

Reaching the Masses:

10 ways to improve the reach of your FOSS project

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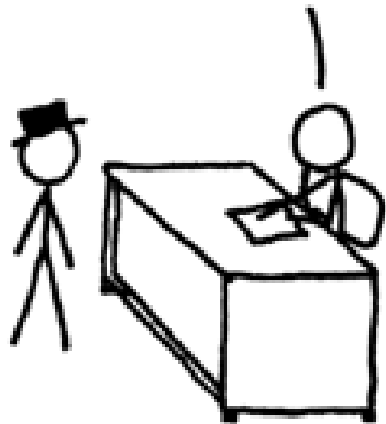


Novell.

Why?

The chief problems that we face today for FOSS adoption are not technical.

I'VE HEARD YOU'RE ONE OF THE BEST IN THE MARKETING BUSINESS, BUT I'VE GOT YOUR PORTFOLIO HERE AND IT LOOKS LIKE YOU'VE NEVER RUN A MAJOR CAMPAIGN. WHY SHOULD I HIRE YOU TO HEAD OUR NEW INITIATIVE?



IF YOU DON'T MIND MY ASKING, WHAT GAVE YOU THE IDEA I WAS ONE OF THE BEST IN THE BUSINESS?

HM? I DON'T REMEMBER. JUST WORD OF MOUTH OR SOMETH --

... OH, YOU'RE GOOD.

THANK YOU. WHEN CAN I START?



Marketing works...

What this talk is about

- Reaching as many people as possible
- Getting more users, contributors
- Improving the contributor experience

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What this talk *isn't* about

- Branding
- Corporate marketing
- Sales
- “Spin”
- Selling people something they don't want (or need)



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Have realistic goals and measure progress

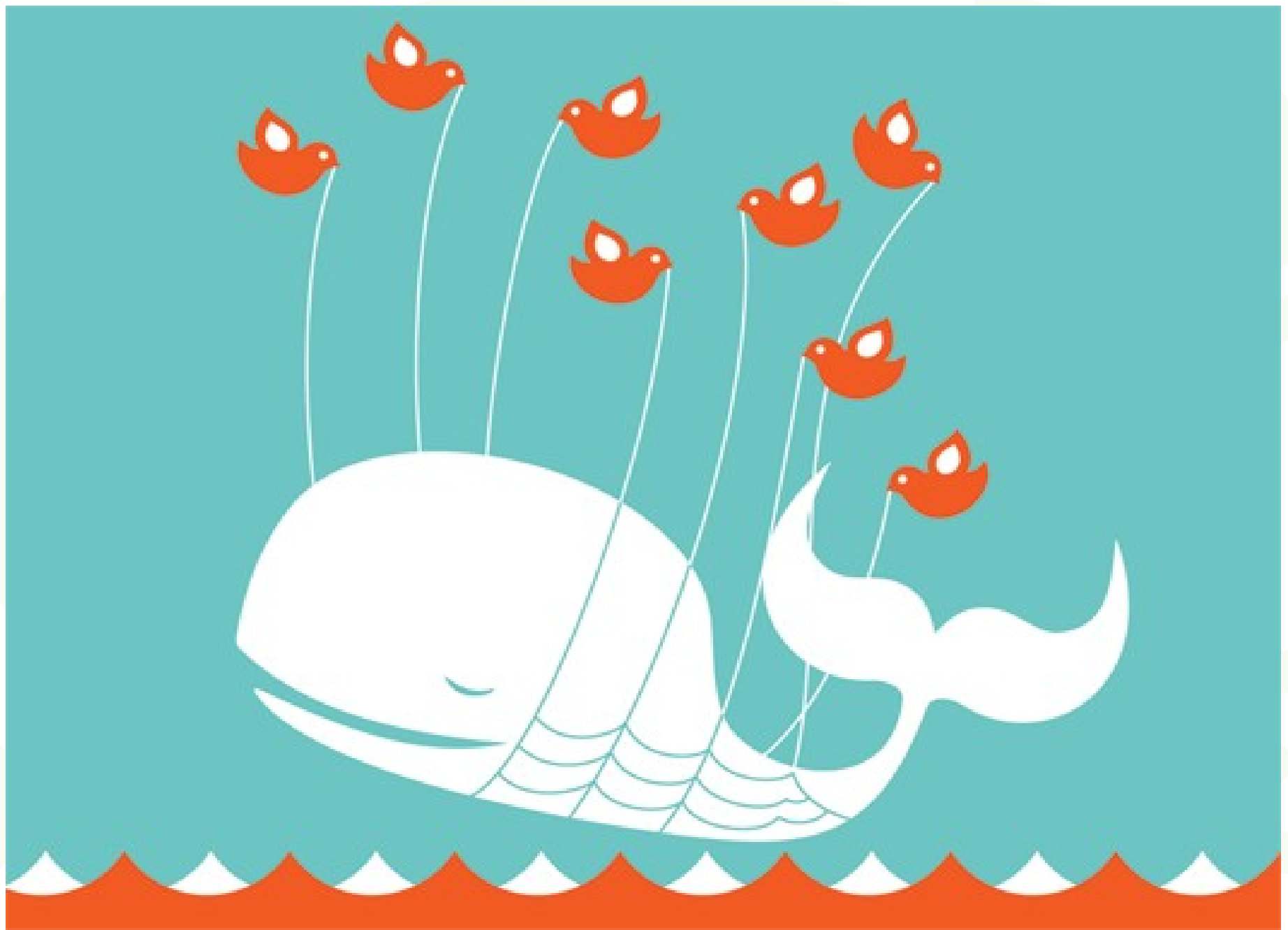


Photo credit: Jason Nicholls on Flickr



Communication





Solid project infrastructure





LEADERSHIP

I don't have A.D.D., it's just...
Hey look! A Squirrel!

Credit: rstrawser on Flickr

Lead *and* Get Out of the Way





Distribution





Evangelists





Work with the Media





Become the Media





Collaborate



Do something, even if it's wrong






400945

CEZOLLO
BLACKBURN

Join: Linux Dairy Council

<http://groups.google.com/group/linux-dairy-council>



WORLD'S END

Please drive carefully

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That's all Folks!



