EPISODE 22

[INTRODUCTION]

[0:00:00.0] SS: At the time it seemed rash, but the 17 year old had his mind made up, "I'm not going to university," he told his parents one day. His parents were worried. Harry was a bright kid and bright kids were supposed to go to university and get a degree but Harry had something else in mind. A few years later, Harry was working on his blog when he noticed a spike of traffic one day form a strangely familiar domain, it was from the University that his parents were hoping he would attend. "That's weird," he thought. He dived in a little deeper, the syllabus of one of the courses he should have taken now listed one of his articles as required reading. He picked up the phone and called his parents with a smile.

[0:00:38.1] DT: Hello hackers, thanks a lot for joining us for another episode of the Hacking UI Podcast where we hack our way through design, development, and entrepreneurship. I'm David Tintner.

[0:00:45.9] SS: I'm Sagi Shrieber.

[0:00:46.0] DT: Today we had the pleasure of talking to Harry Roberts, the founder of the well-known blog, CSS Wizardry. Harry started his career as a web developer at a very young age and has become one of the world's most well-known experts in CSS. He was named young developer of the year in 2014 by Net Magazine and now runs workshops in large companies all across the world.

[0:01:03.9] SS: Harry has built an incredible personal brand and we've been following CSS Wizardry for years. We discussed exactly how we got started, what made him successful., and what he thinks is the best way to blog, build a personal brand, and start a side project today.

[0:01:17.6] DT: Just a quick reminder that if you're interested in developing your own personal brand and getting yourself out there, we have an amazing program to help you do so — The Side Project Accelerator. We are accepting applications for the next batch for only a few more days until November 10th. So hurry up and apply. You can get all the information by going to sideprojectaccelerator.com. All right hackers…

[0:01:34.8] SS: Let's get hacking.

[INTERVIEW]

[0:01:47.8] SS: Hello everyone and welcome to another episode of the Hacking UI Podcast and with us today is Harry Roberts. Harry, what's up man?

[0:01:55.6] HR: Hey, I'm good, how are you?

[0:01:57.8] SS: We're good. We're great actually, and we are very excited to have you here, really we have been following your stuff for so, so long and David you can…

[0:02:07.6] DT: Yeah, definitely, I think Harry, you were one of the first blogs that I started following when I was getting into front end development and I remember reading your work on CSS years ago, and I think today you've built yourself — you are pretty much the world renowned expert on CSS. I think maybe the only person who even competes with you, at least in my mind as far as expert level on CSS, maybe is Chris Coyer.

[0:02:27.5] HR: Going head to head with Chris there.

[0:02:30.0] SS: Do you know him by the way? Chris Coyer, have you guys met?

[0:02:33.8] HR: Yeah, we're good friends. I love Chris, he's a really cool guy. I like Chirrs a lot. He is also extremely clever.

[0:02:40.6] DT: So maybe just for our audience who doesn't know you already, can you just share a little bit of your background and who you are?

[0:02:45.2] HR: Yeah, sure. I'm a consultant front end architect based here in England. What that means is I kind of go in and consult with clients about design systems, CSS architecture, UI toolkits, the design process, things like that and more and more these days I'm doing performance engineering and performance consultancy. My thing is just making sure things are

fast and just nice user experiences. So yeah, I do a lot of performance engineering and I do all like a consultancy basis. So I was saying just yesterday actually, I was with a client yesterday and they're asking me how I feel about my work.

I honestly think I'm the luckiest guy alive. I get to spend every day doing a job I truly enjoy, I also get to travel around, meeting people in the process. So a lot of my work is traveling up to different clients, running workshops, doing kind of audits and consultancy, helping typically large companies, helping them in their development teams, just get a lot more efficient in their actual dev work, also more efficient as in, is the website running fast? So yeah, my work mainly centres around efficiencies, scale, performance and that kind of stuff.

[0:03:45.8] DT: Nice.

[0:03:47.5] SS: Nice. And when you just started out, can you give us a little background on when you started out and when you started CSS wizardry and how that came to be?

[0:03:53.6] HR: Cool yeah. So interestingly enough, I started working for myself exactly three years ago. I celebrated — so yeah, it's the 26th today, right? But on the 25th of October, 2013, I started working for myself.

[0:04:06.1] SS: Nice, happy anniversary!

[0:04:07.7] HR: Thank you. I've officially entered my fourth year in business, which is kind of cool but there's like a lot of history before that. So a lot of people know me from stuff I've done as a self-employed person for the last three years. I started blogging, bought the domain name CSS Wizardry in 2007 when I was 17. So it mean I've been doing this for nearly 10 years now, which only realized recently and it's made me feel really old; 10 years is a long time. I started out kind of by accident. Got into front end development because I thought I was going to be the next best thing as far as design was concerned, I thought it was going to be amazing designer.

I thought I was going to be that good when I was 16 years old, I thought, "Right, I need to build myself a portfolio." So I bought like a domain with a friend, we started building this little design company together and it was then I realized I'm terrible at design and I stick to front end

development. That was around 2005, 2006 and then fast forward to 2007 that's when I bought the CSS Wizardry domain. I only bought it because it was on sale as well; there was a domain registrar who was running a sale on .com domains, so I was like, "Oh, I'll just treat myself to a domain name and a new domain name." Fast forward nearly 10 years and it's become like a brand in itself and it's what I do business under.

[0:05:16.9] SS: An empire.

[0:05:17.9] HR: Yeah, well I wouldn't quite say an empire. It's only me still. But yeah, it's been a kind of long journey just, a lot of seems like it's been coincidence really and just like I said, really lucky to do what I love and turn it into a job.

[0:05:31.0] SS: Well that's why we're here, we believe it's not a coincidence and that's what we want to kind of talk to you about. Yeah, when you started out, a lot of our audience are people who is just starting on. Do you have any tips, like if you go back right now like almost 10 years ago, when you just started out, I bet there's a lot of stuff which are irrelevant to what we're, you know, what's going on today but they're probably stuff that are relevant. Can you talk about some tips for people starting out a blog?

[0:05:56.4] HR: Yeah, well the first thing I'll tell you is start out the blog, just have one. Even if you don't write very often, just have one. Having a blog is just so — I kind of find it hard to really explain what I mean, but even if people aren't reading it, like thousands of people a day, just having it there means that someone will find it and the best example of this, I have a friend who, he made a little cool kind of experiment. Just nothing ground breaking but it's cool and interesting, got a few visitors, his blog was real small, didn't have like a readership but one of the visitors happened to be a guy at Facebook who was a hiring manager.

He just said to this guy, "Hey look guy, I read your article, you want an interview at Facebook?" So it was just small things like that where just having that presence, you don't know who's actually reading it, it could be someone really important. So my advice is just have something there, right? When you're starting out, you want to work for yourself, don't really know what you want to do, just having that presence there, just existing, that's hugely important and I'm really glad that I did that.

[0:06:52.3] DT: When you started blogging back then, did you have the kind of plan in mind of where you wanted to get to today? Because you mentioned you think that — it sounds like you pretty much made it. It sounds like you're living the life that you wanted to live. Was this intentional back then?

[0:07:05.0] HR: The short answer is yes, I never knew exactly what I wanted to do with it but I knew that I was going to set the blog, I was going to write the best stuff that I could. Because I didn't go to a university or anything so I didn't have like a degree to fall back on or anything like that. So I thought, "Well if I'm going to avoid university and go into web development, I need to make sure I do it properly." I always knew that what I want to do is commit pretty fully to this thing, I have no idea of what I ultimately wanted to do, I didn't know if I want to work for myself or anything like that specifically.

I just thought, "I want to be really good at what I do, try and keep good at what I do," that's why I've kind of specialized so heavily. So I always did have some idea that the blog or the brand, for whatever that's worth, was going to work for me at some point. I want to make sure it was something that I could use to gain momentum and actually kind of, I don't police my brand. I'm like — it's just me behind it but there are certain things I have always done with the blog like always have to represent me completely. I don't accept any sponsored posts. I get emails all the time saying, "Oh, can you review this for us?" My blanket rule is like, "No, the blog has to stay a certain, not quality, but it has to have a certain message it gives across that is going to help me with that kind of branding effort I guess.

[0:08:17.5] SS: Yeah, we get that from a lot of people that we talk to because I mean, that's your authenticity. You can't break that.

[0:08:23.9] DT: I imagine you must be turning down a significant amount of money in order to stay with that authenticity.

[0:08:29.6] HR: I wouldn't say significant, it's definitely some money. It's not like I'm turning away like tens of thousands of dollars, the numbers are small enough that I can comfortably say goodbye to it. If someone came on and said, "Oh, if you review this, or will you sell us your blog

for like $5,000, I'd go, "Have it, that's a lot of money." You know, it's not dealing with huge numbers so I'm comfortable, I'm comfortable telling people, "Look, I don't need that money, actually keeping the blog true to itself is more important to me."

[0:08:58.5] SS: Cool. You said you didn't go to a university or anything like that. Do you have a specific reasons behind it? Stuff you still want to talk about today?

[0:09:05.4] HR: Yeah. The English education system, I guess it may well be the same everywhere. The English education system puts really heavy focus on degrees and academia, I disagree with that, I think that's the right thing for every single person in the country. I think that certain professions would require a degree but in England, everyone gets forced down that "you must have a degree, you must stay studying for four more years".

For me, I was toying with the idea, I went and interviewed it at different universities, I applied for universities because I thought well, I want to go to the academic profession, maybe I should get a degree. But I got to a point when I was 17 years old, 18 years old when I needed to start applying for universities. Well I was actually getting freelance work, I was working as a part time web developer, sort of after college, leaving college at like three PM and going to work for a couple of hours for a local company. So I had the discussion with my parents where I said, "Look, I don't think I need a university, I know that I want to be a developer. I'm technically already a developer."

My father, he sort of said, "Look, we want you to go to a university," he never went to a university so he was like, "I want my son, I want my first born son to get a degree." He said to me, "Look, I want you to go to a university but I'll make you a deal. If you apply to three universities and three jobs, at least we know you've given both opportunities like the equal effort." So I did, I applied for universities and jobs, and my dream job, the accepted me at the interview basically, I was 17 years old, went and start in this office in the big city, absolutely terrified. I had sweat everything, I was so scared.

Because I was out of place, I was 17, I was interviewed by a guy who is the creative director, he ended up being the coolest guy I ever worked for. I still — we're still really good friends and he was like, "Yeah. When can you start?" And I was lie, "Well, I need to finish school first so I can

start in maybe three weeks," and that was that. I started working as a developer and then my parents at the time — of course, they don't really understand what I do. They were a bit concerned, like, "We don't know if this is the right thing." But then funny thing happened, one of the universities I interviewed at, I noticed traffic.

So after I said to this university, "Look, thank you for accepting me but I've already got a job so I won't be attending university, thank you for your time," and three months later there was traffic coming to my website from the university's domain. So Google analytics, followed the traffic back and it turns out the course that I applied for had listed my website as recommended reading for that course.

I was like, "Jeez, I nearly paid to go to a university and teach myself. So as soon as It old my parents that, I was like, "Look, the university course I nearly went on, they're actually using my material to teach their students," and then my parents were like, "Okay, yeah, you were right." Yeah, I didn't get the degree and I don't feel like it's held me back, in sort of 99% of my work. Nobody's ever asked if I have a degree except one US company who — well it's a very big company, it's Apple. They got in touch and they want to interview me for a job and I was really excited. Like, "Oh my god, Apple. Imagine working for Apple."

As soon as they — we had a phone interview, which went really well, which means I had a second phone interview with the tech lead and as soon as he found out that I didn't have a degree, he was like, "Yup, we can't talk to you, goodbye," and that was it. So that's the only time in my kind of 10 year career that it's proved problematic.

[0:12:11.8] SS: I think to be fair, not a lot of people want to work at Apple.

[0:12:16.7] HR: I've heard this. I've heard this as well, I think I might have avoided it.

[0:12:20.4] DT: It sounds like things worked out really well, that's an amazing story.

[0:12:23.7] SS: Yeah, it is.

[0:12:25.1] HR: Thank you.

[0:12:25.5] DT: I wanted to ask you, are the combination of not going to the university but also, you started really young and you got kind of into this industry at like a pretty senior position pretty early on. What was that like working with people, who I imagine were much older than you, and you were in a senior position, did you ever struggle with that?

[0:12:44.5] HR: Yeah, wow, you've really done your research, this is cool. So I started professionally when I was like 17 years old. So by the time I was sort of 20, most people haven't even left university, and I was already three years into the industry. I was working for a startup that got wound down, close to business, so I was effectively made redundant. I was considering maybe I should go freelance? I hadn't worked on any big project at this point, I had just done small WordPress sites and things. I was thinking, "Well, I've got people following me on Twitter, I'm doing CSS experiments that are getting quite a lot of interest. So maybe I could go freelance, and I didn't because I actually got phone call from Sky, a huge kind of telecom broadcast company here in the UK.,

Offering me a senior position. I was terrified, I'm like 20 years old, but I should be a senior anyway. I went to the interview and I passed the interview, so I had the technical knowhow but it was quite an interesting one, the senior thing. I was thinking, "I'm going to be out of my depth," but I've got like a small micro philosophy that if someone gives you an opportunity, you have a responsibility to take it. A lot of people would have sort of killed for that same opportunity, I would have felt really bad if I would have just said, "Oh no, not for me." If someone gives you something like that, you should take it; you shouldn't think twice, just take it.

[0:13:52.8] DT: Great advice for our listeners right now.

[0:13:55.1] HR: I would say so, yeah. My entire career is being just taking opportunities. I feel lucky enough to be given something, I do think you have a duty to take it. Almost ungrateful to say like, "Oh, thank you for offering me an amazing position at this company but no thank you?" So I was like, "Yeah, definitely I'll do it." But it ended up being really interesting because I was a senior at Sky but it turned out I was the only sort of front end developer on any of the projects I was working on so I didn't actually do much kind of leadership at that point. So I was as senior,

but I didn't have a team of juniors underneath me. iIt was just me working on stuff, quite a lot of responsibility on my shoulders, but the most formative work of my career.

If I hadn't gone to Sky, I certainly would not be doing what I'm doing now. Learning about sort of scale and size and process and performance, having to sort of research this stuff first hand, doing the kind of writing about CSS architecture, I would have never had to solve those problems if I'd have gone freelance earlier, if that makes sense? So I'm quite glad I took the opportunity. I never actually got into any — there was no animosity, there's no people, there was no one sort of 30, 40 years old resenting the fact that I was only 20. Everyone I worked with at sky was real nice, they're all friends. So yeah, it was really — it was interesting form a surreal point of view. But actually when it came down to it, it was just a job like any other, just a very good one.

[0:15:10.3] SS: How did CSS wizardry kind of like fall into place where you were working on the full time job? How did you kind of maintain that and how did you feel about having a side project like that? Well CSS Wizardry started off before I even stated working full-time, so I had it there. Then when I started working full-time, it was actually a period where I didn't write much at all, for the third year I was working. In fact, I actually decommissioned the blog site completely and got rid of the blog, it was just a portfolio for a year or two.

[0:15:37.1] DT: Oh, wow.

[0:15:38.3] HR: Then 2009 I ramped things back up, it was just for things like for CSS specifically. The mid to late 2000 were really fun. There's lots of — CSS 3, it seems really sort of almost cute now, but we were excited by round corners in CSS three, it's just like that. So there was a lot of things to be writing about. I'll just write things on the evening, I was just really into it. I would write as much as I could and then for the first few years, it was just a blog about tricks, about sort of doing this in CSS three.

Still most kind of Googled article is pure CSS drop down, that's the kind of stuff I was writing and I never treated it as a job so I would never say like, "I have to write one article a week." It would be, "Oh, I've got an idea, I'll write it." Or I might be three articles one week and then go two months without writing anything, I feel like forcing yourself to write is usually counterproductive.

[0:16:26.0] DT: That's awesome, I want to follow up with that but just before I do that, I want us to take a quick break and give a shout out to our sponsors for this episode.

[SPONSOR BREAK]

[0:16:33.0] SS: As you've heard, applications for the next batch of the Side Project Accelerator are now open. If you are motivated to get yourself out there, build an audience, and learn to make passive income then we want you in.

[0:16:44.0] DT: In the first eight weeks of the program, we have a different lesson each week.

[0:16:47.0] SS: Week one.

[0:16:48.0] DT: We clear all obstacles and help you build a sustainable routine for working on your side project.

[0:16:52.0] SS: Week two.

[0:16:53.0] DT: We start building your email list and begin to send a weekly newsletter.

[0:16:56.0] SS: Week Three.

[0:16:57.0] DT: We go over our writing methods and help you create your very first content upgrade.

[0:17:02.0] SS: Week four.

[0:17:02.8] DT: We dive into automation and give you our secrets to get a shit load of stuff done in a very short period of time.

[0:17:06.0] SS: Week Five.

[0:17:07.0] DT: Is all about building your army. We show you how to hire freelancers and outsource the work that you don't want to do.

[0:17:13.0] SS: Week Six.

[0:17:13.0] DT: Is a lesson about monetizing and by the end, we've laid out your plan to make passive income from your side project.

[0:17:19.0] SS: Week Seven.

[0:17:20.0] DT: We discuss all sorts of new ways to reach your audience and get started with videos, podcasting and live broadcast.

[0:17:01.0] SS: Week Eight.

[0:17:00.0] DT: That's all about demo day: you present your project to the world.

[0:17:31.0] SS: Yeah, the program doesn't end there. You'll have lifetime access to our community and that means that each month, we will bring in expert for private closed Q&A session. Our experts from that one include Tobias Ben Snider, Jeffrey Zeldman and Paul Jarvis among other amazing leaders.

[0:17:00.0] DT: Applications are open until November 10th so apply soon.

[CONTINUED]

[0:17:51.5] SS: Yeah, I can relate. At the beginning of Hacking UI, we were with this project but we were both working full-times jobs as a startup and we just wrote like an article once every two months or something like that.

[0:18:02.9] DT: Yeah, a month, two months.

 HR:

[0:18:05.0] SS: Yeah, people were waiting, when you write like with a long distance in between and they're quality articles, people are waiting for your next article.

[0:18:05.0] HR: Exactly, you just said it perfectly; it's quality. People will wait for quality, the best example of this was just Smashing magazine, five, 10 years ago was like, the 10 best stutters, 25 illustrated backgrounds and people were just sick and tired of that, they were sort of very vocal with the fact that we're tired of seeing this listicles and smashing mag, Vital and his team, they took that feedback on board and now the publish a little less frequently but quality, the articles up here on smashing now, they've turned around completely and they're now a trusted and recognized resource. So I think you're right, I think people will wait for quality, people get bored of just churned out articles.

[0:18:48.3] DT: Did you have any like writing experience beforehand? I mean, to start writing and start writing well is not so easy for a lot of people.

[0:18:56.2] HR: It is difficult, I've always enjoyed writing, I've never written — before I had a blog I had never written anything other than things that I had to write for school but I enjoy writing, not like… I would never be an author, I have never written a novel or anything like that but in school I was quite well at English, because I just quite enjoyed studying, I'm a developer right? I've got a thing for details so I've got like — I've actually got two books behind me, just all about punctuation because I just find that stuff interesting.

[0:19:21.2] SS: Nice.

[0:19:22.0] HR: What I do think is that if I don't write an article for a while, I find it really hard to get back into it. I find it very hard to actually find my writing style again, a lot of people suffer that, I think I really get article a couple of days ago which is, if you're not very good at getting into writing or get into your flow, just start typing anything, just start typing about your general idea and then all of a sudden you go pick up a point where you're like, this is my consensus, then you're typing and you're typing, you go back and you delete like the first three sentences.

It's just a way of just writing anything, even the first three sentences are complete garbage, you'll pick up a flow where you just get into a kind of a roll and I've used that to any couple of

times recently because I write articles frequently, apart from I've done four in the last two weeks now, just inspiration struck. A lot of people tell me that's kind of, like you just said, I've never done any writing before, not particularly good at writing, my advice as well, only get to good is to practice, just scribble some stuff down if it doesn't make sense, it's fine, don't publish it.

[0:20:19.5] SS: Yeah, David can say, David and I was doing the 30 day challenge that he put it out for himself on his birthday and it's like 24 days in right?

[0:20:27.9] DT: Yeah, I'm writing a new article every day because for exactly what you're talking about is that, I was writing kind of sparingly in Hacking UI and I said exactly what you're talking about, I really want to write more and it's just difficult for me to get back into it. If I don't write an article for a month or two in between, exactly what you said that it's kind of a muscle that needs to be worked. So I said, "Okay, I want to write a new article every day."

[0:20:47.3] HR: I think I've got a lot of draft articles where I would try and write something just to try and keep that muscle exercised. I've got about 10 articles that I started writing over the last couple of years, they're not finished, I haven't published them, but it's that kind of thing of, "Well, I haven't even written for myself in two months. So yeah, just kind of training oneself to keep doing it. I had a friend actually, he had a really nice idea for 30 languages in 30 days. I'm not sure if he's done it yet, but he wanted to practice both his programming and his writing skills.

He was going to look — he was just going to do simple like calculator program in 30 different languages, one every day for a month. He started with like an old language for trend and moving towards more modern languages and functional languages like Haskell or things like Scala, just doing different things. But just the 30 days, like getting the geeky kind of side of learning new languages, whilst also practicing that writing, that was a nice idea.

[0:21:40.8] DT: Yeah, that's a great idea.

[0:21:42.3] SS: It's so geeky, I love it.

[0:21:45.2] DT: I want to ask you about some of the articles you published and I think one of the things that people come to us when they're trying to start writing and they're afraid of is they put

themselves out there as being an expert let's say and they're a little bit afraid of making your opinion or that might be wrong or giving people wrong advice and I know some of your articles are like, some of my favorite articles of yours were articles that were pretty opinionated such as you have one about not using ID's anymore.

Especially in programming, people can be super opinionated about how they're writing code. So do you have any thoughts on kind of getting over this roadblock of being afraid that people will — that you're giving away bad advice or that people not like your opinion?

[0:22:25.3] HR: Yeah, sure. A lot of people voice this certain fear, I've heard it a lot of times, "I don't have a blog because what if I'm wrong." My advice, not to say that I am necessarily correct, but my advice to these people is usually, if you feel like you're not correct or you feel like there's a chance you might be wrong, either make that apartment in the beginning of the article or on the flip side, write about something that you are dead certain about. If you've got any numbers or statistics to back things up, that's going to help prove your case.

The other option you've got is adopting a writing style like Chris Coyer's for example who he's just like, "Yeah, this might work, this kind of works, this seems to work," and you can't really argue with that because he's putting himself out there, immediately saying, "This seems to work, I'm not quite sure why." He's got a bunch of stuff, you just read bits of his articles and you just think this guy is super laid back and even if he is wrong, I'm not going to get mad at him because he knows he might be wrong.

The last thing is, if you do turn out to be wrong, that's fine. That's the quickest way to learn something is to get it wrong the first time. So just go back to the article, accept that you are wrong very humbly and graciously, go up to the article and write an addendum that just says, "Oh, by the way, it turns out, given new information that this isn't the best thing to do." But yeah, my advice to people would normally be, if you're starting out writing, write about things you're definitely certain about. It's just very risky to, if your first blog post was like look how good I am and look how correct I am, I'm the voice of authority and then you turn out to be wrong, it's going to be quite hard to get traction if you start out with that.

I just write about what you know, write things, just make it — make people very aware that it is opinion, although it might be subjective and do things like that. The things that I write about where I do write with conviction are basically things that I have lived through or that I've got case that we've got data, and we've got actual things that show you this did not work. People write equally opinionated counter arguments and this is just good for everyone, it's goes up to debate going. I think that it's certainly a very valid fear but there are ways around it.

[0:24:23.9] SS: Totally and actually being called out if you're wrong about something, it's actually a very good thing. I mean, everybody should want that.

[0:24:31.4] HR: I agree with you so much but I know a lot of people who don't share the same sentiment. I love being told I'm wrong. My girlfriend would tell you that I love being told I'm wrong because it's like, "There must be a better way of doing this. I really enjoy that enlightenment of knowing that I was doing something inefficiently or wrong or ineffectively — People should really enjoy being told that I'm wrong because like, it's opportunity to learn something new. That's what being wrong is an opportunity to learn something correctly but yeah, I wish everyone felt like you.

[0:25:00.0] SS: No, but again, going back to the thing you said at the beginning, it might be a coincidence and stuff like that. You, up to now, have a lot of values and stuff like that that you're sharing with us which are showing us there's no coincidence, you have, instead of values and beliefs and stuff like that, which got you to a point where you're at right now. All right, let's go on, it's good.

[0:25:20.8] HR: Cool, thank you.

[0:25:22.3] DT: So also on the subject you mentioned, talking about or writing about what you know, one thing that I at least from my standpoint, what I've noticed you've done is you've really focused heavily on CSS. Not even — of course you talk about front end a little bit and more a broader sense — but you've kind of narrowed down on like CSS and then you even said before like CSS architectures, scaling for large teams and performance on a pretty refined subject.

So can you discuss that a little bit of choosing to kind of narrow your writing and your personal brand down to something like that?

[0:25:51.9] HR: Yeah, definitely. It's a gift and a curse, it's definitely got plus points but it also comes with a few negatives, some of the negatives first I guess. I think that someone… something special are so heavily in CSS or in one thing, I'm kind of tight cast. I think that if I had wanted to work for a company again, I would find a lot harder than other candidates. I might be ready to well known, and that might be worth something to an employer but really, who's going to employ a front end developer who doesn't do java script?

So I've definitely kind of set myself up in a position where I potentially less employable and then the mass market, so that is quite a concern. There's things like you got people of full staff developers who can create and start off, they can build their own things where as all I can really do is make things bold and float things left, right? There's stuff where I do feel like I've kind of narrowed myself into this bit of a corner but then in terms of the plus sides, it means that who needs my services and knows very well and need my services, I don't have much competition.

That means that if somebody thinks or we need to come in and help us write some CSS and make this application last for the next five years, they're probably going to come to me for that. There aren't many people competing directly with me which means that I've got a very concentrated share of a very small specific market. If I was like a front end architect that did or rather like a general front end developer or full stack developer, there are millions of them out there. Competition's a little bit more fierce, so it means that my work is — it comes from a much smaller market, but that market is much more concentrated.

Really cool, I think it have to, last year a bit.. .the UN got in touch with me, I did some work for the UN. When an email from the UN arrives, you think, "Oh, shit, what have I done?" I noticed, there's a guy up in UN in Denmark it Copenhagen and he was like, "We want you to come and help us with this project, it's this and this, come and work with it with us? Yeah but don't you have like government people who do this for you? Don't you have like your own suite of just… No, you're literally the only person we could think of who can provide what we need. I was like, how insane is that? It's actually crazy.

So those are the upsides. I'd recommend it. If anyone does want to specialize, commit to it fully and be aware of the negatives of that basic people that you will be known for or you will be able to do. I could stop learning job scripting in like pretty huge depth or react or anything like that but that to me is an opportunity cost. Anytime I spend learning to me, I'll just tie it to folks again what I'm already known for.

[0:28:19.0] DT: With everything you're doing with CSS wizardry, you've been putting in like a huge investment for a long time, how do you directly make money on it? How do you see a financial return?

[0:28:27.5] HR: CSS Wizardry, the blog and nearly all of my speaking are lost leaders, I make a lot on CSS Wizardry, in technical terms I make a lot of that product. Most of the speaking I do, I've got a speaker's fee for events that have the budget for that but any indie event that wants me — anyone that will fly out to hang out with a new place and just all I have to do is give them a 30 minute talk, again, that's an opportunity that I can't say no to. I get to travel a lot but that doesn't pay me much, if any, money.

So all the money comes from a consultancy stuff I do, my actual client work. So yeah, it's basically, I run the blog and the open source stuff, just kind of for free, so that someone wants to see me speaking at a conference and say we need what this guy is talking about, go and consult and my income comes from that, it means I'm not mega rich. I'm not doing everything for the cash, I seldom do things for the money, I've got a really good lifestyle of business, I can pick my schedule, I can do pretty much whatever I want to do and that's because of having the brand that sells me a the lost leader, it's my marketing budget basically, speaking on the blog and all of my money comes from consultancy engagements.

So that would be public workshops, private workshops for clients. I've got a couple of large clients who I've got consultancy retainers with, so basically they've just got me readily available anytime they need advice or help, they call me up and I can go in and visit them. I have been thinking more about — I'll be quite candid, quite frank, my business model, it's kind of a good job that I don't want to be a millionaire because it's not going to happen with what I do, if you want to be rich, don't be what I do. It's a very inefficient way of earning money, if I want to be

with a client for two days, give them a two day workshop and they're in San Francisco, it's going to take me like a week of my time to burn two days' worth of money if that makes sense.

[0:30:15.7] DT: Okay.

[0:30:16.2] HR: Because I do everything on site, I don't do any remote work, it means that it's a very inefficient way of earning money, doing two days of work, my customer need six days of my time. My rates are adjusted accordingly, my rates are just into account but I currently exploring or thinking about how to get passive income. With style video tutorials and sort of courses, things like that, I think for someone like me, might set and passive income could be a really nice way of just supplementing like regular client work.

Actually considering getting workshops recorded, kind of professionally like a video team and record a workshop then just stick those on video for however much… That's something I'm toying with at the moment. As I stand right there, I have more than enough money, it's not a lucrative get rich quick scheme, I do it mainly because I love it. The best bits of advice I was ever given is by a guy called Oliver Reichenstein, he's the owner and founder of information architects, the big sort of design firm.

He told me, don't do it for the money but never do it for no money. Basically if you chase the cash, you're not going to be happy but make sure that nobody takes you form… make sure nobody kind of takes advantage of you. Yeah, never do it for the money but never do it for no money.

[0:31:28.4] SS: Nice.

[0:31:30.3] HR: That was such a success way of saying, don't follow money but make sure you get paid.

[0:31:34.5] SS: Totally. You know, we were looking through your blog and we've been interviewing people who have done done blogs and content publications and we noticed, they don't have any place to opt in for a mailing list, is that correct?

[0:31:47.6] HR: Correct, yah.

[0:31:48.5] SS: That's crazy. Can you explain that? Is that a decision, is that like — or is it just you never got to open your mailing list or something that…

[0:31:56.6] HR: A bit of both I guess, a bit of advice that I gave out to a bunch of friends recently was never get into anything you can't easily get out of. If I was to commit to a mailing list, that means I either have to commit to a mailing list, which is time I don't necessarily have or I could start a mailing list and it trails of and Id' rather than no mailing list at all than one that's gone stale.

There are other people doing better jobs I think. I could come along and start a mailing list but there are other ones that capture things. So many people do seem to have them, I wonder if I'm missing out on some things. Is there some kind of way of… what's the attraction of them?

[0:32:31.0] SS: I'll tell you what, if you have a mailing list and you have people on your private mailing list, you have your audience right. People who come to you in the site right now, they're just analytics, they're cold traffic okay? They know you probably but you don't' know them and you have no idea who they are and you don't have any way of reaching them again. You could have cut David and I back in 2008 or nine, when you had your first few blog post. Basically and then let's say five years from then, having the impact that you had on us, you decide to let's say launch a course.

Now, prior to get passive income and you have like a great produce that you built or whatever and then you just release an email to all your followers and then they will buy your stuff immediately. Meaning, right now you don't have a way to reach out besides writing another article, but when you have a private email list, that's like something that really helps you out when you have stuff to offer as well.

[0:33:29.0] HR: You may have just convinced me. I got to start researching and stuff that in. I'll give you 5% of everything.

[0:33:39.5] SS: Actually, we have a great lesson on Side Project Accelerator that we can share with you because it's something that I think like four year block, we're going through and we're like, "Wait, you can't opt in on a mailing list? Here, take my email." It's like…

[0:33:55.5] HR: That's crazy.

[0:33:55.6] SS: I bet a lot of people are like that when they read your stuff because you write quality stuff, you care about your audience, but you don't grow your audience. You have probably a really tight followers, but they should be on your mailing list and you should have their email I think. That's my concept there.

[0:34:11.8] HR: I think that's a good advice, thank you. I will start looking into it.

[0:34:15.0] DT: Brings up a good question though, so we realize you don't have the mailing list but then we're saying, but you seem to get a lot of traffic to your posts and stuff. Do you have a specific workflow or something that you're due to promote blog posts after you write them? How do your blog post get out to people?

[0:34:29.5] HR: I just tweet them once maybe twice, and that's usually it. What I will do is I'll time things so that even if I write an article at 7 PM on a Sunday, I'll tweet it 00 I basically tweet it on the Monday, when san Francisco just started waking up. So I'll tweet it like the UK afternoons. That means that sort of, yeah, 5 PM Tel Aviv time, you'll see the article but it's on 8 AM SF time, they'll be waking up and checking Twitter, whatever. That is pretty much it. I've got quite a large following on Twitter, which is very fortunate. So if I just blow it out into the crowd, someone's going to catch it.

This is something that I really ought to look in to more, like insight and working out more strategies, just getting some historical data, "Sharing an article at this time in Wednesday seems to be the most effective so therefore do it all then." Data is everything I guess.

[0:35:19.4] DT: Yeah, there's so much room for optimization and everything we do.

[0:35:22.2] HR: I'm going to come away from this podcast completely rethink my entire strategy now.

[0:35:27.2] SS: No, because we were wondering, first of all, you selling your time as a consultant, I can understand that because you love what you do and you keep yourself really like kind of like on the cutting edge of what's going on in startups and big companies. You really kind of like professional and building yourself, I can understand that. But what we say to ourselves is like, "This guy shows up in our course or like anything, which is kind of like a product you build or something like…

[0:35:51.8] DT: Like we said, some sort of passive income.

[0:35:53.6] SS: Some sort of passive income. So that's something that I think you will go really well once you want to try and get into that world.

[0:36:00.4] HR: Yeah.

[0:36:01.4] DT: I know from our audience, there's, I'm sure a ton of us here are also your audience as well, people who will follow your post.

[0:36:08.2] HR: It would be a good test there for certain things as well. Because I've been thinking, I've got like 50 draft tweets, where I think, "If I tweet this, it's not enough text to give it context and it would be hard to gauge kind of interest in X, Y, Z, whatever I'm thinking about tweeting." Whereas the mailing list would be brilliant, longer form, more direct. I'm currently writing a brand new workshop for 2017, which is all about performance, I keep toying with how do I actually — writing a blog post about it, it seems inappropriate because that just gets buried in the chronological stacks of time. How would I tell people like, "Hey, I'm thinking of writing this workshop, would any of you be potentially interested in it? Any early buyers get 25% off," or whatever? So I guess a mailing list would be the best way to do that. Well, I guess that's my afternoon sorted; setting up a mailing list.

[0:36:54.3] SS: Also, can I ask a bit about you, you're doing a lot of public speaking and workshops and how do you promote your content or your blog and those workshops and public speaking? Do you find that they correlate that they bring you more following?

[0:37:07.6] HR: Yeah, a little bit. The way I kind of manage and publicize my blogging workshops is usually someone will have a question about something and I'm not even kidding, there will be like four or five times in a workshop where I'll be like, "Oh, I've read an article on that. I'll just send the link. It's just good in that way because that means that the workshop is like the live kind of version of it and we can ask questions, we can build things, we can look at things, we can break things, we can do whatever we want. But if you need some kind of permanent resource then there's probably article. So I funnel people to the site that way.

But it's kind of weird, I've been at so many conferences, it happened to me literally last week, I was at a conference and somebody came up to me after I'd done my talk, and then he said, "Oh, I was reading about this naming convention, it seems quite interesting, I'm just wondering what your thoughts are." And I was like, "Oh, that's me, I wrote that article." He was like, "Really?" So there are people out there who know about CSS Wizardry, but they don't know about, me, like Harry the person. So there's probably something I could do there to tie them together a bit more.

That was one thing I really avoid doing and again I'm going to be honest, I'll be quite candid. A lot of people know who I am now. At conferences, a lot of people in the room will have some idea who I am, so I never do the whole, "Hi, I'm Harry, I write at CSS Wizardry, I do this, I'm this job." Because even if 40% of people in the room already know who I am, they're bored and it just seems a bit self-serving to do that little bit of a, "Hey, guess who I am?" They care about me, they care about what's on the slides, they care of the content.

So I think a lot of people are just a bit oblivious to, "Oh, we actually read his article, we didn't even realize it was him." So I could probably — I actually avoid that on purpose, avoid letting people know who I am, because I am just very aware of sounding a bit narcissistic. I would hate to go upstairs and be like, "These are all the people I've worked for and this is where you can follow me on Twitter." I'm just like, "Hey, I'm Harry, everyone, we're going to talk about CSS today," and just get on with it.

But that probably leads to its own problems like people just have no idea that, "Oh, this is how we get in touch with this guy or this guy already wrote the article that we know about. So that's probably something I could do to work out a nice way of working my inter-talks.

[0:39:02.3] DT: Something I noticed form you that I think is a pattern that we also here from other people who we talked to, is basically, you just provide that amazing value. And because you provided amazing value, even though you haven't necessarily optimized every single detail of your self-promotion, or of like the mailing list or whatever, every single detail, you didn't optimize about your audience, you just kind of provided amazing value for a long time. Because of that, you have a huge following on Twitter, you have huge following on the blog, I think that's something really did a lot of our listeners can really take away from that of course there's optimizations to do and always room for improvement, but I think the core of what you've done and the core is that you've just provided great stuff and because you've provided great stuff, great work, quality, people come back. People want that.

[0:39:43.6] HR: Yeah, I think that's definitely true, I think that if you want to promote yourself, you must be promoting yourself for a reason, right? It's probably because you are really good at something. So I think promoting yourself is kind of putting the cart before the horse, so you're not selling yourself and selling what you know. You're part of it, so what you need to make sure is that you provide really good value, but you have to make sure the person behind that value is a nice person, is likeable, is professional, is approachable. There's no point being the nicest person in the world, everybody's best friend, if what you're delivering is actually a waste of money. It's irresponsible to do a bad job, you have to make sure, first thing you have to make sure is do a good job.

Then also, if you do a really good job but no one likes working with you, if you're going to do a workshop and you're just rude and you turn up five minutes and you leave five minutes early. You might deliver amazing value but all people are going to remember is that we didn't like being in the room with that guy for eight hours. For me it's just make sure I deliver value, make sure client's happy because I come from like a background that was never been surrounded by much money. So I'm very aware of the value of things and I've got a massive responsibilities by clients to make sure they're spending that money very wisely.

I also have to make sure that I say to my client, "Hey look, that is a really enjoyable workshop, I don't have a flight until 10 PM, do you want to grab dinner together?" Then we just hang out and I think that's really valuable having that. I want to make sure that everyone in that room knows that I'm basically just kind of like a friendly person who I can maybe hopefully teach them some stuff about performance.

[0:41:05.1] DT: Yeah, you're not a robot, just showing up, "Here's the code, take this." You're a real person.

[0:41:09.4] HR: Exactly. Yeah, I think people value that which is maybe why I've not focused too much on optimizing my brand. I'm a pretty chilled laid back guy, I will turn up, we'll do the workshop, we'll go for a beer afterwards and we'll probably stay in touch for the next however many years. Maybe it didn't even crossed my mind just kind of optimize that process.

[0:41:28.3] SS: By the way, what you talked about before, is exactly what Neil Gaiman talks about in his commencement speech. Have you seen the commencement speech by Neil Gaiman? It's like an amazing commencement speech, he talked about making good art, he's a writer and he's an amazing writer and comic artist.

Anyway, he was talking about you have to be good, in order to succeed you have to be good at three things but only, you have to be really good at two. You can have like — you only need two other three things. The three things are: you have to be good with people or you have to be very good at what you do or you have to show up on time. So you need only two. You cannot show up on time but be very good with people and be very professional in what you do or you can show up on time but yeah.

[0:42:09.2] HR: That's interesting.

[0:42:10.6] DT: So something else I want to talk to you about is you do a lot of open source projects, right? You have your own CSS framework and I've seen a few other. Can you talk about your open source projects and as far as the time investment you put in to them and what you see out of it?

[0:42:24.2] HR: I mean right off the bat I'm going to just hold my hands up and say that I'm not a very responsible open source developer. Throwing something on GitHub and being an open sourced developer are two very different things and when I first started open sourcing like five years ago, I didn't realize just how different those two things were. So I've got an open sourced framework, which is used by a lot of people a lot more than I ever realized and again, I don't have this optimized feedback channel, I don't actually know how many people are using this framework.

I know it's in the thousands. But I don't know if it's 20,000 or 3,000 or 100,000, but enough people are using it that it's getting a lot of attention, a lot of interest, a lot of feedback, a lot of issues on getting GitHub request. My schedule's very sporadic, so I can't say that every Friday is open source day because I might need to be somewhere on that Friday. I can't do things like that, which means unfortunately for the last couple of years Inuit CSS has kind of been almost abandoned where I've been doing major kind of maintenance on it as in like important things, but for the most part, they're not much. So finding time to actually manage open source, I think is something that every developer should be aware of before they enter open source.

It's a lot more work and a lot of people realized, certainly that I realized. But I've got a few other open source tools. None are quite as popular as Inuit but there are things that are starting to putting things on GitHub and saying, "This is on GitHub so you can have it for free but don't treat it like an open sourced project. If you don't like it, don't use it, if you want to change it, fork it and change it. I'm giving you this, but I'm not necessarily open sourcing it in the traditional sense, it's a bit more transparent up front. But the actual interesting thing with Inuit is about two interesting things actually. You end up creating quite a big problem for yourself if you don't maintain open source, there's a company, an enormous company who got 40,000 software engineers and they all use Inuit CSS and it's their kind of development stack, their UI tool kit, is based on Inuit CSS.

But I went out to their offices in America, I've been out there twice now and I sat down with one of their tech leads, the heads of tech, very sort of important man, he basically looked at me and said, "Look, Harry, we use Inuit CSS because our developers enjoy it, it scales well, it's fast, but we are terrified by the fact that you don't maintain it. We're a company 40,000 software

engineers, we've got managers who are concerned by the fact that this is not a maintained project," and I was like, "Just think about that responsibility for a second. There's one guy in the UK who just puts things and get and now there's someone telling me that we are terrified by the fact that it's not maintained."

It's like, "Well, if you sling me cash to look after it, then we can," — they weren't saying it in a nasty way either they were saying, "Look, we want to keep using it, but do you have any plans for Inuit?" But that struck me, just the kind of gravity of things is way bigger than I would have ever anticipated. So my advice to anyone, going into open source is be prepared but be very transparent with the fact that you don't intend to maintain some thing, if that's the case. Or just to be prepared for the massive time cost and responsibility that can come with it. But I want to give the people some big ups actually.

I've got a team of people, core contributors to Inuit now. There are four developers. There is a Serbian guy who's lovely, I've met him in person. There are two German guys I've met in person. There's a French guy, who unfortunately I haven't had the chance to meet him in person yet. These guys are amazing, they are keen Inuit CSS users and they've actually joined as core contributors and I've been travelling a lot these last couple of months and all I see every day is Slack, these four guys are just on it.

They are absolutely nailing it and doing a really good job and that is the power of resource. They are doing it for free, right? They're not getting any kickback from this. They are not getting anything from me. But yeah, just big up for those guys for really helping me out with this. Inuit CSS is launching a beta release as we speak, it's new version. So yeah, it's important to have that kind of network if you are going to do a serious open source project.

[00:46:07.6] SS: Yeah.

[00:46:08.3] DT: And how did you find them and how did you find people to want to contribute?

[00:46:10.9] HR: They found me. Basically what happened was Inuit CSS was online and it was like I say, not getting looked after very well. I start to notice these certain four people over and again answering people's questions and the issues, submitting pull requests, giving me

feedback. It was the same four people just from their own choice, but independently as well. None of these people know each other. Out of their own separate individual choices, all four of them decide to be active in the community.

So pinged them an email and said, "Look, you guys are doing amazing work. I am incredibly grateful. Can I make you official maintainers and give you proper full admin access to the repository?" And they were just like, "Yeah, let's do it." Yeah, they were just vocal in the community providing genuine value for me, helping me out and so I thought, "Why don't I ask them to officially help me even more?" I guess I got a bit cheeky but they said yes and they are doing really good work.

[00:46:57.7] SS: Cool and we're soon to wrap things up, but I just want to ask you about workshops because lately I've been doing some workshops at companies and I guess for anyone professional and doing workshops in companies, do you have any tips on running a workshops, stuff that you really found out while you were doing more and more?

[00:47:17.5] HR: Yeah. So there's a ton of stuff and I guess I couldn't really cover all of it. I guess key things for someone who wants to run workshops is design like a completely neutral client agnostic workshop first like a workshop that could work anywhere. But design it modularly. So you've got topics you can slot in and out. So if you're doing performance you might talk about, "Well here's a module on CSS Paint performance rendering performance. Here's a module on Java Script performance. Here's a module on the network," and this kind of stuff.

Have a generic workshop that could go anywhere. That's the kind of work that you could run at the public event, at a conference. Then what you can do is you can get it touch with a client and you give them your price and you can give them two prices. You could say, "Here's the price where we just run it like it's a conference workshop, or we can make it more bespoke, what you want to learn about?" Do that like a month, two week before you go visit them and they say, "Well actually we need to know about flats box," for example.

So that kind of stuff is — that's quite useful for adding specific value to a client just tailoring it for them. Make sure you know who you've got in the room. The first thing you should do is go around the room and say, "I want everyone to give me a quick hey, this is what I'm called, this is

what I work on, this is what problems I am facing, this is what I want to get out of the workshop." That was a couple of things. If you are the kind of person who gets nervous in front of a crowd, this is your chance to sit and observe and let someone else be the speaker for a few minutes.

It also means that you can saw thinking how you're going to work the day. So it might be like, "Oh we've got more software engineers than I realized," so maybe we should focus on engineering principles for CSS rather than focusing too heavily on the design process. You might see that we've got a product owner in the room so you might as well talk about the business cost of Tech Deck. So knowing who you've got in the room can allow you to, again, deliver specific value.

[00:49:01.5] SS: And do you have to do a survey and stuff like that? I mean how do you get better at your workshops?

[00:49:06.5] HR: I gather kind of informal feedback. Usually that takes the format of go for a drink with the attendees afterwards. I always recommend this for anyone running a workshop, unless you absolutely have to get a flight at some time, always make sure you stick around for a few hours afterwards. Yesterday for example, I was workshopping with a client in the South of England. I took a late train and I said, "Look, I don't have to get a train for about three and a half hours, who wants to go grab a drink? Who wants to go for dinner?" and people said, "Yeah, let's do it."

And they would say things like I got some really good feedback just having a beer and someone is like, "I really enjoyed it but my favorite was the performance thing. That's where I got the most value out of." So I know that okay, people enjoyed the performance perhaps more than the other stuff because maybe this stuff is getting a bit dated now and actually whoever who actually hired you to do the workshop, whichever kind of manager it was who got in touch with you, make sure you have a proper process for closing your relationship with them.

Email them any materials/slides and say to them, "If you've got any feedback from attendees, I'd be really grateful to hear it." One thing I don't do is have a survey that I give people because often because you have to crush on them to provide something or they will say, "Oh it's amazing" because they'd feel bad even if it's anonymous they feel bad giving bad feedback. So

I just got for anecdotal stuff. People will be honest with you when you start having a beer with them.

I think for my new workshop that I am writing, I probably will set up a slightly more structured feedback mechanism. Like a Google forum or something very interesting which fits at the workshop that you find it useful, was it more advanced or less advance than you expected? Then you can just say to the manager, "Do you think the money you spent was worth it?" That's going to be a scary one to ask someone.

[00:50:40.7] SS: Yeah.

[00:50:42.2] DT: So I just have one last question for you, if that's cool Sagi? So my last question for you is, who are you influenced by? Whether it's books, blogs, podcast, anyone that you can give back to our listeners?

[00:50:55.3] HR: Yeah, definitely. So anywhere I do there are a small handful or people I really look to for technical information; Nicolas Gallagher, Jonathan Snook, Nicole Sullivan, people like that. The people that most listeners or most people that are into CSS will be aware of these people. I've got direct peers who do very good work in the field but I get a lot of inspiration from software engineers. So I can't write a line of actual programming code.

I've tried but I am not very good with it, but there are people who have written papers from the 70's who you can borrow the actual fundamental concept. If you can understand the concept behind some of these architectural principles from software, that's very inspiring for me. Because I'm like, "Okay, well if they solved it in the 70's, why are we struggling to do it in 2016 in CSS?" and it starts to form what I call ribbons and tie those together.

A specific guy, Martin Fowler, chief scientist of ThoughtWorks cutting peers, anything he writes I think most of it straight over my head but the actual fundamental principles I can put out on his writing influenced a lot of the way I work. I also looked to other things like just real life construction. I can't think of any specific examples I guess but when you see things like engineers, real engineers, like proper engineers out building things, solving problems, they're dealing with scale.

They are dealing with longevity and the bridge is going to last for the next 200 years for example, what kind of process do they have in place? So I look a lot of engineering and manufacture. I mean agile and can balance and continues improvement, that all came from Toyota. That came from a real life manufacturing process. There's tons of stuff out there, you could just basically steal and apply to the work that I do. So I look to a lot of places for inspiration.

[00:52:29.6] DT: Thanks a lot and we'll put those in the show notes for everyone listening and on that note, thank you so much for your time Harry.

[00:52:34.9] SS: Yeah. I really enjoyed talking to you. Great episode.

[00:52:36.1] HR: All right, thank you. It's been fun. It's been great so yeah, I really enjoyed that. It's like a different format than what I am used to. It wasn't all about what do you think of React? It's a really enjoyable podcast, so thank you so much.

[00:52:46.0] SS: And thank you for sharing so much knowledge and insights. That was great.

[00:52:49.0] HR: Well, no thank you. I've got a mailing list to set up.

[00:52:53.4] SS: All right, well good luck man.

[00:52:55.3] HR: Cool guys, thank you very much.

[END OF INTERVIEW]

[00:53:10.1] SS: All right so that's a wrap. Thank you hackers for joining us today and we hope you enjoyed the show. You can find all the links and resources from this conversation on hackingui.com/podcast.

[00:53:19.4] DT: If you are interested in joining the Side Project Accelerator, applications for the next batch are open until November 10th. In the Side Project Accelerator will put your through

eight intense weeks to build the foundation for you to gather your audience and we give you the tools to reach them through a blog and an awesome newsletter. We share all of our tools with you including the internal software that we've built in order to get the job done. You can apply now on sideprojectaccelerator.com.

[00:53:39.3] SS: Last thing, if you've enjoyed this show we would love to hear from you. Just tweet us @hackingui or just review this podcast on iTunes. Those reviews really help us out and make our day.

[0:53:50.0] DT: We'll see you next week hackers, and remember to keep hacking.

[END]