Reaching the Masses:
10 ways to improve the reach of your FOSS project

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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 --

Thank you. When can I start?

... Oh, you’re good.
What this talk is about

- Reaching as many people as possible
- Getting more users, contributors
- Improving the contributor experience
What this talk *isn’t* about

- Branding
- Corporate marketing
- Sales
- “Spin”
- Selling people something they don't want (or need)
Don't Suck
Have realistic goals and measure progress.
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
Become the Media
Do something, even if it's wrong
Join: Linux Dairy Council

http://groups.google.com/group/linux-dairy-council
That's all Folks!

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