SIDE PROJECTS

by @SachaGreif

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THE PROJECTS

why should you listen to me?
The Side-Project Project

Do you have a side project? Something that you can call your own and proudly display to the world? I ...

How Nathan Barry and I Sold $39k Worth of eBooks (II)

Last week Nathan Barry and I took you behind the scenes of our profitable eBooks, talking about validating the idea, ...

How Nathan Barry and I Sold $39k Worth of eBooks (I)

Six months ago, I published a book about iOS interface design, and to my surprise that book brought in almost ...

Want to learn UI design?

My eBook will show you how to design a web app from scratch for only $5.99.

Learn more
C.e & exp.~15~tw.ts
A collection of the best time-saving apps, tools, and widgets from around the web.

Sort by: Date Added  Name  Most Used

Show: All (236)  Animation (5)  Bookmarks (4)  Browser Testing (1)  Colors (10)  CSS (28)

Date & Time (4)  Editors (3)  Grids (4)  Icons (3)  Images (13)  Javascript (10)

Lorem Ipsum (3)  Markup (5)  Math (1)  Misc (16)  Patterns (4)  Photoshop (4)

Reference (14)  Regular Expressions (3)  Responsive Design (3)  Search (1)  Sprites (2)

Starter Kits (2)  Typography (3)  Unicode (3)  Web Performance (4)  Wireframes (1)

Subtle Patterns
Tons of free tileable background patterns.

JSFiddle
Run and share Javascript, HTML and CSS code.

Icon Finder
Search through more than 150,000 free icons.
Folyo is a private designer community. Post your project, and we'll send it to a list of hand-picked designers all over the world.

Satisfaction guaranteed
If you can't find a designer through Folyo, we'll refund the fee, no questions asked!

Get the best
Designers on Folyo are all vetted and selected for their skills and experience.

Get design help
Maybe you don't know a lot about design, but we do. Ask us any question, or check out these guides:

What companies are saying

"I searched high and low for great designer talent and Folyo was the best source of qualified leads. I would highly recommend them."
– Chris Cummings, SpanishDict

Helping startups find great designers
Sidebar

The 5 best design links, every day.

Thursday, October 25th 2012

The Hardware Renaissance
paulgraham.com

Interesting and unusual out-of-copyright works
publicdomainreview.org

Microsoft Surface Review
www.wired.com

Execute, a book about executing on ideas
blog.executebook.com

New Skype Metro design for Windows 8
techcrunch.com
THE REASON

why launch a side project?
build a product
learn something new
get your name out there
build a product

idea, execution, marketing: you’ll learn valuable skills and be your own CEO

learn something new

get your name out there
build a product

learn something new

a good chance to try out that cool new framework

get your name out there
build a product
learn something new
get your name out there
a side project can often reach a lot more people than your regular work
THE IDEA

what makes for a good side project idea?
simple
specific
special
simple
big ideas lead to procrastination, so keep a small scope: idea to launch in under 10 hours
specific
special
Easily manage all your social network settings

Pick a **setting** and a **network** and click Go

Change profile picture

On

Twitter

https://twitter.com/settings/profile

HTTP://BLISSCONTROL.COM

Get links to common actions on social networks
simple

specific

solving a well-defined need for a specific target makes it easy to understand what your project does

special
CSS ARROW PLEASE!

Arrow configuration

- Position: Top
- Size: 30 px
- Color: #88b7d5
- Right
- Bottom
- Left
- Border width: 4 px
- Border color: #c2e1f5
- Bottom: 100%
- Border: solid transparent
- Content: " "
- Height: 0
- Width: 0
- Position: absolute
- Pointer-events: none

```
.arrow_box {  
  position: relative; 
  background: #88b7d5; 
  border: 4px solid #c2e1f5; 
} 
.arrow_box:after, .arrow_box:before { 
  bottom: 100%; 
  border: solid transparent; 
  content: " "; 
  height: 0; 
  width: 0; 
  position: absolute; 
  pointer-events: none; 
}
.arrow_box:after { 
  border-color: rgba(136, 183, 213, 0); 
  border-bottom-color: #88b7d5; 
  border-width: 30px; 
  left: 50%; 
  margin-left: -30px; 
}
.arrow_box:before { 
  border-color: rgba(194, 225, 245, 0); 
  border-bottom-color: #c2e1f5; 
  border-width: 36px; 
  left: 50%; 
  margin-left: -36px; 
}
```

© 2012 By Simon Hejberg. Follow me on twitter: @schoberg. Checkout the source on github.

HTTP://CSSARRROWPLEASE.COM
get the code for CSS arrows
simple specific special

have fun and try to stand out!
Never warp your brain with time zone math again.

HTTP://EVERYTIMEZONE.COM
a beautiful time zone converter
THE TIME

where do I find the time?
don’t FIND time
MAKE time
scale down
compromise
repurpose
scale down
if you can’t increase time, decrease scope: go back to step 1
and scale your project down
compromise
repurpose
scale down

compromise

sacrifice exercise, lunch, or sleep for one week to find your 10 hours

repurpose
scale down
compromise
repurpose
take something you’re already doing anyway and “side project-ify” it
THE EXECUTION

how do you get started?
don't OVERTHINK things
your brain will think up a thousand reasons why it won’t work

don’t OVERTHINK

get started before you can start second-guessing yourself

get over the initial hurdle is the most important step
<table>
<thead>
<tr>
<th>Charge/Product Name</th>
<th>Another thing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charge Type</td>
<td>Fixed Amount</td>
</tr>
<tr>
<td>Charge Amount ($)</td>
<td>25.65</td>
</tr>
<tr>
<td>Seller's Name</td>
<td>Drew Wilson</td>
</tr>
<tr>
<td>Seller's Email</td>
<td><a href="mailto:drew@drewwilson.com">drew@drewwilson.com</a></td>
</tr>
<tr>
<td>Return URL</td>
<td></td>
</tr>
<tr>
<td>Google Analytics Code</td>
<td></td>
</tr>
<tr>
<td>BCC Email Me Payment Receipts</td>
<td></td>
</tr>
<tr>
<td>Require Customer's Address</td>
<td>✔</td>
</tr>
</tbody>
</table>
things you might think you NEED, but you probably DON’T
user accounts
server-side code
a database
user accounts

nobody wants to sign up for yet another thing anyway. Try to provide value right away, it’ll also make your job easier.

server-side code

a database
user accounts

server-side code

don’t underestimate the power of Javascript! simplify your infrastructure (bonus: no performance issues)

a database
user accounts
server-side code
a database

no database, no headaches. Keep it all client-side
(hint: the URL is your friend!)
Patterns are stored in the URL, which is then shortened with Bitly.
FEATURES?

twitter integration / favorites /
comments / user collections /
facebook integration / email
notifications / geolocalisation /
user customization / RSS feeds /
voting / rankings / user profiles
just say NO
KEEP IT SIMPLE
THE LAUNCH

what are some good tips for launching?
get a domain

tell a story

capitalize
get a domain
it costs only $10 and makes your project look much cooler
(bonus points for weird TLDs!)
tell a story
capitalize
Domainr

When you want a short URL or something big, Domainr will find it, fast. Some of our favorites:
eggcrat.es, stork.ly, and bumble.be.
get a domain

tell a story

explaining why you created your project makes it easier for people to relate to it
capitalize
You should try to fall asleep at one of the following times:

11:30 PM or 1:00 AM or 2:30 AM or 4:00 AM

Please keep in mind that you should be falling asleep at these times.

The average adult human takes fourteen minutes to fall asleep, so plan accordingly!

sleepyi.me works by counting backwards in sleep cycles. Sleep cycles typically last 90 minutes.

Waking up in the middle of a sleep cycle leaves you feeling tired and groggy, but waking up in between cycles lets you wake up feeling refreshed and alert!

Know your bedtime, but not when to get up?

Help Sleeping Faster
Get Quick Relief From Insomnia! Order Non-Addictive Mellodyn Online
www.mellodyn.com

Tell your friends about sleepyti.me! Thanks!

“I wasn’t sleeping well, so I built myself a sleep time calculator”
get a domain

tell a story

capitalize

link to your other projects, have people sign up for a newsletter, follow you on twitter, etc.
Want time tracking this awesome? Try Freckle Time Tracking.
THANKS

...now go build something!
ABOUT ME

SACHA GREIF

designer, developer, side project-er

http://sachagreif.com
http://twitter.com/sachagreif

Standing in the Katsura river in Arashiyama, Japan