



# Getting Started with Project Management



Brought to you by...  **The  
WP** Project Manager's Academy



## Beth Livingston

- First grade teacher
- M. Ed. in Instructional Design
- Training Specialist
- Technical Writer
- IT Business Analyst
- Project Manager





## Now

- WordPress ***Solution Provider***
- WordCamp ***Speaker***
- Local ***Educator***
- GoDaddy Pro Ambassador
- Creator/Director of...



**The WP Project Manager's Academy**



# What is a Project?

A temporary endeavor undertaken to create a unique product, service, or result.





# FAQ 1

## PM is sooooo boring! Why do I need it anyway?





# What is Project Success?

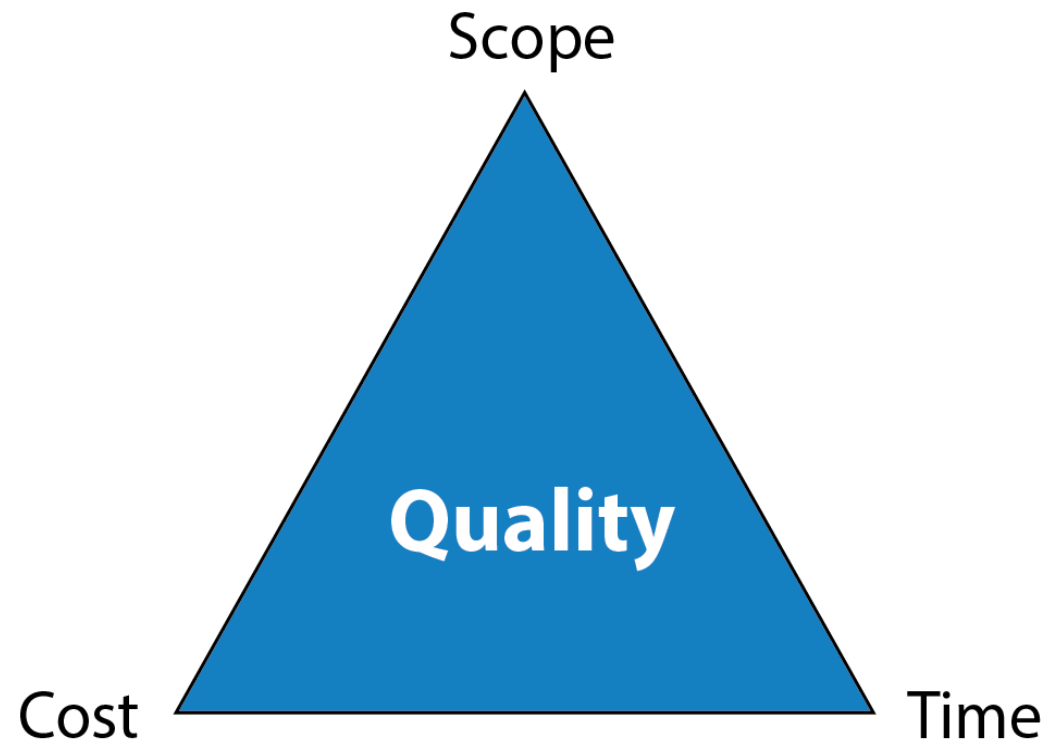
- On time
- Within budget
- Features that meet the client's business requirements
- Retains your planned profit margin





# What is Project Management?

- Managing the Triple Constraint





# 7 Most Common Reasons Projects Fail

1. Unrealistic/incorrect client expectations
2. Inadequate estimating
3. Poorly defined business requirements
4. Not getting paid for all you do
5. Scope creep
6. Content bottlenecks
7. No risk mitigation plan





# Project Management

## BENEFITS

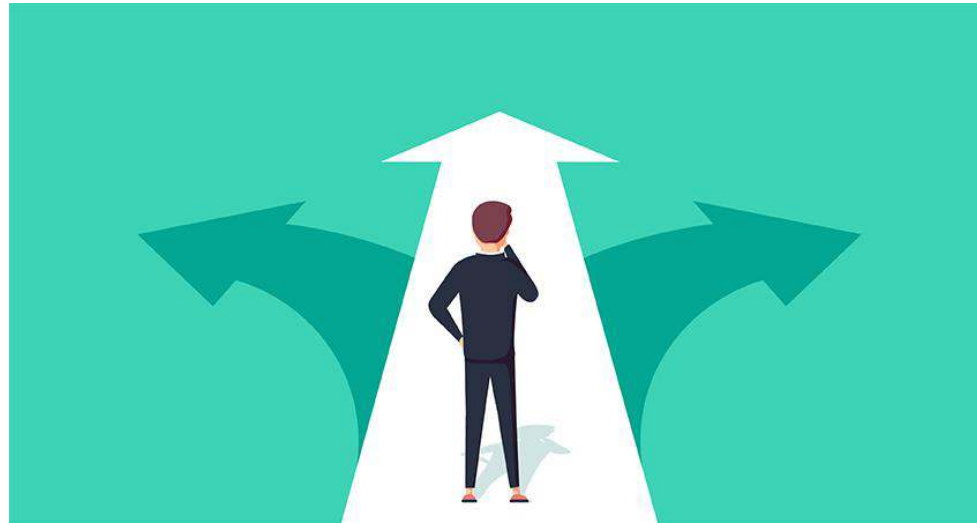


- Set client expectations more effectively
- Projects become more predictable
- Retain planned ROI
- Stay within budget
- Get done on time
- Avoid scope creep
- Resolve roadblocks and issues more quickly and easier



## FAQ 2

**What is the FIRST thing folks should put into place to get started with project management?**





# A Methodology!

## The 6 Productivity Principles for Project Success

Define the Job in Detail with a Content First Approach

Get the Right Resources Involved

Estimate the Time and Costs OFTEN

Break the Job Down

Establish and Stick To a Change Procedure

Agree on Interim and Final Acceptance Criteria



## FAQ 3

**What is the #1 thing agencies struggle with when it comes to PM?**





# The Content-Collection Bottleneck

- Establish a Content-First Approach
- Make it easy (streamline processes)
- Create incentives and penalties
- Be brutally honest - Educate them
- Estimate content
- Create reminders
- Use Wireframes





## FAQ 4

**What else do folks tend to struggle with where PM can help?**





# An Enemy to Project Success

**SCOPE  
CREEP**



image courtesy of wapu.us



# What is Scope Creep?

When your project slowly moves into work activities and related costs that weren't previously agreed upon.





# How to Control Scope Creep

1. Establish a good change control procedure
2. Use a change budget
3. Invoke the change control procedure **without exception**



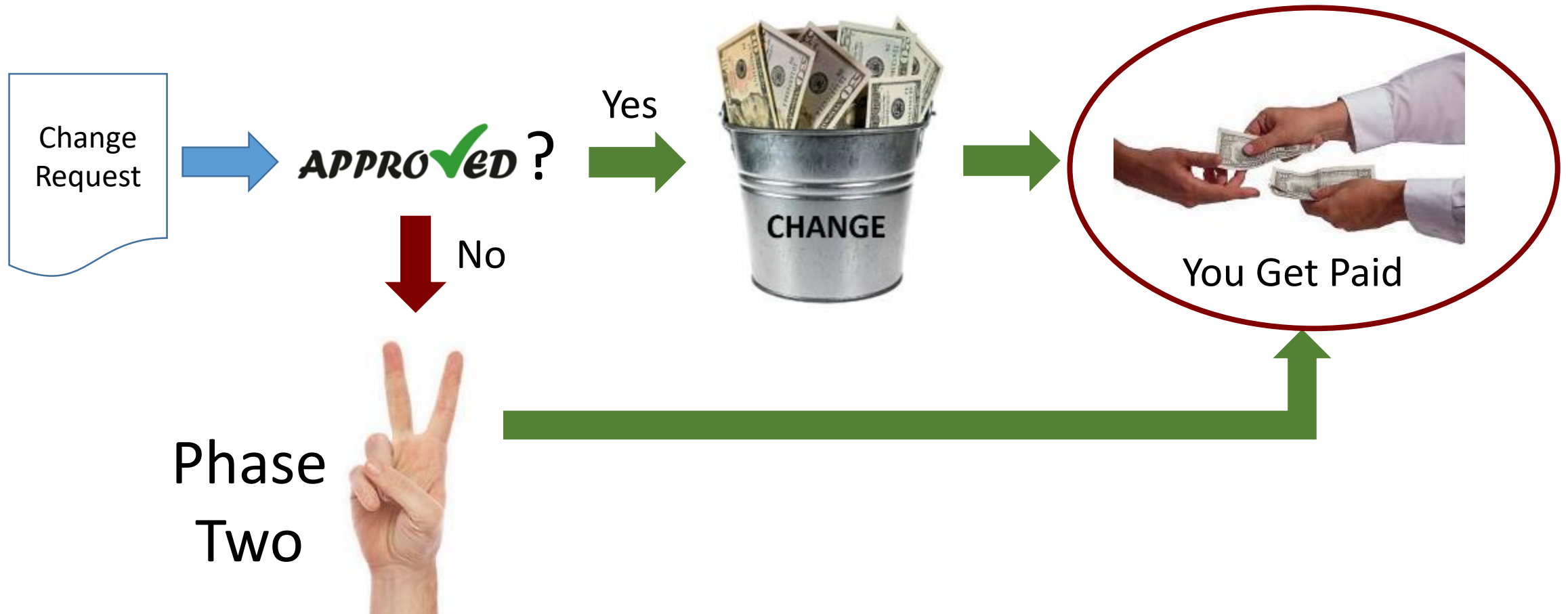


# Why Not Just Pad the Estimate?





# How the Change Budget Works





## FAQ 5

**What are the most important PM processes to put into place first?**





# 3 Most Important Processes

- Change Control
- Content Collection
- Acceptance Management





# 3 Most Important Processes

- **Change Control Results**
  1. Get paid for all you do
  2. Stop frivolous changes
  3. Better estimates





# 3 Most Important Processes

- Content Collection Results

1. Finish on time
2. Less re-work





# 3 Most Important Processes

- **Acceptance Management Results**
  1. Fewer revision cycles
  2. Makes final approval easier and faster





## FAQ 6

**What is the biggest mistake folks make when it comes to PM?**





# Giving a Precise Estimate Too Early



Before Discovery



After Discovery



## FAQ 7

# What is the best tool for project management?





# It Depends on Your...

## Requirements

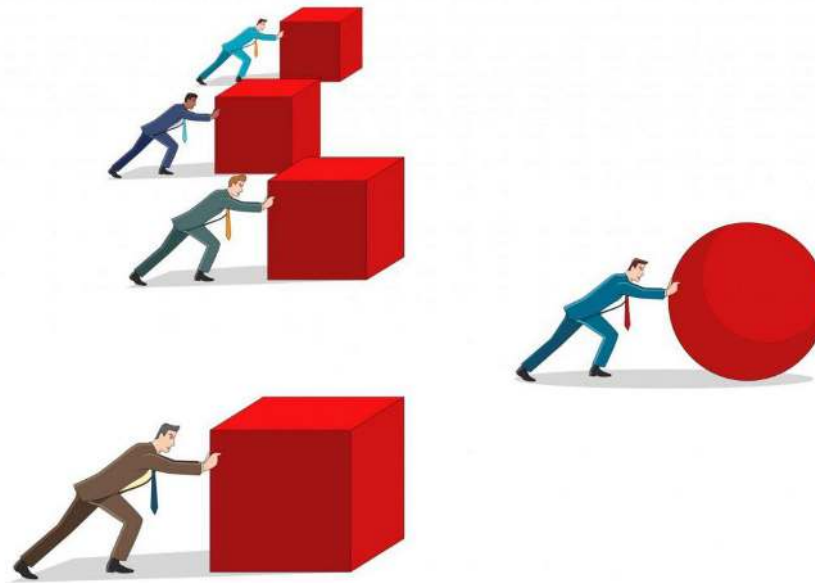


- Task Management or Project Management?
- Simple or complicated project?
- Multiple projects simultaneously?
- Team or no team?
- Client access?
- Technologically savvy client?



## FAQ 8

# How can I learn how to manage projects more effectively?





# The WP Project Manager's Academy

Enrolled



WordPress Project Management 101 Roadmap

Follow the Roadmap

Enrolled

**NEW  
and  
Improved**



The NEW Complete Project Management Roadmap for WordPress

Go There Now

<https://wproadmaps.com/joinus>



# The WP Project Manager's Academy



James Rose  
Agency Productivity  
Content Collection



Mike Killen  
Selling and Pricing  
Finding Your Niche



Adam Warner  
Increasing Productivity by  
Automating Maintenance



Hans and Donata  
Privacy/Legal Policies  
Recurring Revenue



Robert Jacobi  
Networking  
Cross-Selling



Tricia Clements  
Google My Business  
Citation Management



Vito Peleg  
Client Feedback and  
Communication Management



Cliff Almeida  
Web Audits  
Recurring Revenue



Brad Morrison  
Increasing productivity by  
Outsourcing Maintenance



Nathan Ingram  
Client Management  
Contracts



Matthew Rodela  
Websites as a Service (WaaS)  
Recurring Revenue



Kristina Romero  
Care/Maintenance Plans  
Recurring Revenue



Lee Matthew Jackson  
Continuous Improvement  
Agency Transformation



Coming Soon...  
Managing Agency  
Financials

Coming Soon...  
Sales Funnels for Your  
Agency

Coming Soon...  
Discovery Session  
Tools

<https://wproadmaps.com/joinus>



# Get Certified

[WPRoadmaps.com/joinus](https://WPRoadmaps.com/joinus)



**FREE**

**The WordPress  
Project Management  
101 Roadmap**

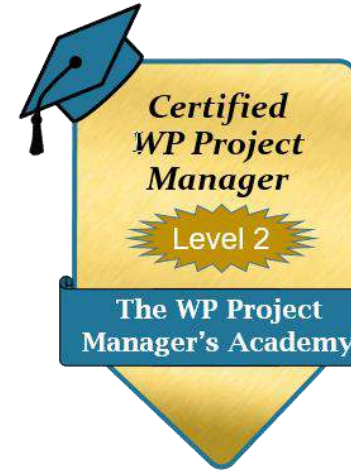


***A small one-time fee***



**Premium Membership**

**The Complete  
Project Management  
Roadmap for WordPress**



***Both included with  
your monthly  
subscription***



# The WP Project Manager's Academy


Enrolled



WordPress Project Management 101 Roadmap

Follow the Roadmap

Enrolled



**NEW and Improved**

The NEW Complete Project Management Roadmap for WordPress

Go There Now

***FULL LAUNCH  
SPECIAL EXTENDED!***

<https://wproadmaps.com/joinus>



thank you



**Beth Livingston**

- @WPRoadmaps
- beth@wproadmaps.com
- Join our Facebook group



Search for WordPress Project Management – then  
select Groups