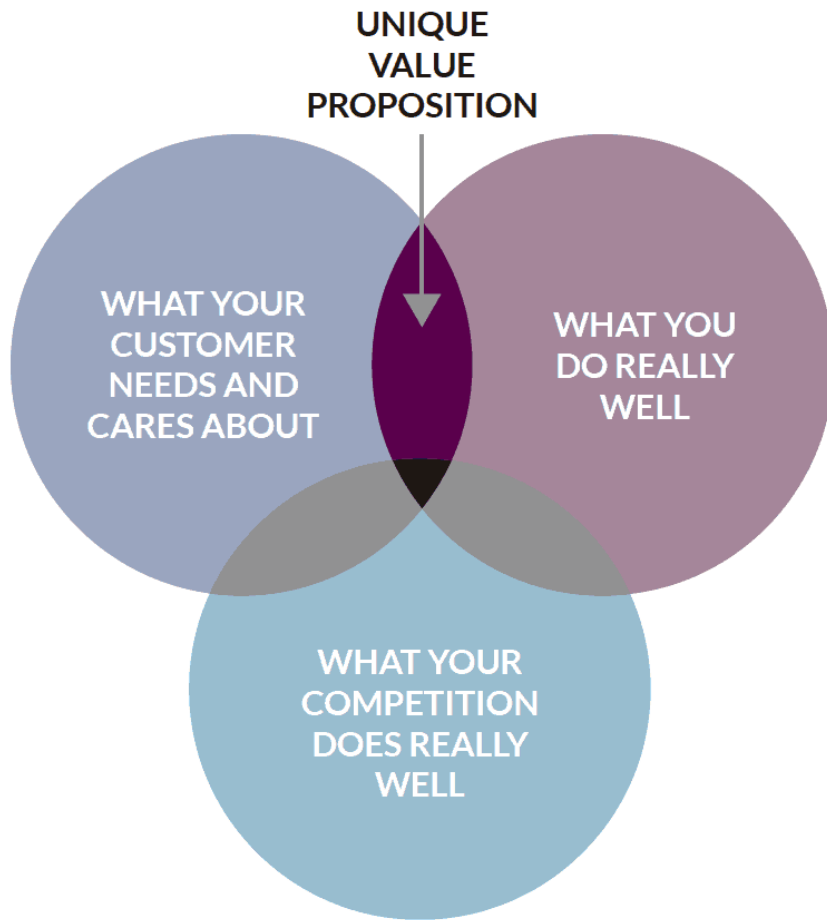
What Your Unique Value Proposition is NOT

- NOT a call to action
- NOT necessarily a headline + sub-headline
- NOT an explanation of your product or service
- NOT a rundown of every possible benefit your product or service can provide
- NOT an introduction to your business





A Unique Value Proposition is...



...a statement that communicates the

UNIQUE VALUE

provided by your business to your

TARGET CUSTOMERS



What is Your Unique Value Proposition?

1. SEO
2. Maintenance Plans
3. Marketing/Social Media





What Clients Care About Most

1. Cost/Investment ←

How can you keep project costs down?

2. Timeline

How can you prevent cost overruns?

3. Solution



What Clients Care About Most

1. Cost/Investment

2. Timeline 

How can you prevent scope creep?

3. Solution

How can you control project delays?

How can you prevent content-related delays?

How will you guarantee the project will be completed on time?



What Clients Care About Most

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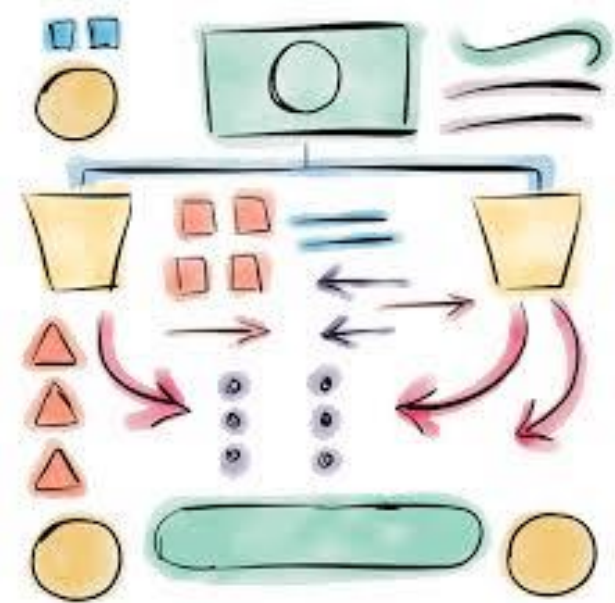


What business problems will your solution solve?

How will this make life easier for the client?



All of this can be addressed by using repeatable, proven processes for...





Estimating

- Abandon the “crystal ball” approach to estimating
- Use a 2-Step Proposal Process
- Estimate often
- Measure it





Proposal Presentations

- Keep it high level
- Never provide a precise estimate
- Never leave the proposal with the client





Client Management

- Define the ideal client
- Set proper expectations
- Include incentives
- Clearly state consequences for non-compliance





Requirements Definition

- Start with REAL business requirements
- Develop a set of standard technical requirements
- Focus on content





Change Control

- Define what “change” is (and is not)
- Use a change budget
- Define the process and consequences for non-compliance
- Put the client in control of change





Acceptance Management

- Use incremental acceptance
- Set acceptance criteria up front
- Define the process and consequences for non-compliance
- Define “rejection with cause”





The single best strategy for setting yourself apart from the competition is showing the client how **YOUR** project will not succumb to common project obstacles, delays, and cost overruns.





8 Essential Questions

1. How do you arrive at your estimates?
2. How do you discover and document the business requirements for the website?
3. How do you plan and manage the content activities?
4. How do you plan for and manage changes?





8 Essential Questions

4. How is the cost for change determined?
5. How do you handle missed deadlines?
6. What are the criteria for approval of the project?
7. How do you ensure you will get the project completed on time without cost overruns?





Once you have answers to
the questions...

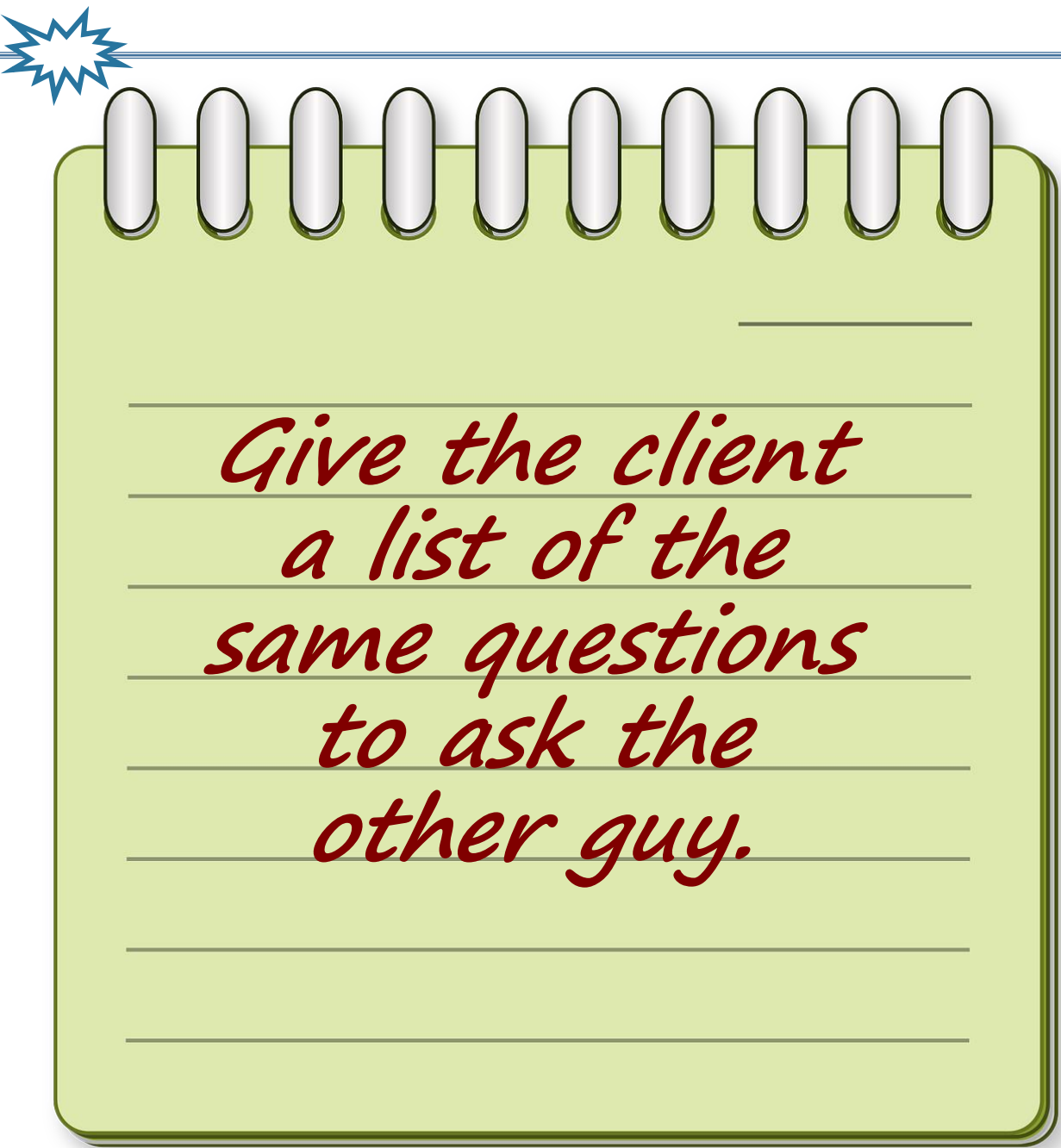




Weave your answers into your proposal.



The Kicker!



*Give the client
a list of the
same questions
to ask the
other guy.*



How to Learn More

Free training

The image displays three promotional cards for free training resources, each with a corresponding call-to-action button below it.

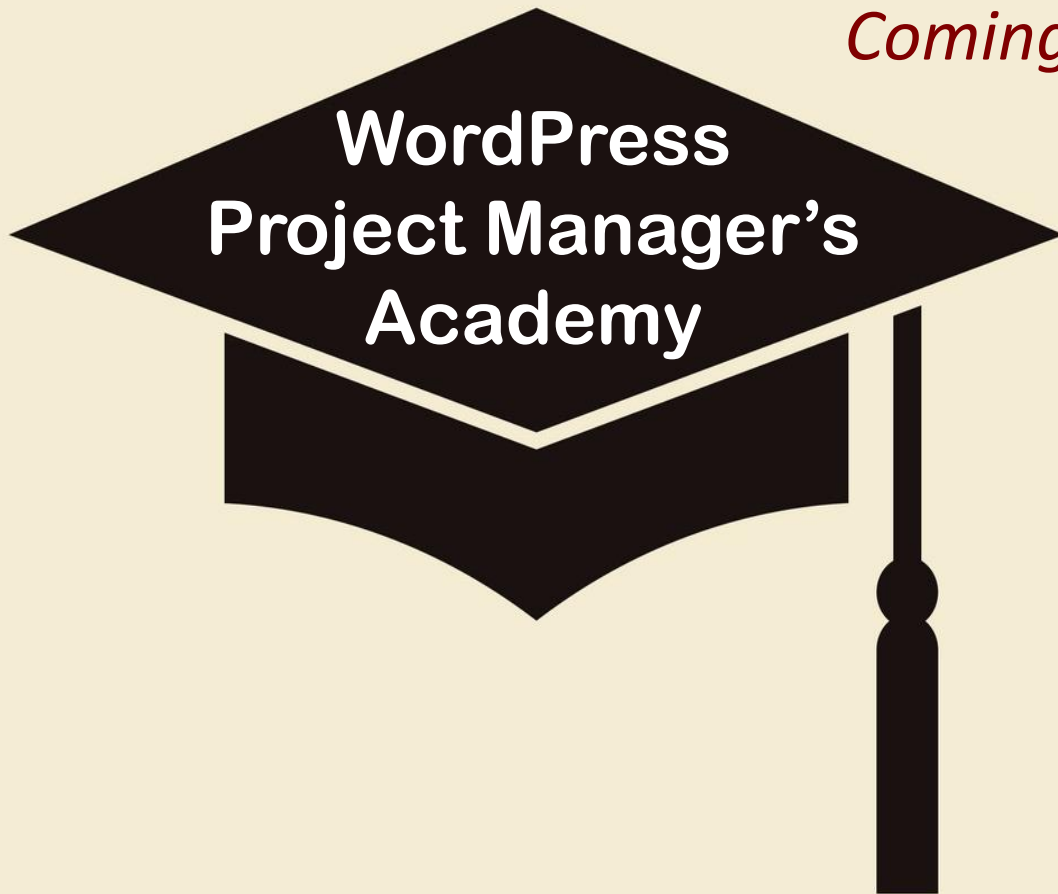
- Card 1:** Titled "6 Easy Ways to Prevent SCOPE CREEP Using Your WordPress Project Proposal". It features a cartoon character in a blue hoodie holding a clipboard. The logo for "WP Roadmaps and Coaching" and the name "Beth Livingston, M.Ed." are visible at the bottom. The button below reads "Send this to me!".
- Card 2:** Titled "How a Simple Project Notebook Can Help You Plan, Estimate, and Deliver Better WordPress Projects". It features a stack of books with glasses on top. The button below reads "Yes. I want this Tip Sheet".
- Card 3:** Titled "Instant Lesson: How to Edit CSS ...without Learning CSS". It features a desk setup with a laptop, a cup of coffee, pencils, and a sticky note. The button below reads "Watch the Video Lesson".

wproadmaps.com



How to Learn More

Coming later this year...



A Free Membership Site to learn to manage WordPress projects more effectively

Sign up to stay informed

wproadmaps.com/wppma



Thank You!

Beth Livingston

Slides available at wproadmaps.com/wordcamp



@WPRoadmaps or @BethLivingstoNC

#WCLV