



# Turning Your Drupal Hobby Into a Drupal Business

*(a business checklist)*

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# Drupal Hobby < Drupal Business

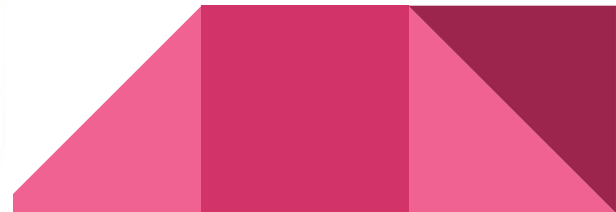
- Congrats! You've considered going for it and starting your own **Drupal-based business!**
- Or, maybe you already have a humble beginning or been at it for a while.
- **Can it be done?** More importantly, can **you** do it?
- We know the answer is **YES** and we want to share our experiences and knowledge to help you benefit from some of our **hard-learned lessons.**



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# Reasons to Turn Hobby into Business

- Make more money
- Work on bigger and more exciting projects
- Quit your day job
- Control your schedule
- Build a brand & possibly a team
- Make more money





HOW DO I “BUSINESS?”

# Business Entity Structure

## Advantages & disadvantages in selecting your business type

- **Sole Proprietorship**
  - Inexpensive, easy
  - Set up separate business bank account and DBA and you're set
  - No personal protection
- **Limited Liability Corporation (LLC)**
  - Fees to set up
  - Liability protection
- **S-Corporation**
  - Better when making more money
  - Can convert LLC to S-corp tax status later easily



# Setup Checklist

- Register LLC with state
- Get EIN
- Get business bank account
- Profit! \$\$\$ (ok, not yet)
- Later: liability insurance



# Tools for Running Your Business

- Proposals and Agreements

- PandaDoc
- DocuSign
- Hellosign

- Invoicing and Payments

- QuickBooks Online
- FreshBooks
- Wave Accounting

- Project Management

- Asana
- ClickUp

- Time Tracking

- Harvest





# Statement of Work

Defining liabilities, responsibilities and work agreements



# Important Client Agreements


## Three Statements Of Work

- Design/Detail SOW
  - \*Details, Time, Cost \*What the client needs to provide!
  - \*ex: Moving a WP site to Drupal
- Level of Effort SOW
  - \*Less Details \*Bank Of Hours \*Do Unused Hours Expire
  - \*Cost For Additional Hours
- Performance Based SOW
  - \*Site Audits (Security/Performance/etc)
  - \*Trainings/Consulting \***BEWARE!!!!**

## If requirements change?

- You be the judge & decide if you don't mind the change. For a longtime client or high value project maybe you give a little.
- However, If need be, a new SOW can always nullify the previous SOW. *{State That Clearly in the new SOW!}*

# Money & Taxes - Pay Attention!

- Pay for all (and only) business expenses out of business account
    - AZlo (Fee-Free)
  - Pay yourself through ACH or writing a check (LLC)
  - If you're an S-corp, must do payroll
  - Take payment through mainstream methods only (no PayPal, Venmo, etc.)
  - Set up **personal** savings account for quarterly estimated taxes
    - Separate bank
  - Pay quarterly estimated taxes
  - PAY QUARTERLY ESTIMATED TAXES
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# Retirement Vehicles

- Traditional IRA
- Roth IRA
- SEP IRA
- Solo 401(k)
  - Traditional & Roth option
- Taxable brokerage account



# Cost-effective Marketing Techniques

- **Your Drupal Site:**

- \*Your Offerings
  - \*Free estimates
  - \*Past work

- \*Contact form
  - \*Testimonials

- \***Proudly show your Drupal Association Membership Badge!**

- **Networking:** (*Virtual & Physical*)

- Community members can refer you AND potential clients can meet you if they see you:

- \*On Slack
  - \*At Meetups/Camps/Cons

- \*QnA sites (*StackExchange, Quora, Drupal.org etc.*)

- \*Twitter/LinkedIn/etc.

- \***BE VISIBLE!**

- **Be Giving:** (*With Your Time & Money*)

- \*Offer to buy pizza/drinks for local meetups

- \*Start/Lead a MeetUp (Drupal or non-Drupal)

- \*Offer to build a site for a nonprofit

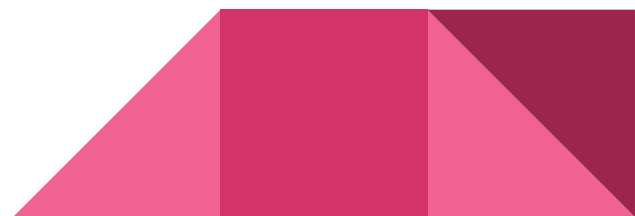
- \*Present at events (Drupal & non-Drupal)

- \*Blog
  - \*Make Videos
  - \*Tutorials

- \*Assist in the Issue Queue
  - \*Mentor others

- \*Provide Documentation on Drupal.org

- \*Conduct Free Classes (Virtual & Physical)



Resources / Questions

[elevationfinancial.com/drupal](https://elevationfinancial.com/drupal)

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**PLEASE PROVIDE YOUR  
FEEDBACK!**

**<http://mid.camp/6308>**

The top rated sessions will be captioned, courtesy  
of Clarity Partners



# CONTRIBUTION DAY

## Saturday 10am to 4pm

You don't have to know code to give back!

New Contributor training 10am to Noon  
with **AmyJune Hinelino** of Kanopi Studios