

You started an open source project. Now what...?



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You started the project

- Hosting on Sourceforge, Google Code. Roll your own?
- Picked a license
- Chose CVS, Subversion, Mercurial or SCCS perhaps
- Uploaded the source code and even edited comments that aren't The Queen's English
- Added a forum, mailing list, RSS even
- Of course made sure you own what you're posting...

Magic happens here!

- If you build it they will come
- “We need help everywhere”
- Understand your goals
- It's quicker if I just decide myself
- I don't know any of you...
- I only want rocket scientists

Don't wear camouflage

- Find places to talk about your project
 - Where do potential participants live, work, hang out?
 - Who do you want to join?
 - What's in it for them?
- Be active in other people's projects
- Developers come to *your* project to solve *their* needs

So many ways to promote

- Podcast
- Blog
- Twitter
- User Groups
- GitHub, Sourceforge, Google Code, Codeplex
all have outreach features
- Events like this one

Make magic more likely

- Identify and target key developers (domino effect)
- There's so much more than just the code
- Balance the opportunities
 - Think about the consequences of the license
- Make friends with other projects
- Freedom of opinion
 - “We will make mistakes. We promise to make new ones each time.”
- Humans want to interact with other humans

First day experience

- Make it the best day
 - Don't be too helpful
 - Teach others to sing along
 - Bite-size tasks to get started
- Encourage diversity of goals
- Don't worry too much about documentation
 - They're smart, just like you

Questions, comments?



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geek (gik, n) n.
Obsessive Computer User: somebody who enjoys or takes delight using computers or other technology, often to what others consider an excessive degree.