

PAUL SHERER

WolfyMaster Media

Owner/Developer

SightGain

Engineering Director

OBJECTIVE

ENCOURAGE YOU TO BUILD STUFF

QUESTION

- A) Who is planning on continuing in this field as a career?
- B) What are you planning to do after high school?
College? Direct to workforce?



The best
way to
learn is to
build stuff



Get paid
to build
stuff and learn

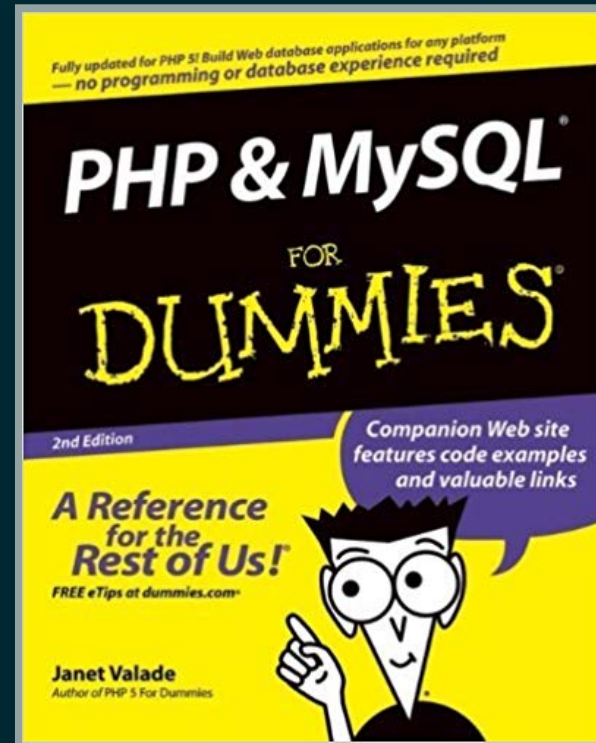
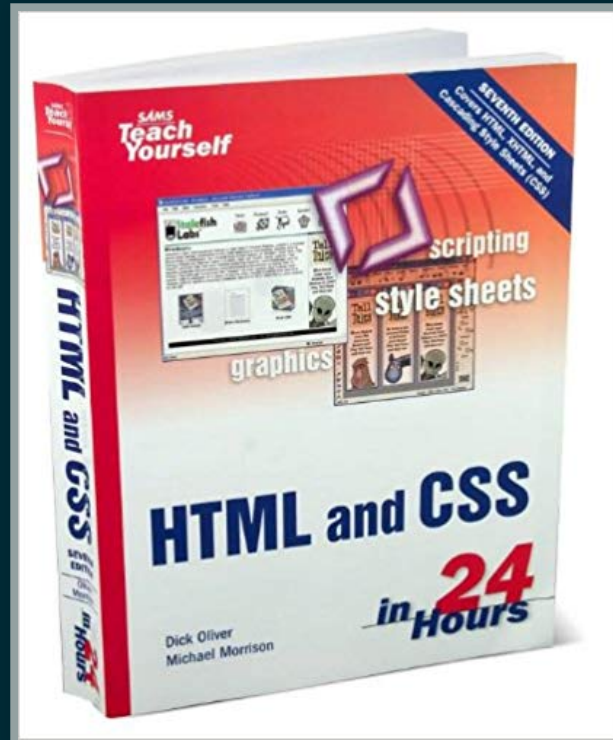
LETS GO BACK TO ~2004

Problem: Build an ecommerce store for my parent's business

- How do I have users that can login
- How do I connect to a database?
- Why does the site look like garbage on another computer?

**HOW DID I GET STARTED OR KNOW WHERE
TO START?**

HOW DID I GET STARTED OR KNOW WHERE TO START?



ANYBODY KNOW THIS GUY?...

Numa Numa



The “Numa Numa Dance”, was a webcam video created by Gary Brolsma in November 2004. It was submitted online to Newgrounds.com on December 2004. This website was unique at the time, because Newgrounds mainly offered Flash based movies and animations as YouTube didn't exist yet.

NEW PROBLEM

I need a place to upload my videos
so friends can watch them.

NEW PROBLEM

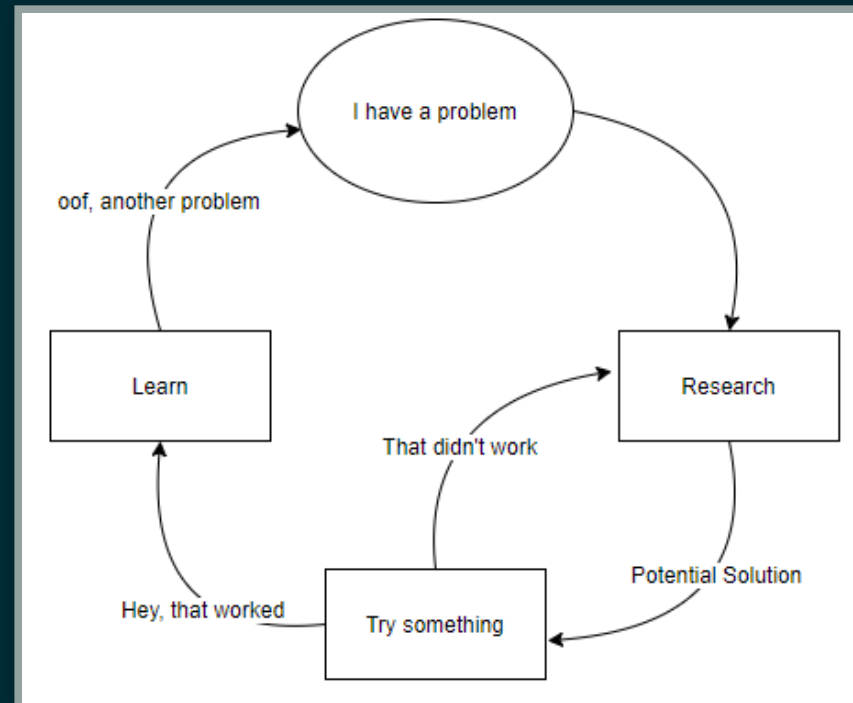
I need a place to upload my videos
so friends can watch them.

just kept going from there

NEW PROBLEM

I need a place to upload my videos
so friends can watch them.

just kept going from there



WOLFYMASTER MEDIA

- Started as a multimedia production business
- Upsold web development & e-commerce
- Found jobs:
 - Craigslist
 - Referral
 - Agency Overflow
- Networking is crucial

WordPress + Front End (Remote)



WolfyMaster Media -wolfy@wolfymaster.com->
to z75xc-5311270623 ▾

Mon, Nov 16, 2015, 7:40 PM ☆ ← ⋮

Hello,

I came across your post looking for a remote WordPress + Front End Dev. I am interested in the opportunity. I am located in Western PA. Any additional details you could provide would be fantastic. For instance, how many hours/week would this be? I am looking to find something that could offer between 15-30 hours.

Thank You,

~Paul Sherer
<http://www.wolfymastermedia.com>
<https://www.linkedin.com/in/wolfymaster>

"I came across your post for a remote WordPress + Front End Dev. I am interested in the opportunity. I am located in Western PA. Any additional details you could provide would be fantastic. For instance, how many hours/week would this be? I am looking to find something that could offer between 15-30 hours."



WolfyMaster Media

To: mvv8d-4455898239@gigs.craigslist.org



Tue 5/6/2014 3:01 PM



Hello,

I came across your post on [Craigslist](#). I am interested in taking on this project of revamping your website onto WordPress. I have attached an updated portfolio of work or you are welcome to visit my website (<http://wolfymastermedia.com>) for my previous projects. Without knowing a full scope of the project, I would quote this project at \$350.

After taking a look at some of my previous work, if you are interested in offering me this project, I would like to take a look at your current website and discuss the specific details you are looking for in a more modern design. It is important to me that both myself and my clients have the same vision of the final project in mind.

If you have any additional questions, please do not hesitate to contact me.

Thank You,

~Paul Sherer
814.688.4235

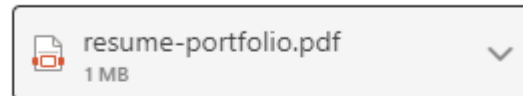


Wolfy Master

To: zvg3f-3503690270@job.craigslist.org



Wed 1/2/2013 7:40 PM



Hello,

My name is Paul Sherer, I am a web developer located 10 minutes south of Jamestown, NY. This email is in response to your **Craigslist** post #3503690270. I would be happy to assist you in the development of your Joomla website. I have not specialized in Joomla development on a regular basis, however my most recent work was the development of this website (<http://avadar.com/>) on Joomla. For your convenience, I have attached a small PDF portfolio sample of my work. Any questions, feel free to e-mail me or call 814.688.4235. I am available throughout the day and on most weekends. The majority of my work is through telecommunication.

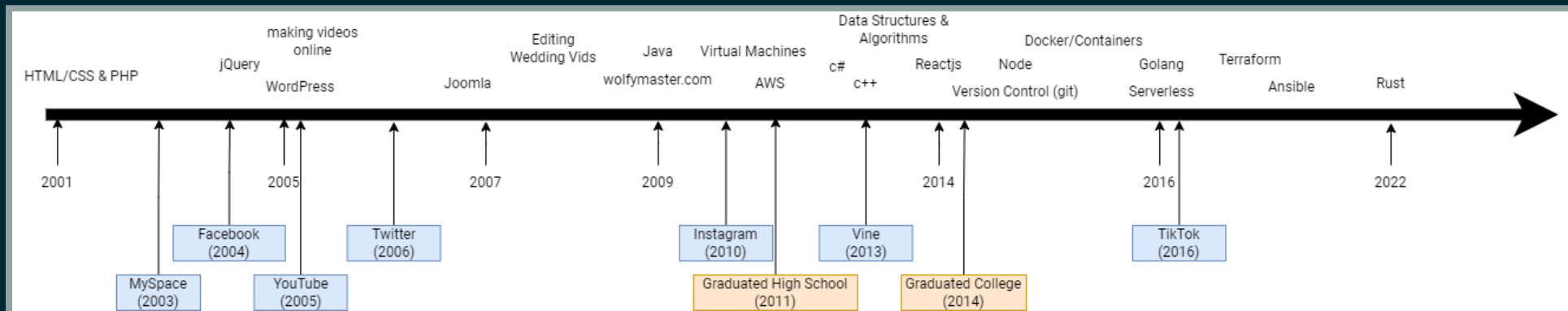
Thank You,

~Paul Sherer

ALWAYS BE LEARNING (80/20)

I looked for opportunities to try something new. As long as I was 80% certain I could fulfil the obligation, I was confident I could figure out the other 20%.

TIMELINE OF EVENTS



(Enhance)

CONTACTING/FREELANCING VS W2

CONTRACTING/FREELANCING

- Set your own rate
- Responsible for own taxes
- No benefits
- Responsible for finding work
- No limits on hrs/wk

W2 (EMPLOYEE)

- Salaried
- Taxes deducted automatically
- Benefits (medical/dental/vision)
- At-will employment
- FTE ~ 40 hr/wk

CONTRACTING/FREELANCING

WHERE TO FIND WORK?

- Freelance Marketplaces
 - Upwork
 - Fiverr
- Craigslist
- Friends/Family
- Local Businesses

reply

★
favorite

🗑️
hide

🚩
flag

📄
share

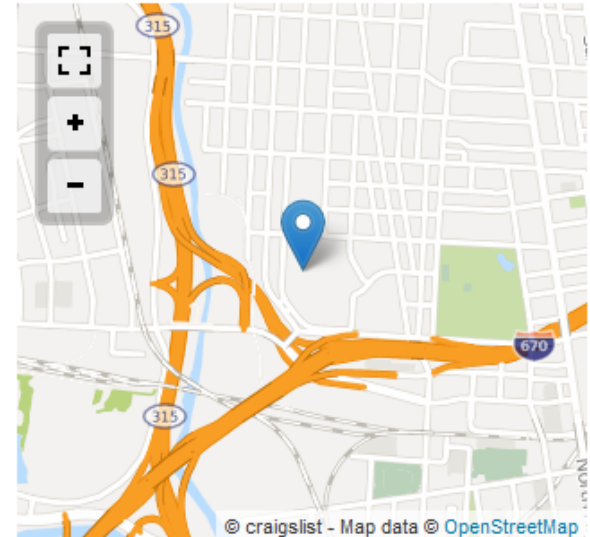
Posted a day ago

[print](#)

web design and host (Columbus OH)

I need someone to help me design and host two websites, one for my writing group. Writers' Ink and the other is a website for kids where they can express themselves. pay is whatever you think is fair.

- OK for recruiters to contact this job poster.
- do NOT contact us with unsolicited services or offers
- OK to highlight this job opening for persons with disabilities



406 Thurber Drive West near apt 4

[\(google map\)](#)

compensation: **whatever is fair will be fine with me**

employment type: **employee's choice**

job title: **web designer and host person**

post id: 7549491290

posted: a day ago

♥ [best of](#)

IF I WERE STARTING TODAY...

- JavaScript is huge (Nextjs)
- WordPress is still 43% of the internet
 - It's gone through some big changes lately too
- Mobile is much more popular and easier to build
- Lots more people have sites and may just need maintenance
 - Start visiting local websites and if you can see an opportunity for improvement, contact them. Agencies do a bad job of following up with maintenance.

PLATFORMS

Lots more options to take advantage of:

WEBSITE/E-COMMERCE

- Shopify
- Squarespace
- WordPress

HOSTING

- Fly.io
- Github Pages
- Netlify.com
- Railway.app
- Vercel.com

EMPLOYEE (W2)

THE INTERVIEW

Experience building and delivering software will greatly impact a traditional interview

- Articulate value & understand the business problems
- Experience & Examples (Show. Don't tell.)
- Leverage / Negotiation

MINIMUM VIABLE CANDIDATE

A candidate that possesses the minimum level of skill or ability to be considered for hire.

CS DEGREE

- Highly technical with a greater emphasis on theory and science
- Curriculum covers origins of computing through ~15 years ago
- Emphasis on data structures and algorithms
- Begins after HS graduation
- >\$50k

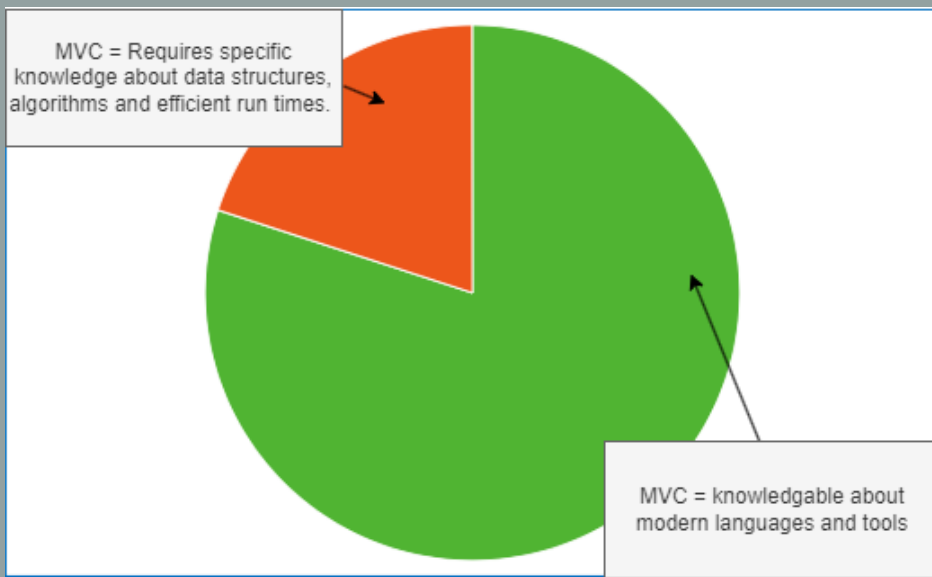
BOOTCAMP

- Pure focus on MVC
- Curriculum is focused on the last couple years of trends and future of the field
- Provides "guide rails" and "paved road" on learning software development
- Not as much emphasis on data structures and algorithms
- Could start in a few months
- \$10 - \$20k

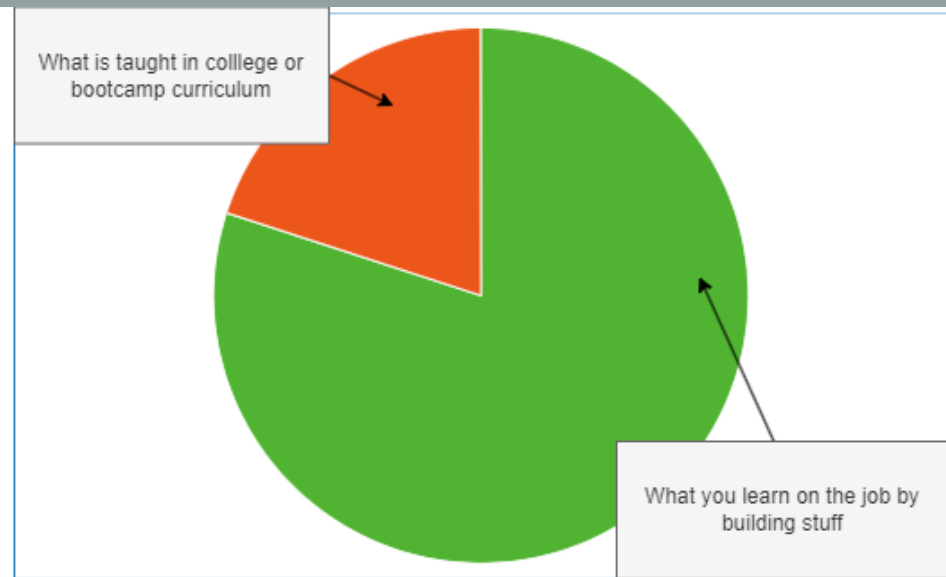
SELF-TAUGHT

- Self-paced. Freedom to explore any topic of interest
- Make your own curriculum
- Can start today
- Free

THE PIE



meta-chart.com



meta-chart.com

ALWAYS BE LEARNING

Developer Roadmap

AVAILABLE RESOURCES

- Github Student Pack (assorted discounts)
- Digital Ocean (VPS for \$5/month)
- Netlify (free tier)
- AWS (student credits)
- Google Cloud (student credits)
- Fly.io
- Github Pages
- Netlify.com
- Railway.app
- Vercel.com

ADVICE FOR RAMPING UP

- Build stuff!!
- Solve your own problems
- Read (books & actual code)
- YouTube Videos & Blog articles (dev.to)
- Reverse engineer stuff
- Solve other people's problems

Who has questions?

