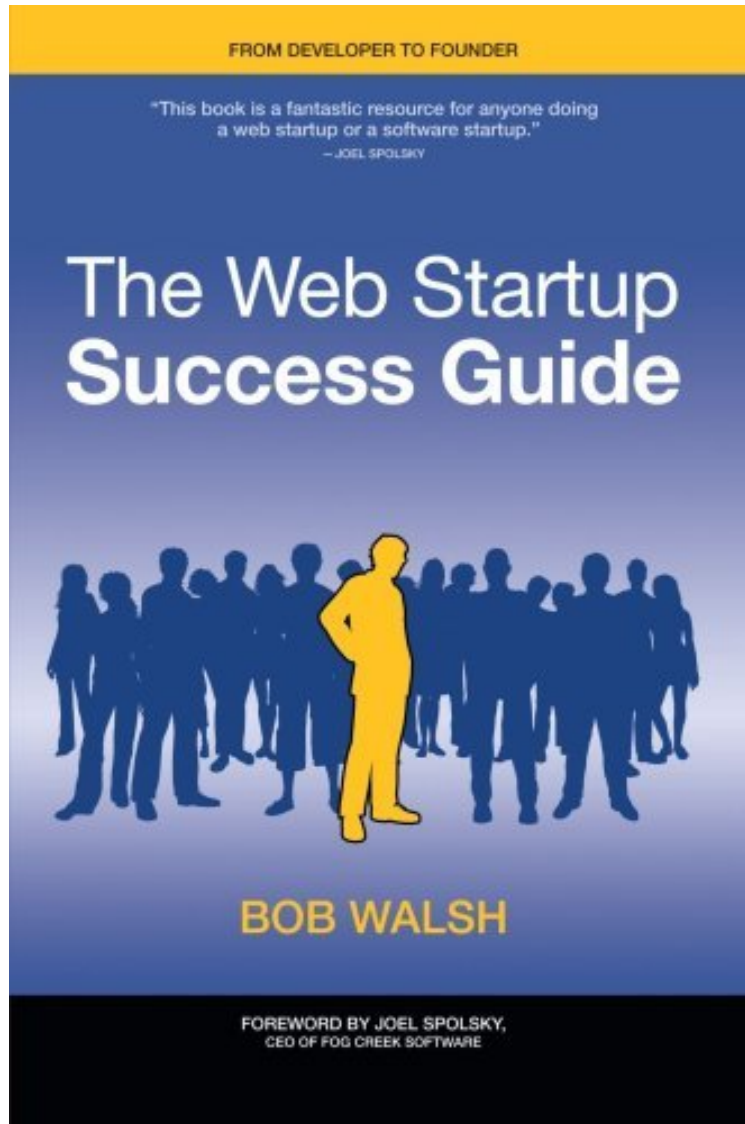


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Robert Walsh

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Robert Walsh : The Web Startup Success Guide (Books for Professionals by Professionals) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Web Startup Success Guide (Books for Professionals by Professionals):

0 of 0 people found the following review helpful. This book is the best I've read By N. Reuter I've read quite a few startup books, and I even have an MBA in entrepreneurship - and I still found this book incredibly useful. I'm just starting up a web-based software as a service company and this book gave me some great information on where to go,

what to do, and how to do it. I really liked that the book is extremely relevant. It provides information that is current - and has a whole list of great suggested sites and services to help you in getting your business up and running. Overall, I definitely recommend it! The only downside in my opinion was too much coverage of VC and Angel funding.

2 of 3 people found the following review helpful. Lively and up-to-date with some practical tips
By Kevin Cimring
The two main gripes I have with this book relate to its title and cover. They make the book look and feel like a bland college textbook which would not be out of place alongside my old edition of Constitutional Law 101. But that is very misleading - beneath the covers, the book is a lively and contemporary narrative that should help young start-ups with some practical tips and useful tools. The book is up-to-date with current trends, and has a healthy amount of advice on topics such as social media and other recent game-changers. Included in the mix are verbatim interviews with some industry experts, which I particularly enjoyed. The book is written in an easy-going, friendly style with some subtle humor that I am sure will resonate with most readers. Some entrepreneurs are naturally gifted; others strike it lucky, but most of us need some help along the way. If you are thinking about a start-up or are in the early stages of getting your start-up going, this book will make a useful, modern and up-to-date addition to your arsenal of start-up literature.

0 of 1 people found the following review helpful. Tons of practical advice for making your app succeed
By Phil Derksen
If you're looking to turn your app into a profitable business, this book lays out all of it in extreme detail. This book is NOT about programming, project management, etc. Instead it's pretty much everything else programmers need to do but aren't great at to get people to use their app. Just a ton of practical business advice. I'm working on a web app on the side myself ([...]), and I've already implemented a bunch of suggestions, such as adding [...] for customer feedback and [...] for quick and low-cost recorded user tests. Bob also gets heavily into using social media, blogging, streamlining your home page, productivity, etc. I have about 30 dog ears in the book right now that I need to get moving on. And don't take Bob's word for it. A big part of this book (maybe 20%?) is a bunch of interviews. Mainly by those who have made a web startup successful themselves. I'm currently a solo bootstrapper myself, but one chapter gets into the details of funding if you need it. Also check out Bob's blog/podcast at [...] and his companion service to the book: [...] (which I'm also a member of).

If there's a software startup company in your developer heart, this is the book that will make it happen. The Web Startup Success Guide is your one-stop shop for all of the answers you need today to build a successful web startup in these challenging economic times. It covers everything from making the strategic platform decisions as to what kind of software to build, to understanding and winning the Angel and venture capital funding game, to the modern tools, apps and services that can cut months off development and marketing cycles, to how startups today are using social networks like Twitter and Facebook to create real excitement and connect to real customers. Bob Walsh, author of the landmark *Micro-ISV: From Vision to Reality*, digs deep into the definition, financing, community building, platform options, and productivity challenges of building a successful and profitable web application today. What you'll learn

- How to define the value your web app will deliver to its users
- Evangelizing your startup via social media - from Twitter to Facebook, from YouTube to your own social network
- Which web app pricing strategies work, and which don't
- What alternatives to traditional business structures will let you launch and run your startup without all the legal mumbo-jumbo
- What services and web apps exist today to help your startup succeed
- How to get meaningful online press for your web app

Plus, interviews with David Allen (*Getting Things Done*), Rafe Needleman (CNET), Marshall Kirkpatrick (*ReadWriteWeb*), Guy Kawasaki (*Garage Technology Ventures*), Dharmesh Shah (*OnStartups*, *HubSpot*), Joel Spolsky (*Fog Creek Software*), Eric Sink (*SourceGear*), Pamela Slim (*Escape from Cubicle Nation*), and 40 others whose advice can help your startup succeed. Who this book is for

If you are a software developer (web, desktop, or mobile) - it doesn't matter - who wants to create successful, revenue-producing web businesses, *The Web Startup Success Guide* is for you. And if you're just curious about how someone goes about creating an online business from the ground up, this book is an excellent choice.

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From the Author

If your startup is web-based, get this book. If you are creating Windows or Mac OS X desktop software, get my other book *Micro-ISV: From Vision to Reality* amzn.to/eThgUs.

About the Author

Bob Walsh is the founder of 47Hats, a consulting firm/blog/startup dedicated to helping startups succeed, the author of *Micro-ISV: From Vision to Reality*, podcaster-in-chief of the *Startup Success Podcast*, co-moderator of the *Joel on Software's Business of Software* forum, and creator of *StartupToDo.com*, an online productivity app and community for startup and micro-ISVs. At his company, Safari Software, Inc., Bob was a contract software developer for more than 20 years before launching, selling and ultimately selling off a Windows personal task manager commercial application. Before getting into information technology, Walsh was a reporter for several news organizations, the most worth bragging about being United Press International (UPI).