

**Start Small, Stay Small:  
A Developer's Guide to  
Launching a Startup**

**Rob Walling**

# Start Small, Stay Small

## A Developer's Guide to Launching a Startup

Audiobook Companion: Links from the Book

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## **Preface**

- [www.StartupBook.net](http://www.StartupBook.net)
- [www.SoftwareByRob.com](http://www.SoftwareByRob.com)
- [www.micropreneur.com/book/](http://www.micropreneur.com/book/)

## **Chapter 1**

- [www.bidsketch.com](http://www.bidsketch.com)
- [www.moraware.com](http://www.moraware.com)
- [www.flippa.com](http://www.flippa.com)
- [www.elance.com](http://www.elance.com)
- *The E-Myth Revisited:* <http://tinyurl.com/2bzsd6>

## **Chapter 2**

- [www.HotOrNot.com](http://www.HotOrNot.com)
- [www.PlentyOfFish.com](http://www.PlentyOfFish.com)
- [www.followsteph.com](http://www.followsteph.com)
- [www.davidrm.com](http://www.davidrm.com)
- [www.NotaBene.com](http://www.NotaBene.com)

- [www.escapefromcubiclenation.com](http://www.escapefromcubiclenation.com)
- [escapefromcubiclenation.libsyn.com](http://escapefromcubiclenation.libsyn.com)
- How do I choose which business to start?  
[tinyurl.com/2cu2dn6](http://tinyurl.com/2cu2dn6)
- [http://en.wikipedia.org/wiki/List\\_of\\_occupations](http://en.wikipedia.org/wiki/List_of_occupations)
- <http://www.bls.gov/news.release/ocwage.t01.htm>
- <http://www.entrepreneur.com/businessideas/>
- <http://www.sixmonthmba.com/2009/02/999ideas.html>
- <http://www.ahbbo.com/ideas.html>
- <http://ycombinator.com/ideas.html>
- <http://astartupaday.wordpress.com/> (also on Twitter at <http://ww.twitter.com/astartupaday>)
- <http://ideas.4brad.com/>
- <http://www.ideaisqueen.com/wordpress/>
- <http://www.ideatagging.com/>
- <http://springwise.com/>
- <http://www.trendwatching.com/>
- <http://www.coolbusinessideas.com/>
- [compete.com](http://compete.com)
- **U.S. Bureau of Labor Statistics** [www.bls.gov](http://www.bls.gov)
- **FreeLunch.com**  
<http://www.economy.com/freelunch/default.asp>

- **International Labour Services Library Services**  
<http://www.ilo.org/dyn/lfsurvey/lfsurvey.home>
- **LABORSTA Internet** <http://laborsta.ilo.org/>
- **U.S. and International Statistics Agencies**  
<http://www.bls.gov/bls/other.htm#International>
- [digg.com](http://digg.com)
- [techcrunch.com](http://techcrunch.com)
- [www.feedshot.com](http://www.feedshot.com)
- [www.justbeachtowels.com](http://www.justbeachtowels.com)
- [www.dotnetinvoice.com](http://www.dotnetinvoice.com)
- **Google AdWords Keyword Suggestion Tool**  
<https://adwords.google.com/select/KeywordToolExternal>
- **SEO Logs Keyword Difficulty Tool**  
<http://www.seologs.com/keyword-difficulty.html>
- **Micro Niche Finder** <http://tinyurl.com/26xhld5>
- <http://www.internetbusinesspath.com/search-engine-optimization/day-5-evaluating-your-keyword-difficulty>
- **SEOMoz** <http://www.seomoz.org>
- <http://www.seomoz.org/blog/keyword-difficulty-tool-upgrade>
- <http://seogadget.co.uk/understanding-search-rankings-competitiveness/>

- **Google AdWords Keyword Tool**  
<http://adwords.google.com/select/KeywordToolExternal>
- **SEO Logs Keyword Difficulty Tool**  
<http://www.seologs.com/keyword-difficulty.html>.
- [toolbar.google.com](http://toolbar.google.com)
- <http://www.networksolutions.com/whois/>
- [www.Micropreneur.com](http://www.Micropreneur.com)
- *Ultimate Guide to Google AdWords*  
<http://tinyurl.com/26l4yr3>

## Chapter 3

- <http://www.joelonsoftware.com/articles/CamelsandRubberDuckies.html>
- <http://www.37signals.com/svn/posts/1287-ask-37signals-how-did-you-come-up-with-pricing-for-your-products>
- [www.freshbooks.com](http://www.freshbooks.com)
- [basecamphq.com](http://basecamphq.com)
- [www.fogcreek.com/FogBugz/](http://www.fogcreek.com/FogBugz/)
- [www.fogcreek.com](http://www.fogcreek.com)
- [www.venturevoice.com](http://www.venturevoice.com)
- <http://news.softpedia.com/news/100-Million-Mobile-Users-to-Access-App-Stores-by-2013-107747.shtml>
- <http://www.salesforce.com>

## Chapter 4

- [www.sourcegear.com/vault/](http://www.sourcegear.com/vault/)
- [www.fogcreek.com/FogBugz/](http://www.fogcreek.com/FogBugz/)
- [basecamphq.com](http://basecamphq.com)
- [www.builditsystems.com](http://www.builditsystems.com)
- [www.codingrobots.com/blogjet/](http://www.codingrobots.com/blogjet/)
- <http://www.dotnetinvoice.com>
- [www.reviveafrica.com](http://www.reviveafrica.com)
- [www.popcap.com](http://www.popcap.com)
- [www.dialogix.com.au](http://www.dialogix.com.au)
- [www.squarespace.com](http://www.squarespace.com)
- [basecamphq.com/tour](http://basecamphq.com/tour)
- [www.highslide.com](http://www.highslide.com)
- <http://www.dotnetinvoice.com/asp-net-web-host-billing-testimonials.aspx>  
for an example of how to keep things interesting
- [www.earthclassmail.com](http://www.earthclassmail.com)
- [basecamphq.com/signup](http://basecamphq.com/signup)
- [www.startuplens.com](http://www.startuplens.com)
- [blog.stackoverflow.com/category/podcasts/](http://blog.stackoverflow.com/category/podcasts/)
- <http://jumpstartcc.com/>

- <http://www.scribd.com/doc/11037739/Jumpstart-credit-card-processing-version-1>
- [www.mailchimp.com](http://www.mailchimp.com)
- [www.elance.com](http://www.elance.com)
- <http://www.mailchimp.com/blog/most-common-spam-filter-triggers/>

## Chapter 5

- <http://www.google.com/analytics/>
- For more info on setting up goals  
<http://tinyurl.com/69yw2b>
- [twitter.com](http://twitter.com)
- [www.facebook.com](http://www.facebook.com)
- [tv.winelibrary.com](http://tv.winelibrary.com)
- *Podcasting for Dummies* <http://tinyurl.com/22q813q>
- *Get Seen: Online Video Secrets to Building Your Business*  
<http://tinyurl.com/29t2ekc>
- Search Engine Optimization Starter Guide  
<http://www.google.com/webmasters/docs/search-engine-optimization-starter-guide.pdf>
- *Search Engine Optimization an Hour a Day*  
<http://tinyurl.com/27gr5p6>
- **DMOZ** [www.dmoz.org](http://www.dmoz.org)
- **JoeAnt** [www.joeant.com](http://www.joeant.com)
- **Gimpsy** [www.gimpsy.com](http://www.gimpsy.com)



- Yahoo! Site Explorer [siteexplorer.search.yahoo.com](http://siteexplorer.search.yahoo.com)
- Google alerts [www.google.com/alerts](http://www.google.com/alerts)
- **EzineArticles** [ezinearticles.com](http://ezinearticles.com)
- **GoArticles** [www.goarticles.com](http://www.goarticles.com)
- **iSnare** [www.isnare.com](http://www.isnare.com)
- [http://www.text-link-ads.com/r/starter\\_kit](http://www.text-link-ads.com/r/starter_kit)

## Chapter 6

- [www.odesk.com](http://www.odesk.com)
- [www.elance.com](http://www.elance.com)
- [www.jingproject.com](http://www.jingproject.com)

## Chapter 7

- *Crossing the Chasm* <http://tinyurl.com/2cj2sh8>

### Conferences

- **Business of Software** [businessofsoftware.org](http://businessofsoftware.org)
- **LessConf** [lessconf.lesseverything.com](http://lessconf.lesseverything.com)
- **Future of Web Apps** [futureofwebapps.com](http://futureofwebapps.com)

### Meetups

- **Meetup.com** [www.meetup.com](http://www.meetup.com)
- **StartupDigest** [thestartupdigest.com](http://thestartupdigest.com)

### Blogs

- **OnStartups** [onstartups.com](http://onstartups.com)
- **MicroISV on a Shoestring** [www.kalzumeus.com](http://www.kalzumeus.com)



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- **A Smart Bear** [blog.asmartbear.com](http://blog.asmartbear.com)
  - **Steve Blank** [steveblank.com](http://steveblank.com)
  - **Lessons Learned** [www.startuplessonslearned.com](http://www.startuplessonslearned.com)
  - **Single Founder** [www.singlefounder.com](http://www.singlefounder.com)
  - **Paul Graham** [www.paulgraham.com/articles.html](http://www.paulgraham.com/articles.html)
  - **Software by Rob** [www.softwarebyrob.com](http://www.softwarebyrob.com)

### Online Communities

- **The Micropreneur Academy** [www.micropreneur.com](http://www.micropreneur.com)
- **Answers.OnStartups** [answers.onstartups.com](http://answers.onstartups.com)
- **StartupToDo.com** [www.startuptodo.com](http://www.startuptodo.com)
- **Business of Software Forums**  
[discuss.joelonsoftware.com/?biz](http://discuss.joelonsoftware.com/?biz)

### Podcasts

- **Mixergy** [mixergy.com](http://mixergy.com)
- **Startups for the Rest of Us**  
[www.startupsfortherestofus.com](http://www.startupsfortherestofus.com)
- **The Web 2.0 Show** [web20show.com](http://web20show.com)
- **37signals Podcast** [37signals.com/podcast](http://37signals.com/podcast)
- **The Startup Success Podcast**  
[startuppodcast.wordpress.com](http://startuppodcast.wordpress.com)

- Google Alerts [www.google.com/alerts](http://www.google.com/alerts)
- [www.slimtimer.com](http://www.slimtimer.com)
- CMS Themer [www.cmsthemer.com](http://www.cmsthemer.com)
- [www.flippa.com](http://www.flippa.com)

### **The Postlude**

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