

WP Consulting – Make Money Using Your WordPress Skills

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Goals: WordPress (WP) consulting
overview, what's in demand, sample
budgets/projects, tips for getting started

[http://automattic.com/services/
wordpress-consultants/](http://automattic.com/services/wordpress-consultants/)

Our referral list has grown from 6 to 58 consultants, and we need more!

30k new WordPresses a day: if 1% need consultants, that's several hundred new projects/day

What's in demand?

“We're getting requests mostly for custom themes and custom design services, from people who want to improve their blogs and step away from the classic blog look or from people who want to use WordPress as a CMS for their website”

GNV & Partners

“WordPress work in general is probably a good 75% of our current business. The majority of work requested is programming related...tweaking themes, creating custom plugins, etc. And we have our general blogging consulting which can range from information to upgrading WordPress and plugins”

Watershed Studio

“Our most popular service has been WordPress theme redesigns. The second is having an existing design ported over to a WordPress theme”

Refueled

“Services most in demand is converting older sites to use WP as a CMS, and creating themes from Photoshop designs. More and more companies are also converting to WP as a backend for their company site”

iDenta

Bottom line: The three major areas of demand are theme design, theme implementation, and plugin development.

What kind of projects?

Budgets range from \$200 - \$100,000

\$200-\$500: convert an existing design into
a WP theme

\$2k-\$5k: custom designed WP sites with
standard WP functionality & plugins

\$5-\$50k: WP sites with custom design,
custom features & plugins, 3rd party
site/content integration

\$50k+: blog networks, high profile projects
with lots of custom work, large scale
WPMU deployments

Check out

<http://publisherblog.automattic.com/>
for recent high end WP projects

How do I get in on the fun?

Tips for getting started:

- Simply hang your online shingle, look professional
- Be clear about what services you offer
- Avoid tire kickers
- Lots of international opportunities: top ten visitors to Automattic list are from US (40%), UK, Germany, Canada, NZ, Portugal, Australia, India, Turkey, France (all in 5-10% range)

More tips:

- Check the wp-pro mailing list and jobs.wordpress.net
- SEO, referrals, "designed by" credit links
- Free themes and plugins can drive lots of traffic to your paid customization services
- Get on our list: "I'd estimate that in a typical month we receive 60 +/- hits from the Automattic list with probably 20-30% of those contacting us resulting in a few new projects per month"

Questions?