Twitter Thread by Pat Walls

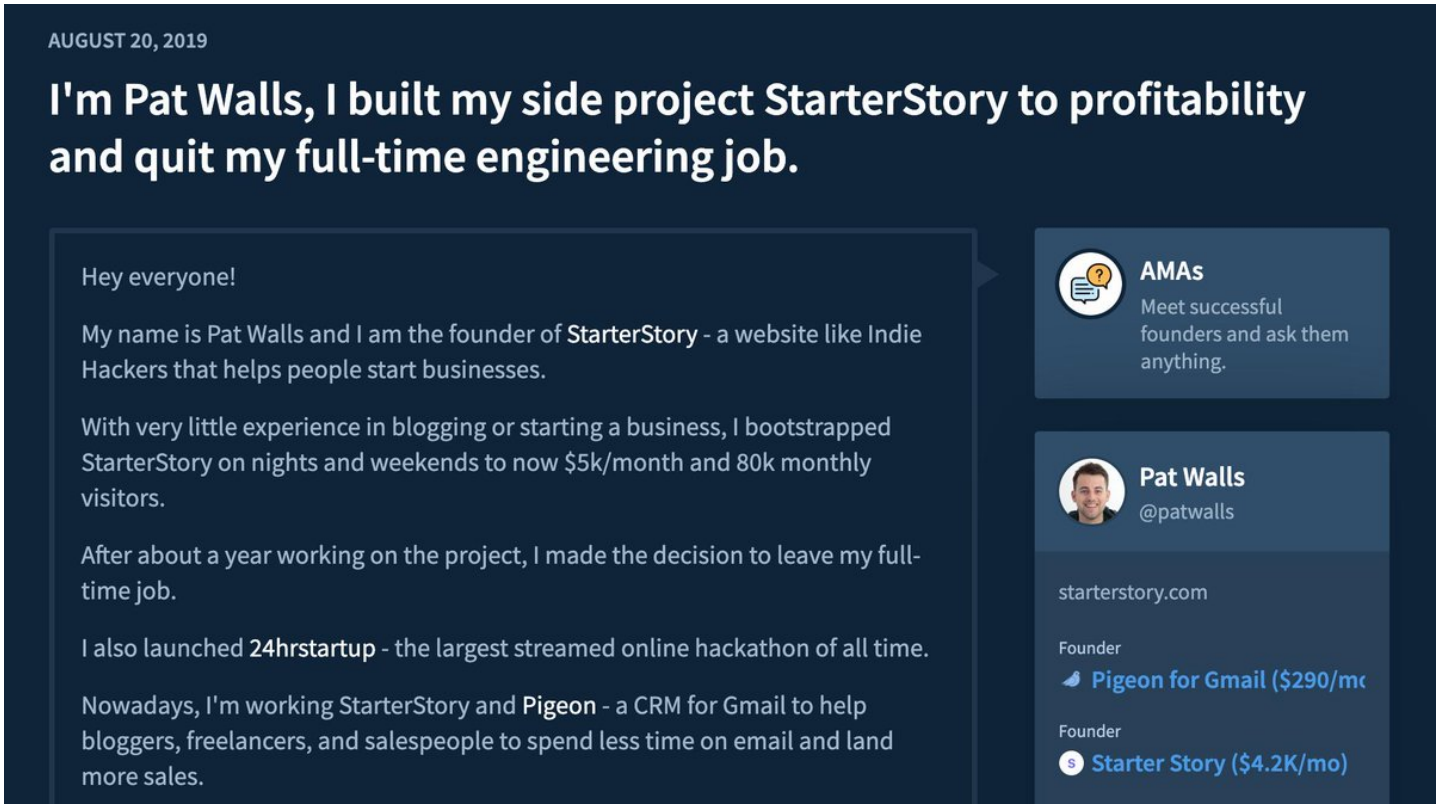


Pat Walls
@thepatwalls

I'm doing an AMA on @IndieHackers.

Drop some questions in there! Happy to answer anything, esp around building side projects with a full-time job :)

https://t.co/da4Ael9TnE

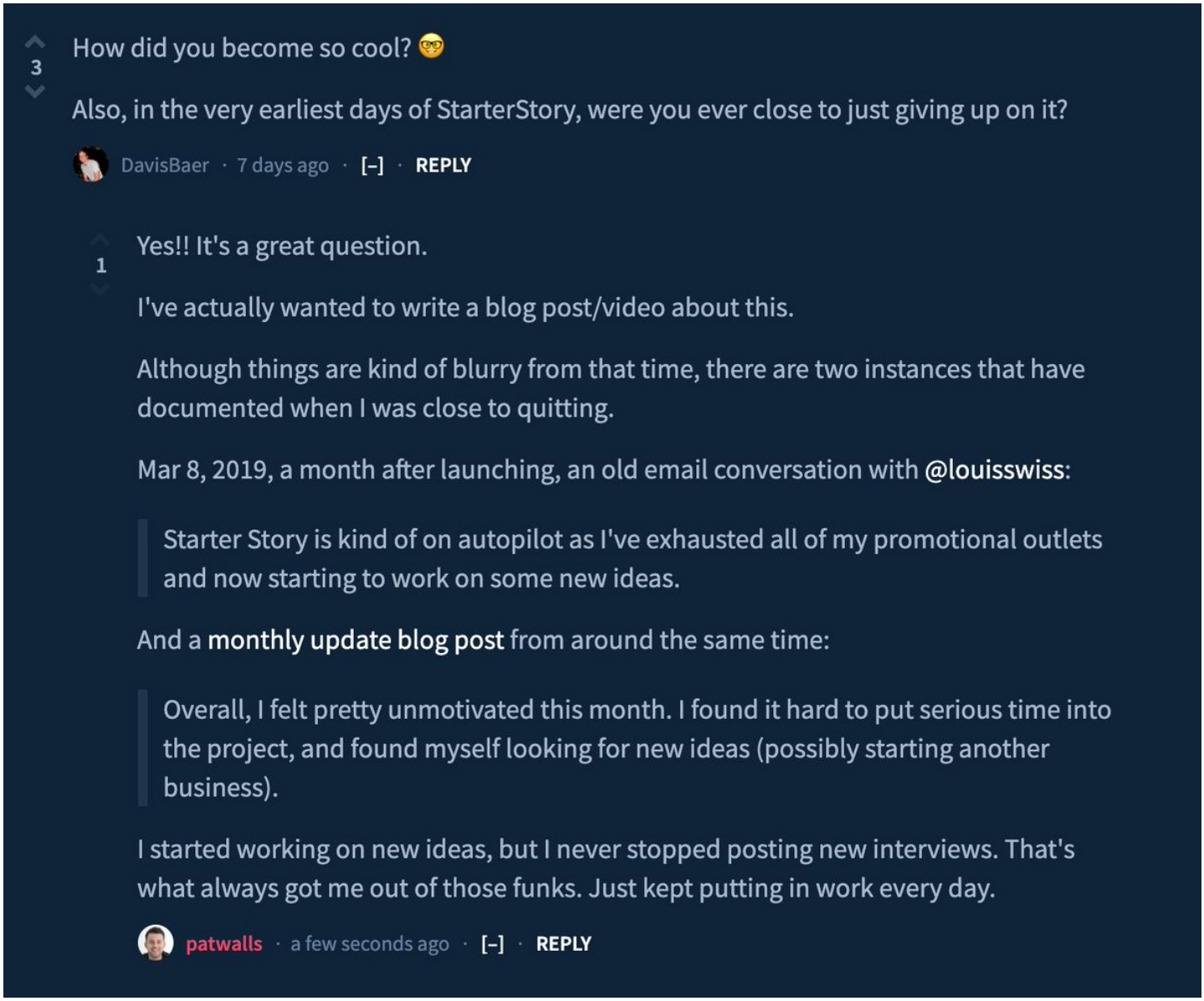


@IndieHackers My high level plans for Starter Story.



@IndieHackers On almost quitting

cc: @daviswbaer



@IndieHackers @daviswbaer How I find so many businesses to interview

2

Hey Pat, love your YouTube videos - keep up the great work 👍

Curious how you find companies to interview. Do you reach out to them? Do they come to you? What's your sales pitch?

All the best

doublejay · 5 days ago · [–] · REPLY

1

I don't have exact numbers but I would say it's about 80% outbound, 20% inbound/referral.

How have I found companies to interview? I've sent cold emails to over 6000 businesses, found them by scraping websites and directories like the Mixergy podcast. Then I find their email with Email Hunter API.

But I no longer really do that by myself - I have some outsourced help on this. Some people helping with lead research (finding great businesses to interview) and some people finding names and emails. I'm working on scaling this it's fun!

Here's a screenshot of my cold email.

I do get some inbound because I advertise the opportunity to share your story in as much places as I can, and I ALWAYS ask every interviewee if they know anyone else who wants to share their story.

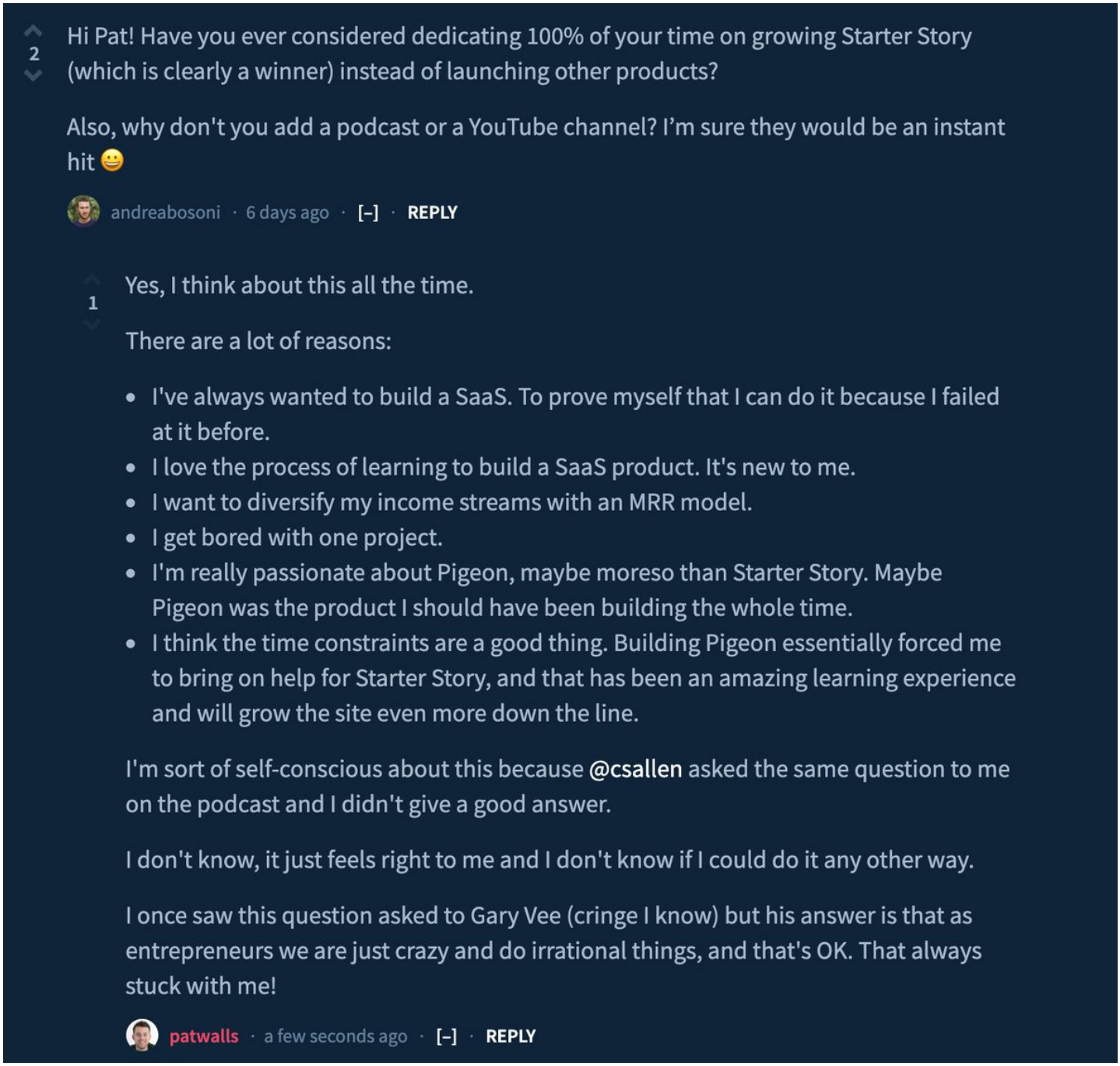
Thanks re: YouTube - what do you want me to make videos about next?

patwalls · a few seconds ago · [–] · REPLY

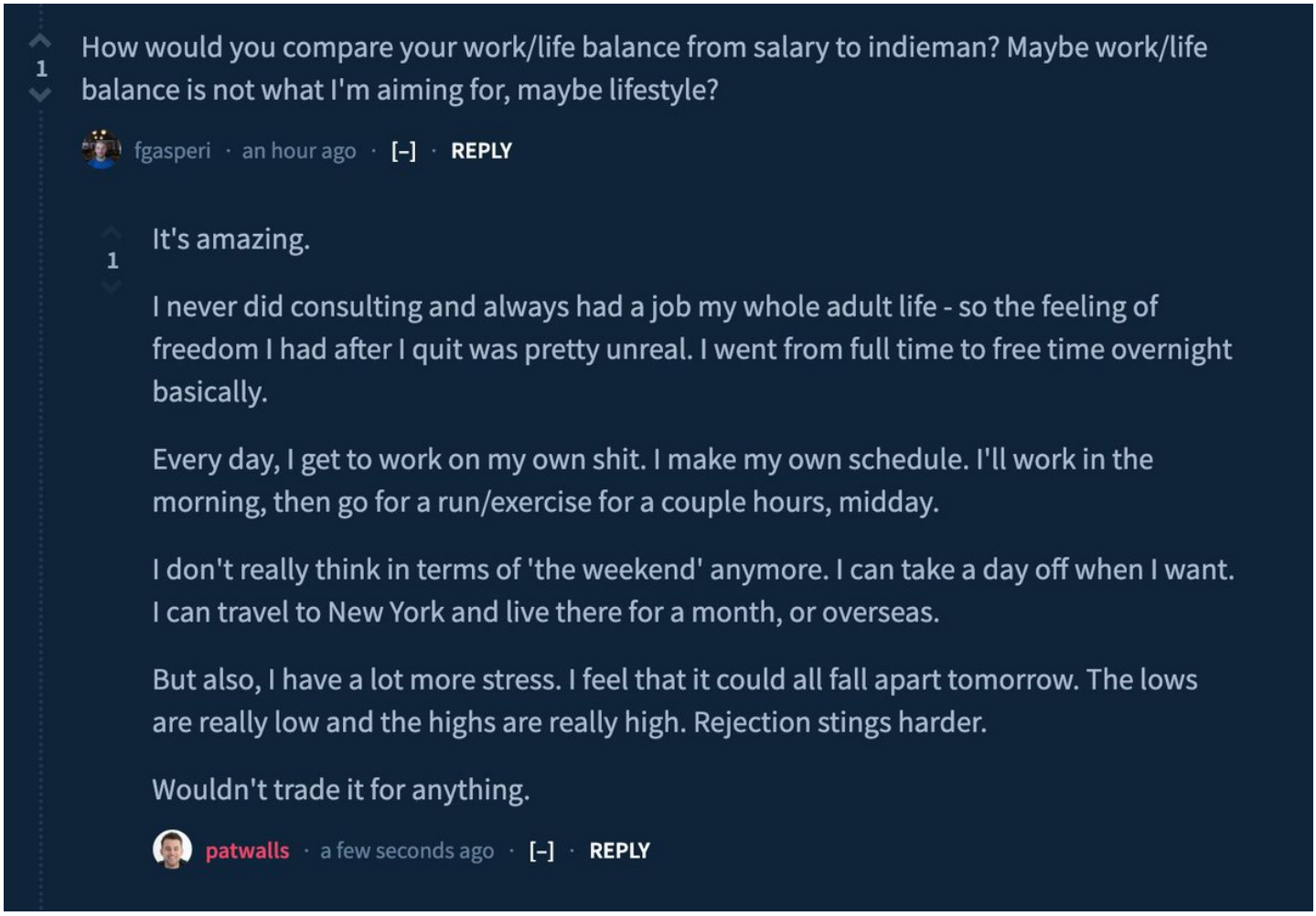
@IndieHackers @daviswbaer On balancing different projects



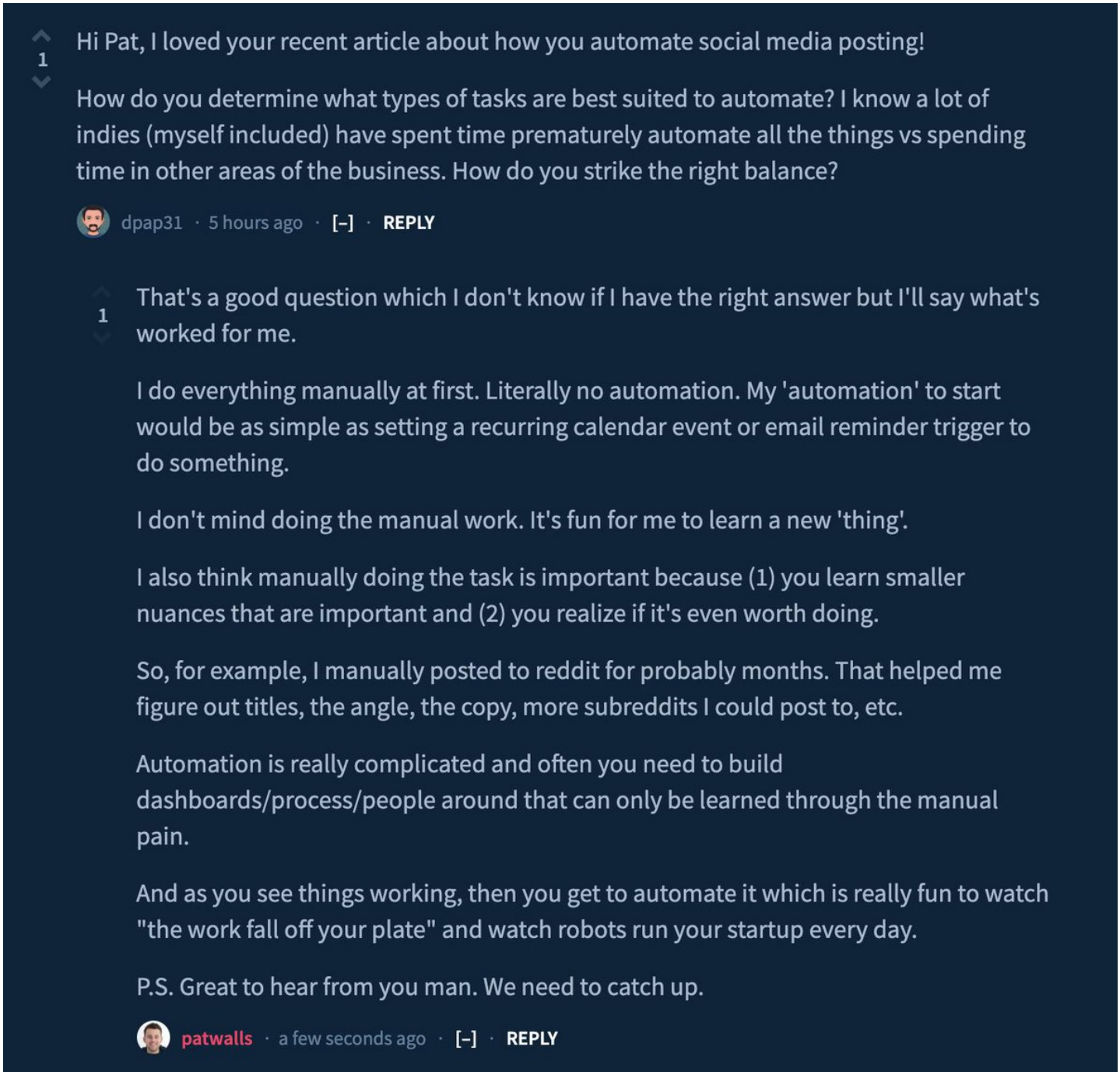
@IndieHackers @daviswbaer Why I'm working on Pigeon when it would be more rational to put all my time into Starter Story.



@IndieHackers @daviswbaer On the lifestyle change going from full time to free time overnight.



@IndieHackers @daviswbaer Some thoughts about automation.



@IndieHackers @daviswbaer Will a better boss (at your full time job) help you with your side project?

I'm not happy at my current job (mostly because of management issues), but on the other side my side biz is still at zero MRR... So I'm considering finding a new job while I continue my IH'ing journey, but I do get worried that the transition will become a diatraction from making progress on my Business. Would love to hear your take on this. 🙏

cgbeas · 2 hours ago · [–] · REPLY

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Hearing that my videos inspired you to wake up early is like the coolest thing, man. Lately, I haven't been uploading for reasons I can't really put my finger on, but you saying this inspires me to make more videos.

First of all, if you get giddy about working on your side project on mornings and weekends, then you already won. That's how I was, just totally in the zone when I had time to put in the work on the side project. Most people can't even motivate themselves to do that, yet they still want to build an indie business.

I also left a job (for another job) because of bad management. I had to get out of there. The new job was a way better situation, and it helped me a lot. Starting a new job might be worthwhile, but, like you said you might have 1-2 months where you gotta prove yourself.

I didn't make any money on Starter Story for 4 months after launch, so I wouldn't worry so much about 0 MRR.

Launch your shit if you haven't already, keep documenting your journey, and most importantly have fun.

I often reminisce on those times when I had a full-time job + side project. It's really badass to have a successful side project, and like you said, you will learn to become a more productive person for it which will help you a lot down the line when you go full-time indie hacking.

patwalls · a few seconds ago · [–] · REPLY

@IndieHackers @daviswbaer Do you ever feel that the journey will be too long and painful, will it ever end?

I sometimes have a feeling that creeps in - that it is such a longgg journey. Did you ever feel this way, and wanted to drop off ? Is it worth it in your opinion(apart from the money) ?

Best

Misha

Pritisha · a day ago · [–] · REPLY

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Your website looks great! And I think it's a great idea / good niche.

When I launched Starter Story, I literally copied the Indie Hackers layout and the tiles to a T. Since then, I've slowly tweaked stuff and now it sort of has its own feel.

> I sometimes have a feeling that creeps in - that it is such a longgg journey. Did you ever feel this way, and wanted to drop off?

This is a great point. In another answer here I talk about quitting and show you that I was pretty close to doing so, so I've definitely been there. Def check that one out.

Re: the long journey. Over the past year, I've changed my mindset on this. Nowadays, I get excited about how long the journey will be. Learning to love the process every day and the painfully "slow" growth. I get excited that this might take 20 years.

I'm not really interested in the "end" or any short term outcomes anymore. What happens when I hit $10k/month? Absolutely nothing. You just keep failing, learning and growing. What happens if you sell your business? You just go start a new business.

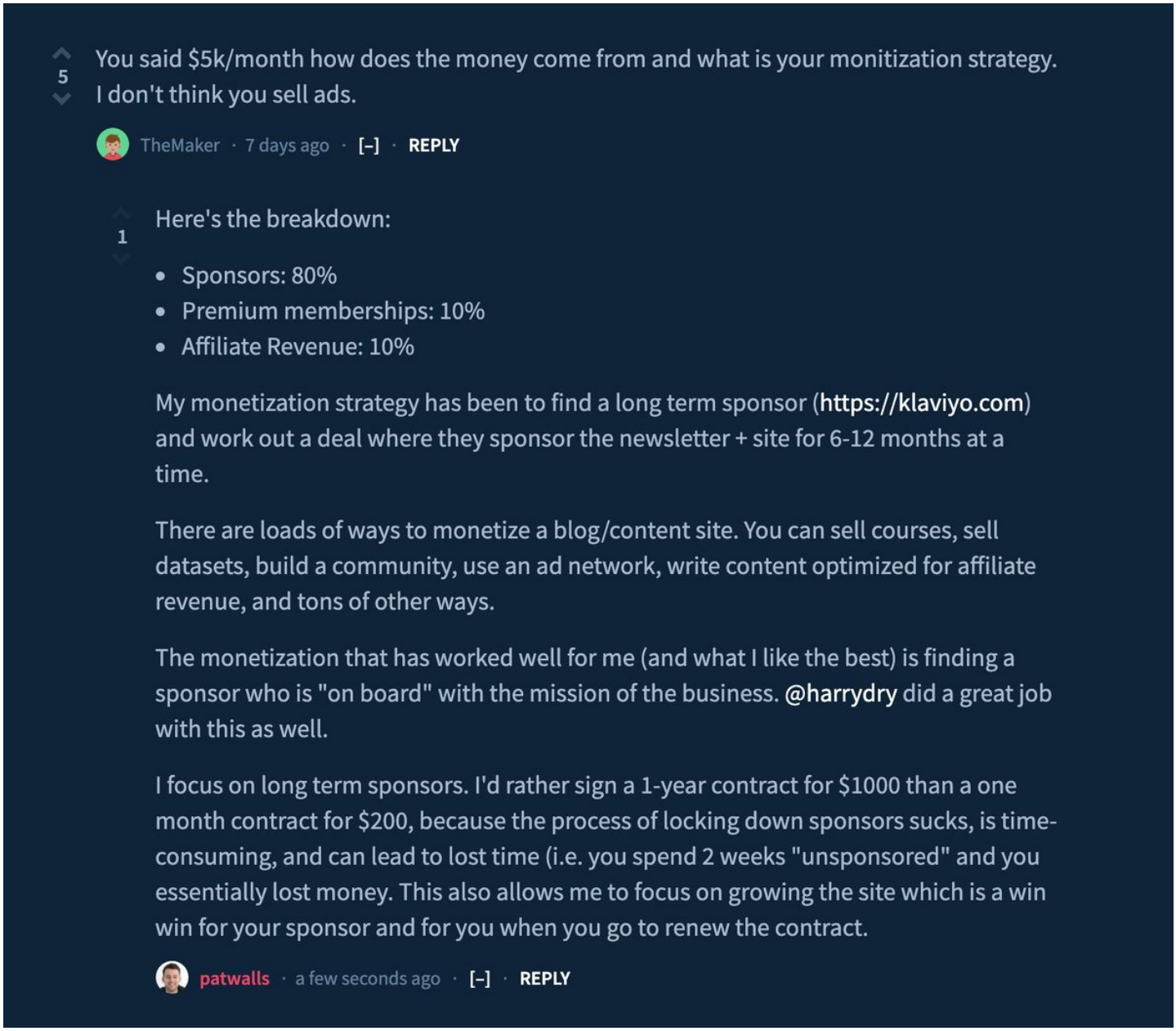
If you're feeling this way, I'd recommend reading the stories/biographies of other successful entrepreneurs or even looking at successful creators and how long they were working before they got "big". It's really inspiring and helps put things in perspective.

> Is it worth it in your opinion?

It is 100% worth it. Keep doing those interviews.

patwalls · a few seconds ago · [–] · REPLY

@IndieHackers @daviswbaer Starter Story revenue breakdown, and my thoughts on sponsors.



@IndieHackers @daviswbaer Is having a newsletter a big deal in reaching/growing your audience?



@IndieHackers @daviswbaer That's it! There are some more responses in there that I didn't screenshot.

https://t.co/da4Ael9TnE

Super fun and rewarding to write all these answers. What I love about this AMA is that it basically outlines a ton of blog posts and YouTube video ideas!