

Cups, Community, and CoffeeTalk:

Lessons Learned Over 100+ episodes of WPCoffeeTalk

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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...

June 2020: over 100 episodes recorded (85 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, Australia...so far...

The Format

- Interview format
- Average length is 45 minutes
- Anyone in WordPress community can be a guest
 - 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 an episode

Tell us about yourself and what you do.

freelancers

marketers

coaches

WordCamp volunteers

CEOs

designers

Automatticians

contributors

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

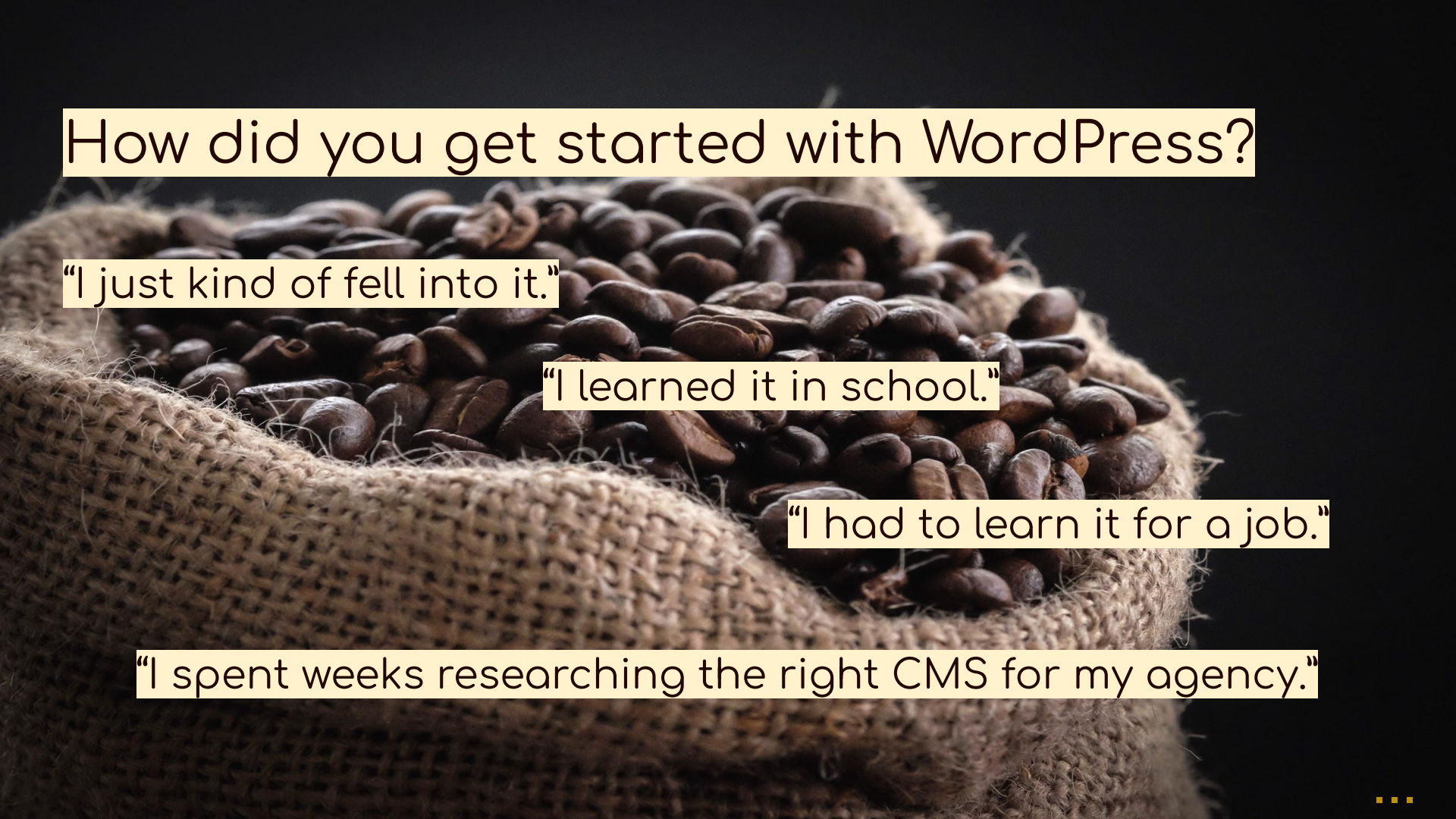
tea

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 the site owner

accessibility

color/font/aesthetics

quality content

design architecture

missing CTA

security



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

how to run a business

child themes

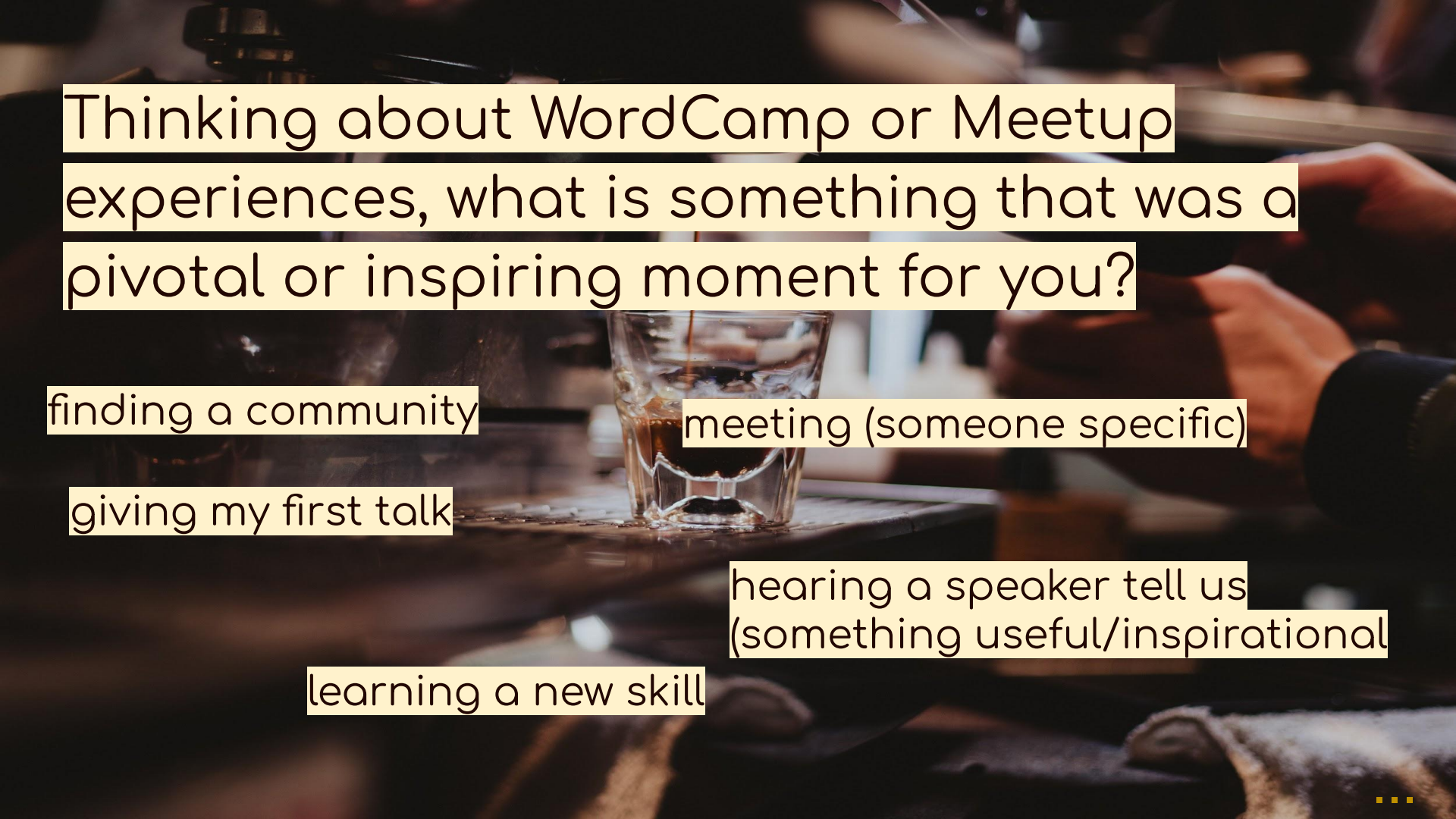
how to make and why to have backups

staging

there's a plugin for that

I'm not alone

about the community



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

finding a community


meeting (someone specific)

giving my first talk

hearing a speaker tell us
(something useful/inspirational)

learning a new skill

Tell us about your work

A person is pouring coffee beans from a grinder into a large circular roasting pan. A desk lamp is visible in the background.

- Development
- Music
- Agency life
- Freelancer
- Hosting
- Community builders
- Marketing
- Content creation
- Education
- So much more...



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

Yoast (or SEO in general)

something for backups

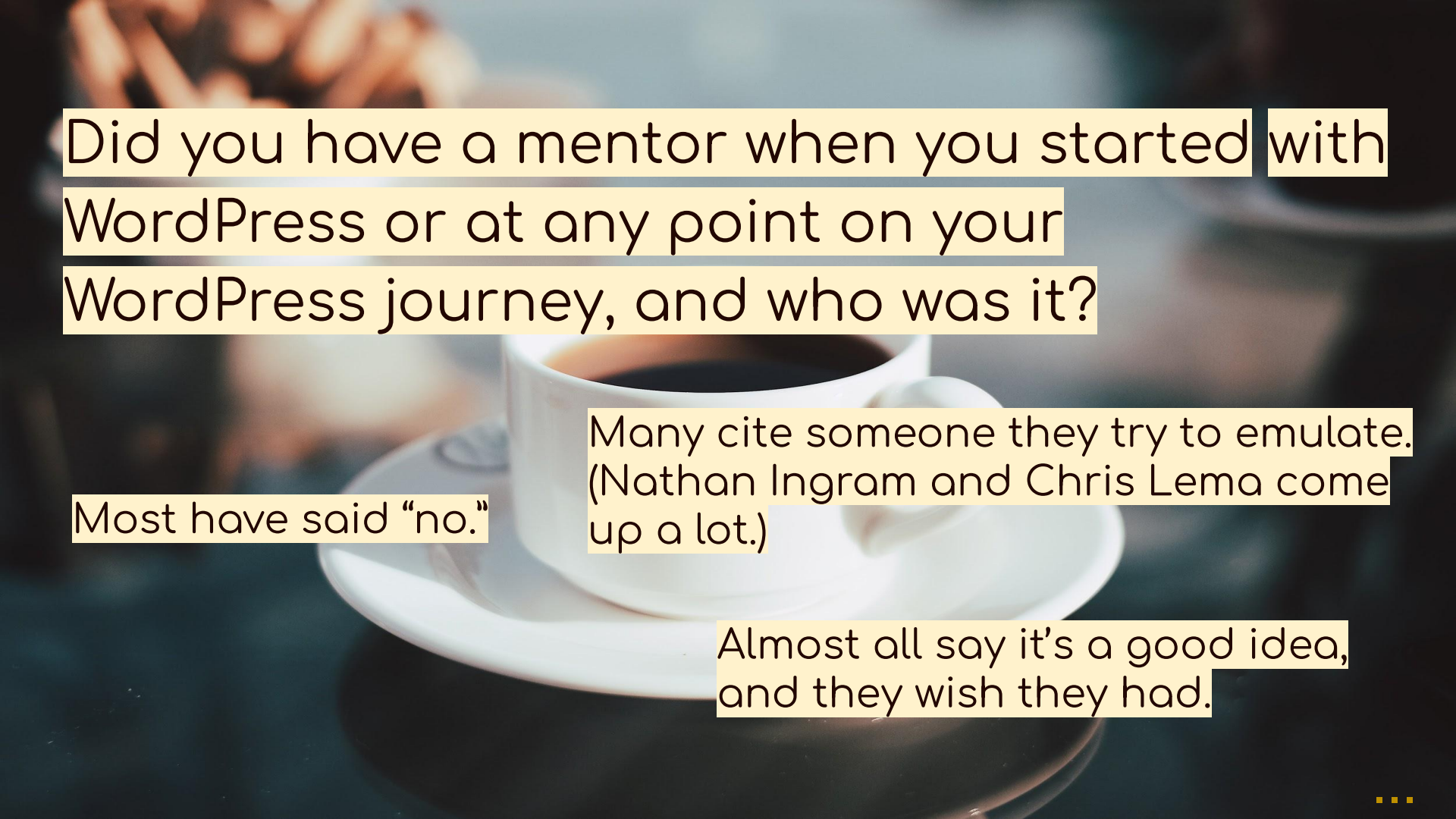
“One that makes the dashboard pink.”

WordFence (or general security)

caching

Gravity Forms (or forms in general)

GiveWP for donations



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

Most have said “no.”

Many cite someone they try to emulate. (Nathan Ingram and Chris Lema come up a lot.)

Almost all say it's a good idea, and they wish they had.

A white ceramic cup filled with a latte, featuring a heart-shaped latte art design. The cup sits on a matching white saucer. A silver spoon is placed horizontally across the saucer, in front of the cup. The entire set is on a dark brown wooden surface. The background is dark and out of focus.

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

Nathan Ingram

"I can't narrow it down,
there are too many."

Matt Mullenweg

The community lead team

The community as a whole

A boss, supervisor or
teacher

You, Michelle

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

PHP

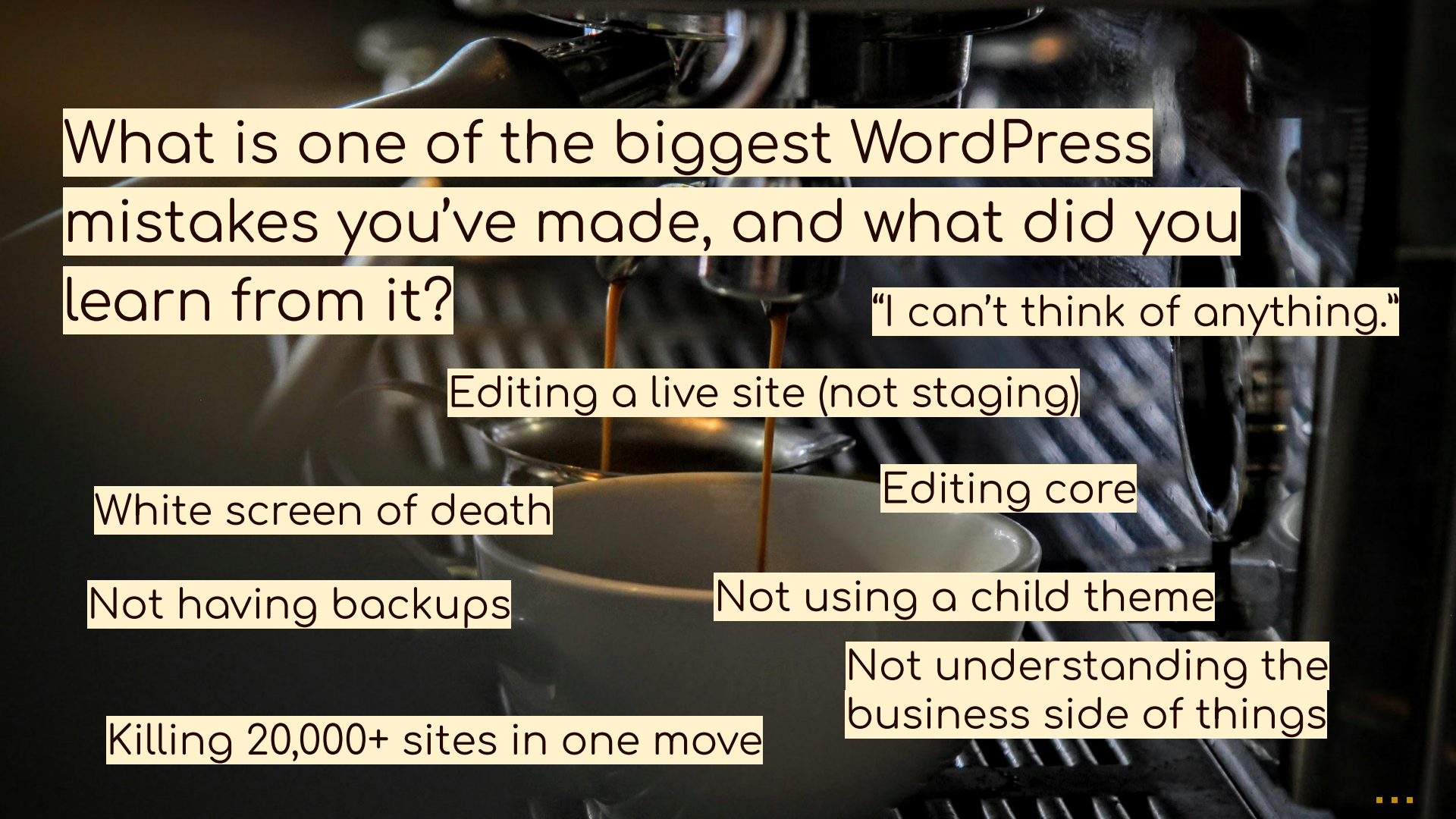
JavaScript

React

Client management

To run my business better

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

Not understanding the business side of things

Killing 20,000+ sites in one move

What is your proudest WordPress moment?



Publishing my first site

Starting a meetup

Getting my first plugin in the repository

Contributing to core


Launching my business

Getting my first paycheck

Speaking at a WordCamp

Meeting Matt Mullenweg

Starting a WordCamp

A close-up photograph of a hand holding a small amount of dark brown, roasted coffee beans. The hand is positioned over a large, light-colored bowl that is also filled with coffee beans. The background is slightly blurred, showing more of the bowl and some other objects. The overall tone is warm and focused on the coffee theme.

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

basketball coach

food service worker

standup comedian

...

What is something on your bucket list?

Write a novel

Travel (all over the world)

Give a TED talk

Fly a plane

Learn something new

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

Skydiving



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

Writing

Danced for me

Magic


Singing, guitar, music

Grocery lists

Played the saxophone for me

I don't have anything.

And Ben Pines did the BEST Matt Mullenweg impression



How can we find you online and on social?

Websites, social handles, etc.

(These are always included in the show notes on the website for easy access for listeners)

My Takeaways

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

Many haven't listened to an episode before coming on

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

International scheduling will always be a painful process

People are very generous and kind - especially in this community

Rendering video is very time-consuming

Prepare for disaster...but prepare more for success

Ask for sponsors \$\$\$

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

Questions?

Thanks!

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