



# 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




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

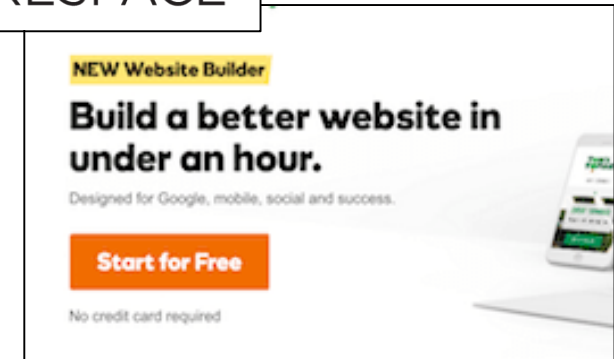
- Clients more technically savvy,
- Platform becomes easier to use
- Plethora of WordPress online training
- Clients don't care about your technical skills





# 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





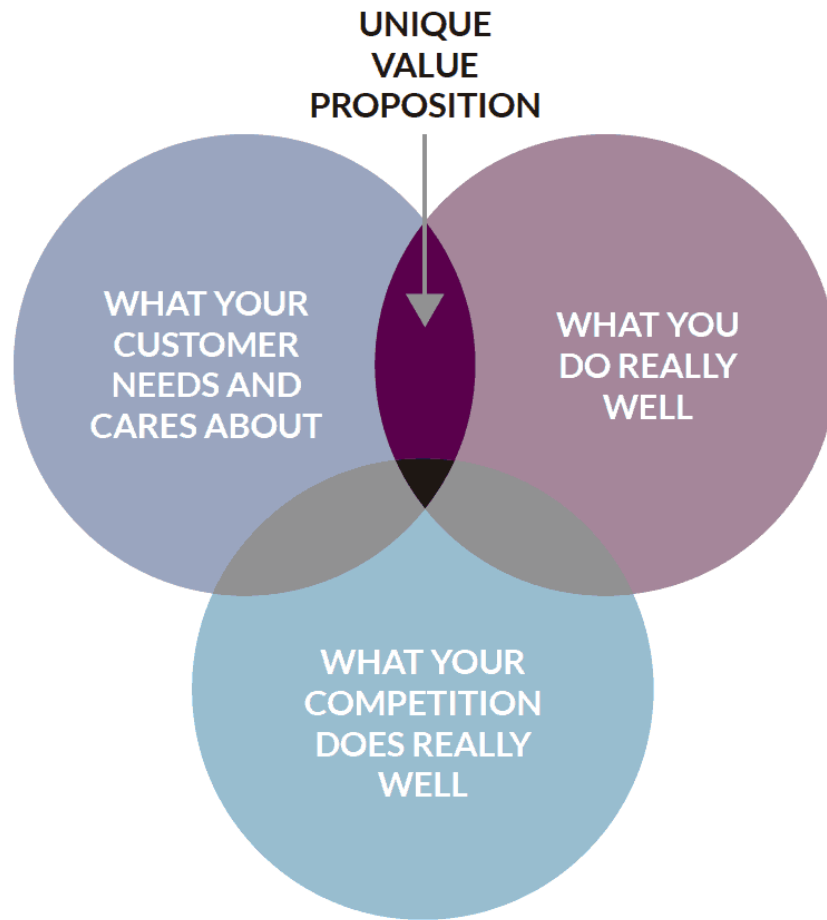
# What Your Unique Value Proposition is NOT

- 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

1. Cost/Investment

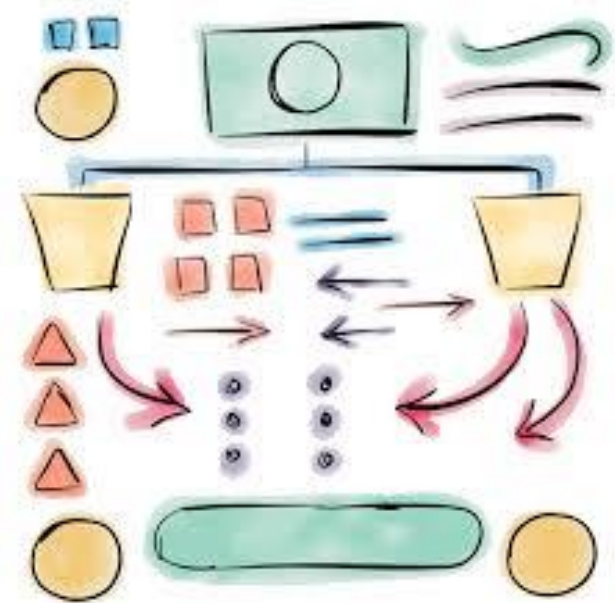
2. Timeline

3. Solution  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...

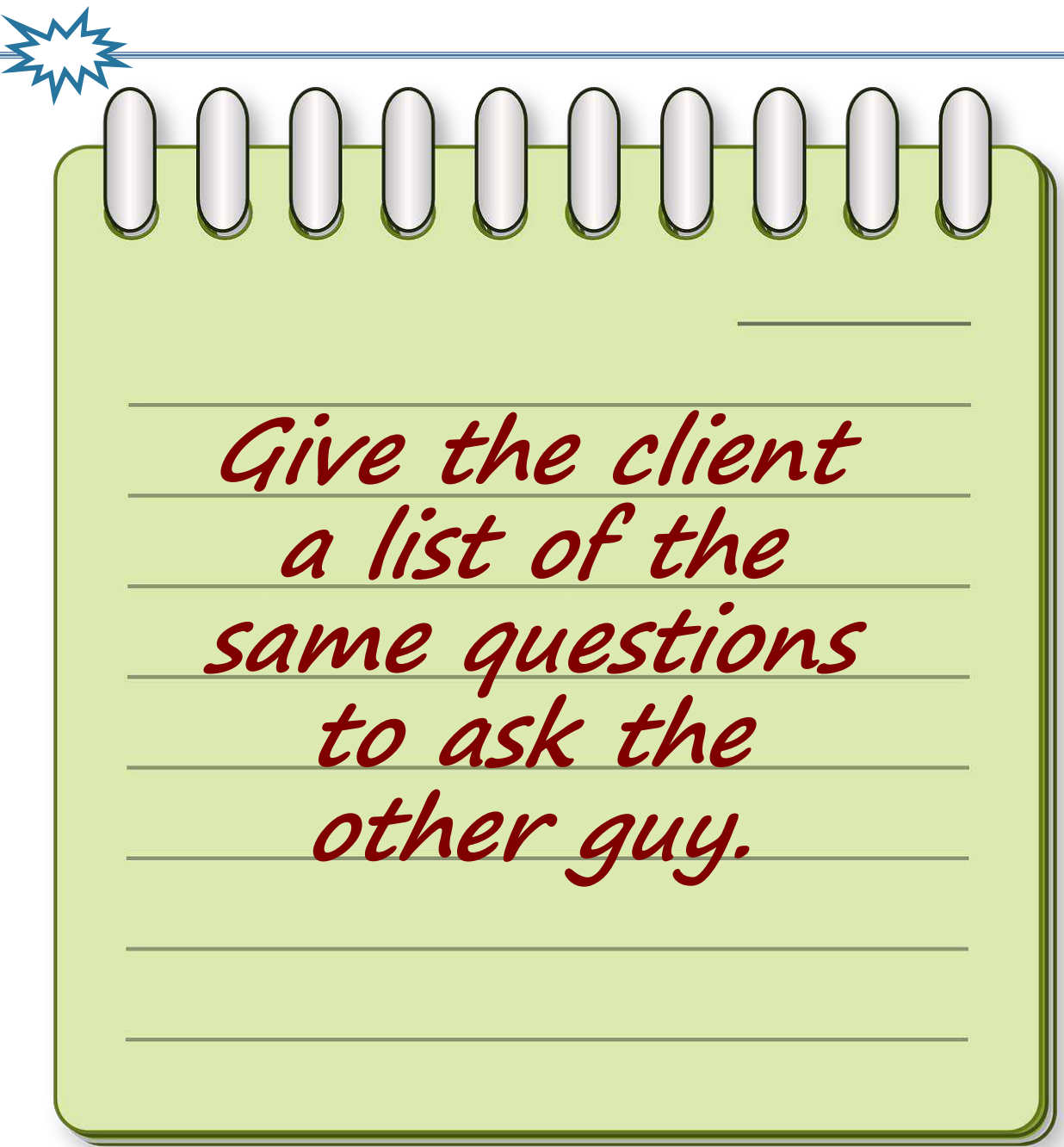




Weave your answers into your proposal.



**The Kicker!**

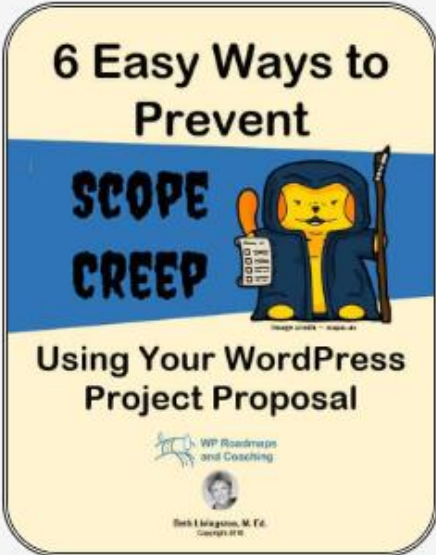


*Give the client  
a list of the  
same questions  
to ask the  
other guy.*



# How to Learn More

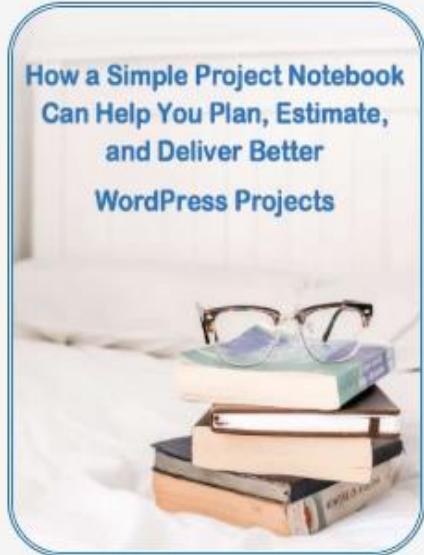
## Free training



**6 Easy Ways to Prevent SCOPE CREEP**  
Using Your WordPress Project Proposal

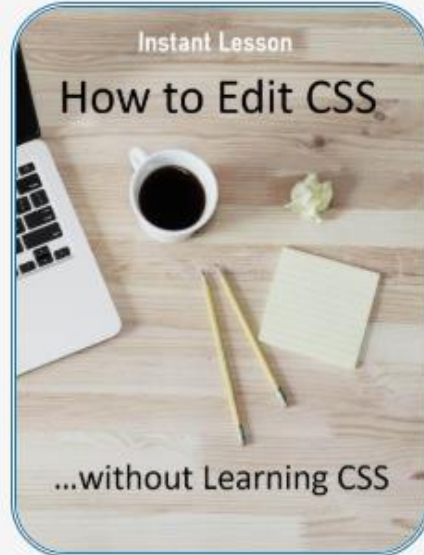
WP Roadmaps and Coaching  
Beth Livingston, M.Ed.  
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Send this to me!



How a Simple Project Notebook Can Help You Plan, Estimate, and Deliver Better WordPress Projects

Yes. I want this Tip Sheet



Instant Lesson  
**How to Edit CSS**  
...without Learning CSS

Watch the Video Lesson

[wproadmaps.com](http://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](https://wproadmaps.com/wppma)***





# *Thank You!*

Beth Livingston

Slides available at [wproadmaps.com/wordcamp](https://wproadmaps.com/wordcamp)



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#WCLV