

Cups, Community, and CoffeeTalk:

Lessons Learned Over 100+ episodes of WPCoffeeTalk

Michelle Frechette

Podcast Barista

@michelleames

@wpcoffeetalk





How it began

May 2019 “wouldn’t it be fun to learn to podcast?”

Maybe I’ll get a few episodes and it will die a painful death

Who would even want to be on it?

Oh, hey work team, by the way I launched a podcast

June 2019: Holy cow...this thing is really taking off...

February 2020: over 100 episodes recorded (61 published)



Welcome to the next episode of WPCoffeeTalk

Where I get to talk to people in the
WordPress Community
all over the world

USA, Canada, Romania, UK, Spain, France, Israel,
The Netherlands, Pakistan, India, Germany, Austria,
Benin, Nigeria, Mexico, South Africa, Italy...so far..

The Format

- Average 40 minutes
- Anyone in WordPress community
 - Anywhere
 - Any company
 - Well-known
 - Almost-unknown
- Everyone is asked the same set of questions
- (Almost) anything goes

I do reserve the right to NOT publish any episode

Tell us about yourself and what you do.

freelancers

marketers

coaches

WordCamp volunteers

CEOs

designers

Automatticians

r&d


agency owners

meetup organizers

project managers

developers

BEGIN.



Tell us about your mug.

What's in your mug today?

(It's almost never coffee)

cocktails

soft drinks

tea

water

anything goes!

wine

bourbon



How did you get started with WordPress?

“I just kind of fell into it.”

“I learned it in school.”

“I had to learn it for a job.”

“I spent weeks researching the right CMS for my agency.”

What is something that you think people skip or don't focus enough on when building sites that would make them better?

design for the visitor - not you


accessibility

color/font/aesthetics

design architecture

missing CTA

security



What is something you wish you had known earlier in your WordPress journey?

backups

child themes

staging

there's a plugin for that

I'm not alone

about the community

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Thinking about WordCamp or Meetup experiences, what is something that was a pivotal or inspiring moment for you?

meeting _____

giving my first talk

Hearing a speaker tell us _____

learning _____



Tell us about your work

(Something WordPress-related)

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What are 2-3 must-have plugins you recommend to someone building their own website?

Yoast

backup

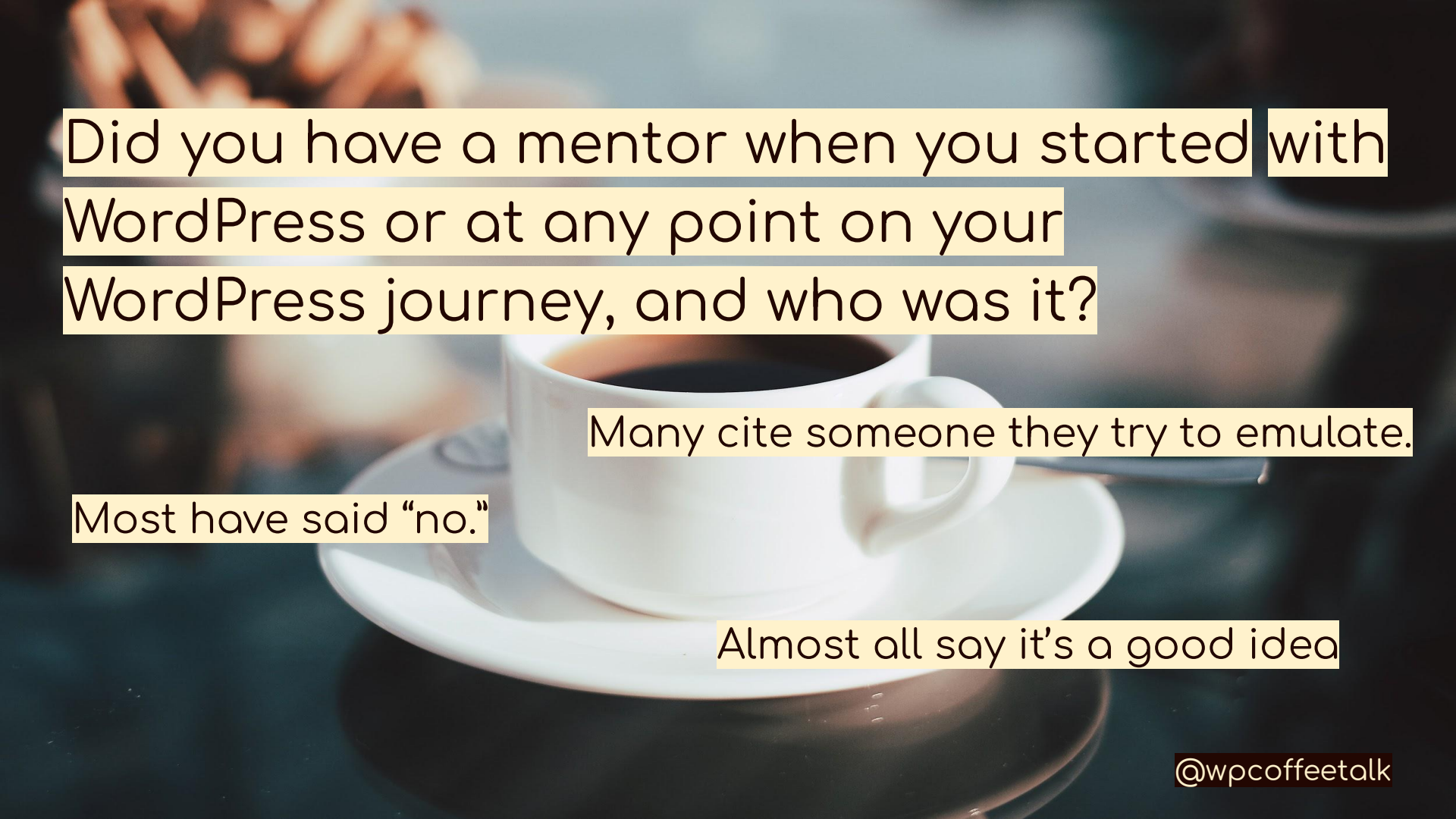
“One that makes the dashboard pink.”

WordFence

Gravity Forms

caching

GiveWP



Did you have a mentor when you started with WordPress or at any point on your WordPress journey, and who was it?

Many cite someone they try to emulate.

Most have said “no.”

Almost all say it's a good idea

A white ceramic cup filled with coffee and latte art, sitting on a matching saucer. The coffee has a heart-shaped latte design. The background is a dark, textured surface.

Who is someone you admire in the
WordPress community and why?

“I can’t narrow it down,
there are too many.”

Matt Mullenweg

The community lead team

The community as a whole

You, Michelle

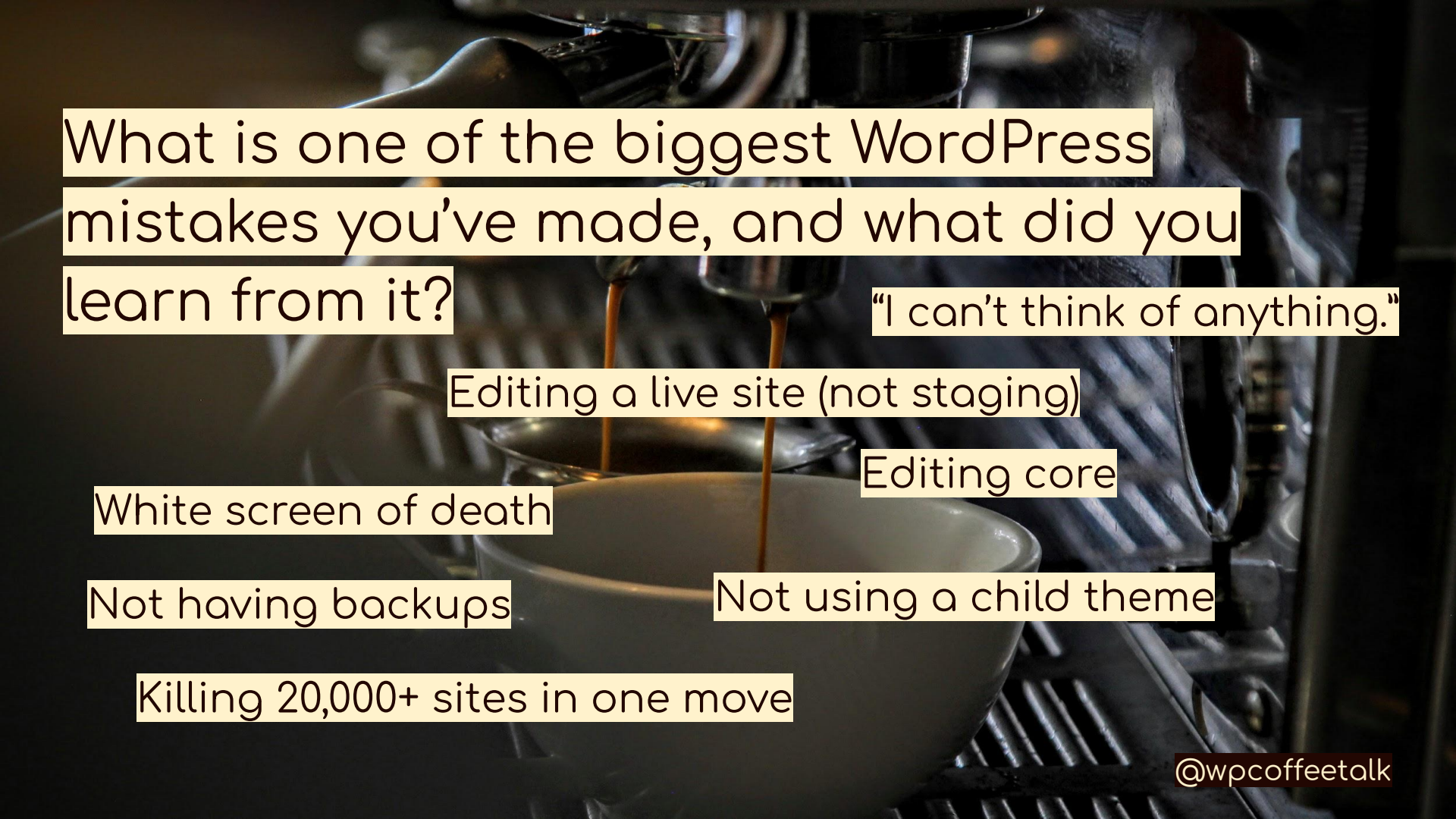
What's something you want to learn in
WordPress that you haven't tackled yet?

PHP

JavaScript

React

Gutenberg



What is one of the biggest WordPress mistakes you've made, and what did you learn from it?

"I can't think of anything."

Editing a live site (not staging)

Editing core

White screen of death

Not having backups

Not using a child theme

Killing 20,000+ sites in one move

What is your proudest WordPress moment?

Publishing my first site.

Getting my first plugin in the repository


Launching my business

Getting my first paycheck

Speaking at a WordCamp

Meeting Matt Mullenweg

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A close-up photograph of a hand holding a small amount of dark brown coffee beans. The hand is positioned over a larger metal bowl that is also filled with coffee beans. The background is slightly blurred, showing more of the coffee beans and the metal surface of the bowl. The lighting is warm and natural, highlighting the texture of the beans and the skin of the hand.

If you weren't working in web/web tech, what is another career you might like to attempt?

teacher

musician

Uber driver

magician

Writer

I don't know. This is what I love

Food service

Standup comedy

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What is something on your bucket list?

travel

Write a novel

LIFE
BEGINS
after
COFFEE

Fly a plane

Learn something new

I don't have a bucket list. I
do what I want to do.

Skydiving

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Show us (or tell us about) one of your hidden talents that the WordPress community might not know about.

writing

Magic

Singing, guitar, music

Grocery lists


Played the saxophone for me

Danced for me

I don't have anything.

Did the BEST Matt Mullenweg impression

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How can we find you online and on social?

Websites, social handles, etc.

My Takeaways

People love to talk about themselves (which makes this easy)

Most haven't listened to an episode before coming on

Many don't read what I send them in advance to prepare

International scheduling will always be a pain

People are generous and kind

Rendering video is very time-consuming

Prepare for disaster...but prepare more for success

Ask for sponsors \$\$\$

Add a "tip-jar" to your site \$\$\$





Thanks!

Michelle Frechette, Podcast Barista

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Slides at:
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