

# Twitter Thread by Pat Walls



**Pat Walls**  
[@thepatwalls](#)



## 1/ Starter Story September Results

■ Revenue: \$1,737.84

■ Uniques: 20,205 (Sept)

✉ ■ Email Subscribers: 2,956

#openstartup

Read more ■

2/ For all my new followers (will get to that in a sec) I do a revenue & traffic #openstartup report every month for my main side project <https://t.co/nkcmLxsSra>

I've been working on this project for nearly a full year.

3/ Biggest thing that happened this month was obviously the 24 hour startup!

I won't talk about it too much in this thread, but after that happened everything just blew up. I'm still trying to catch up on everything and keep my head above water.

<https://t.co/doMzI1bTca>

4/ All of this craziness sparked a big decision for me.

I QUIT MY JOB! ■■

I know it sounds kind of crazy to quit your job over that, but as I was heading into my 1:1 with my manager it just felt like I had to do it. It felt like the right thing to do.

5/ I had planned to grow SS for 6 more months and then quit, but then the 24 hour startup happened and it felt like it was the right moment to quit.

6/ I'm moving home for a couple months (holidays) and then:

## I'M BECOMING A DIGITAL NOMAD ■

First stop: Chiang Mai (I think). I'm so fricken excited to do this. It's been my dream for many years.

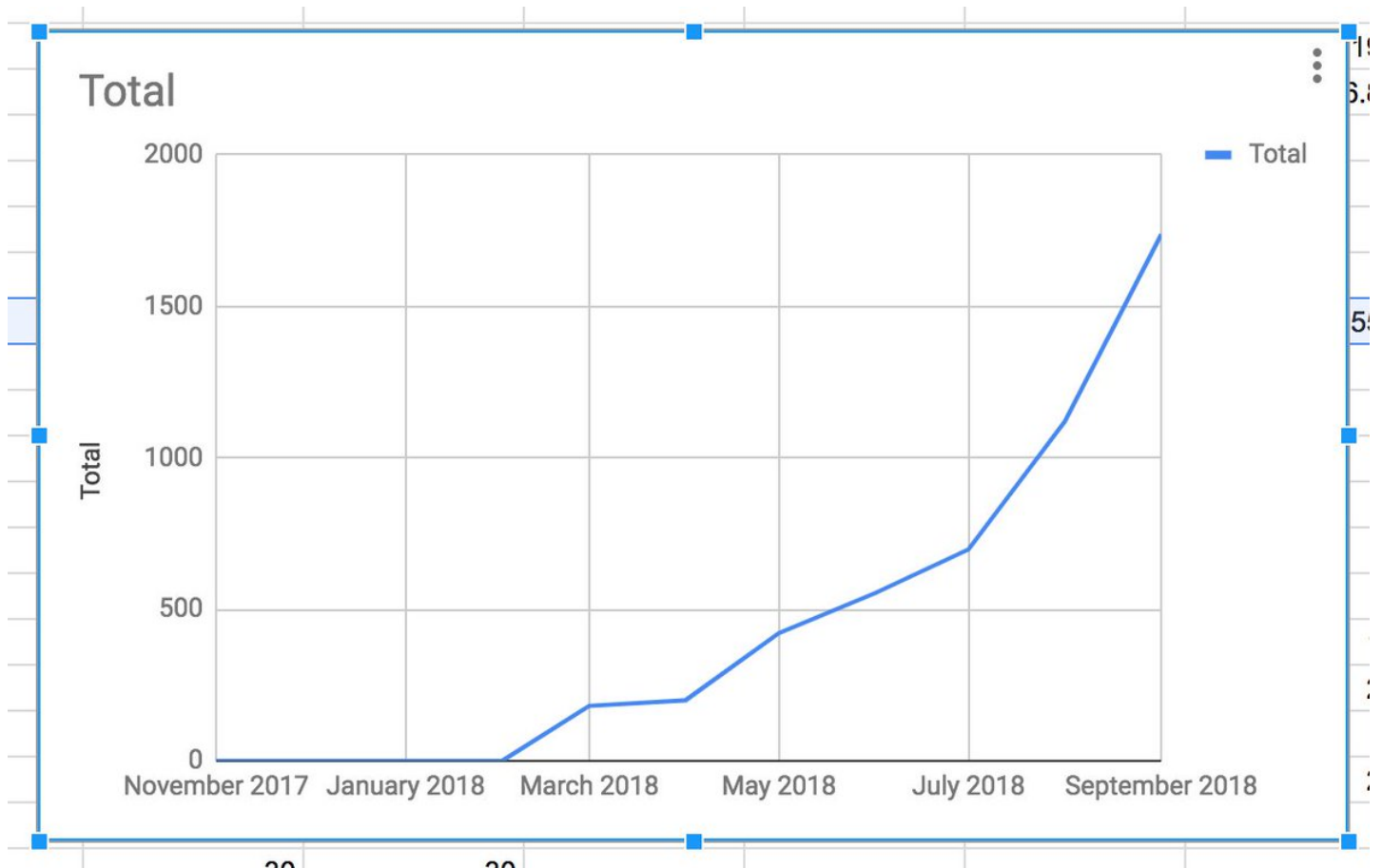
7/ My last day at my full time job is this Friday. Then I'm leaving New York City :(

This is the first time post-college that I haven't had a "real" full time job. I'm excited but also nervous about how I will handle it. Sometimes I feel like a full time job keeps me productive.

8/ Re: revenue. This is my biggest month, and it's really exciting. Here's a chart of my revenue over time cc:

[@GregorySchier](#) :)

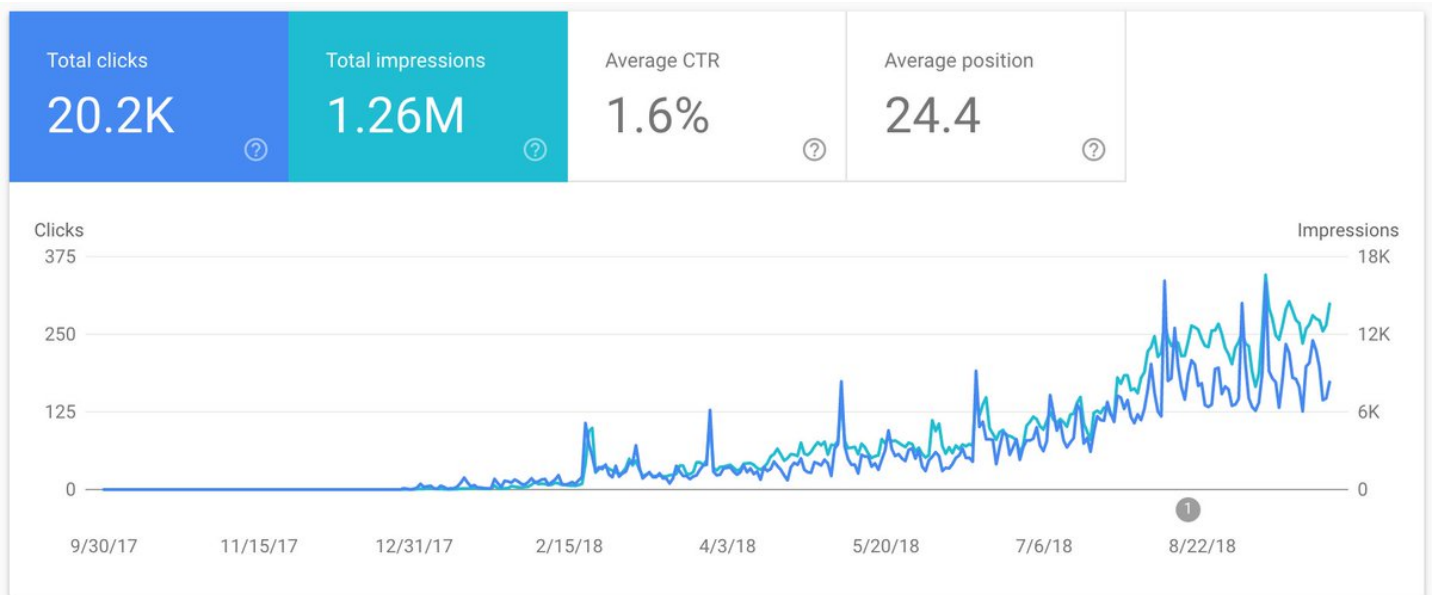
Hope this graph shows people that you can struggle hard in the beginning. It's ok if you can't monetize right away. Don't take shortcuts keep pushing!



9/ Search traffic is finally starting to pay off!

I don't do anything "for SEO". The only thing we are focused on is putting out good content that people want to read.

Lately I've been seeing ~300 sessions/day from organic search.



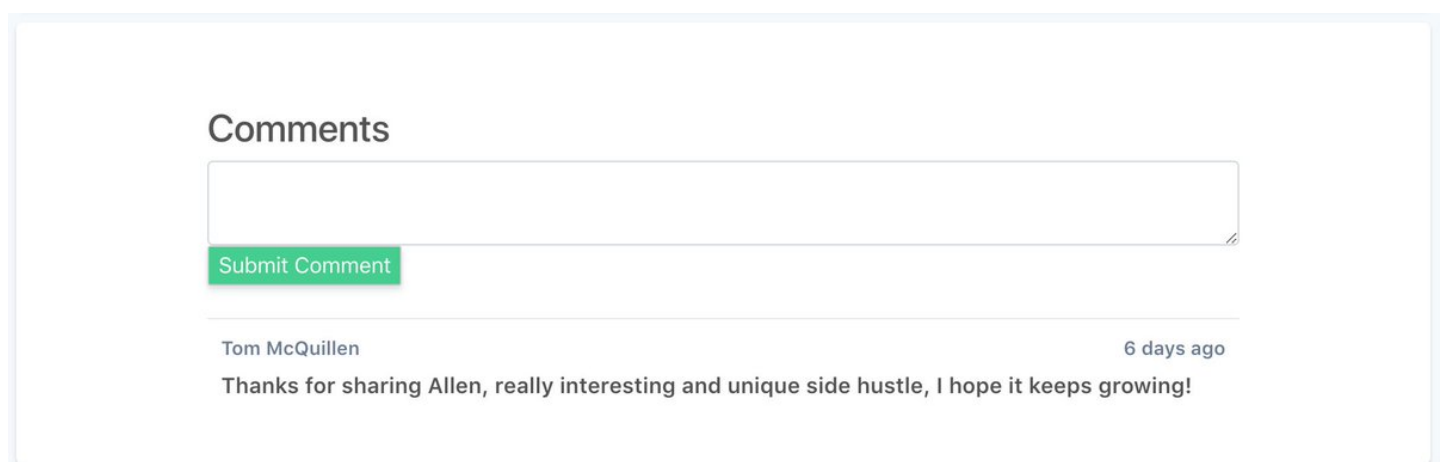
10/ As you might remember, I made an impulsive tweet that I was launching the Starter Story on 9/25.

That date has come and gone and I've decided to wait and more slowly release community features. I don't think the site is big enough to launch a full fledged community yet.

11/ I did add a login/signup though - and the ability to add comments.

I'm excited to build lots of cool features now that I have more time to dedicate to this project. Some ideas:

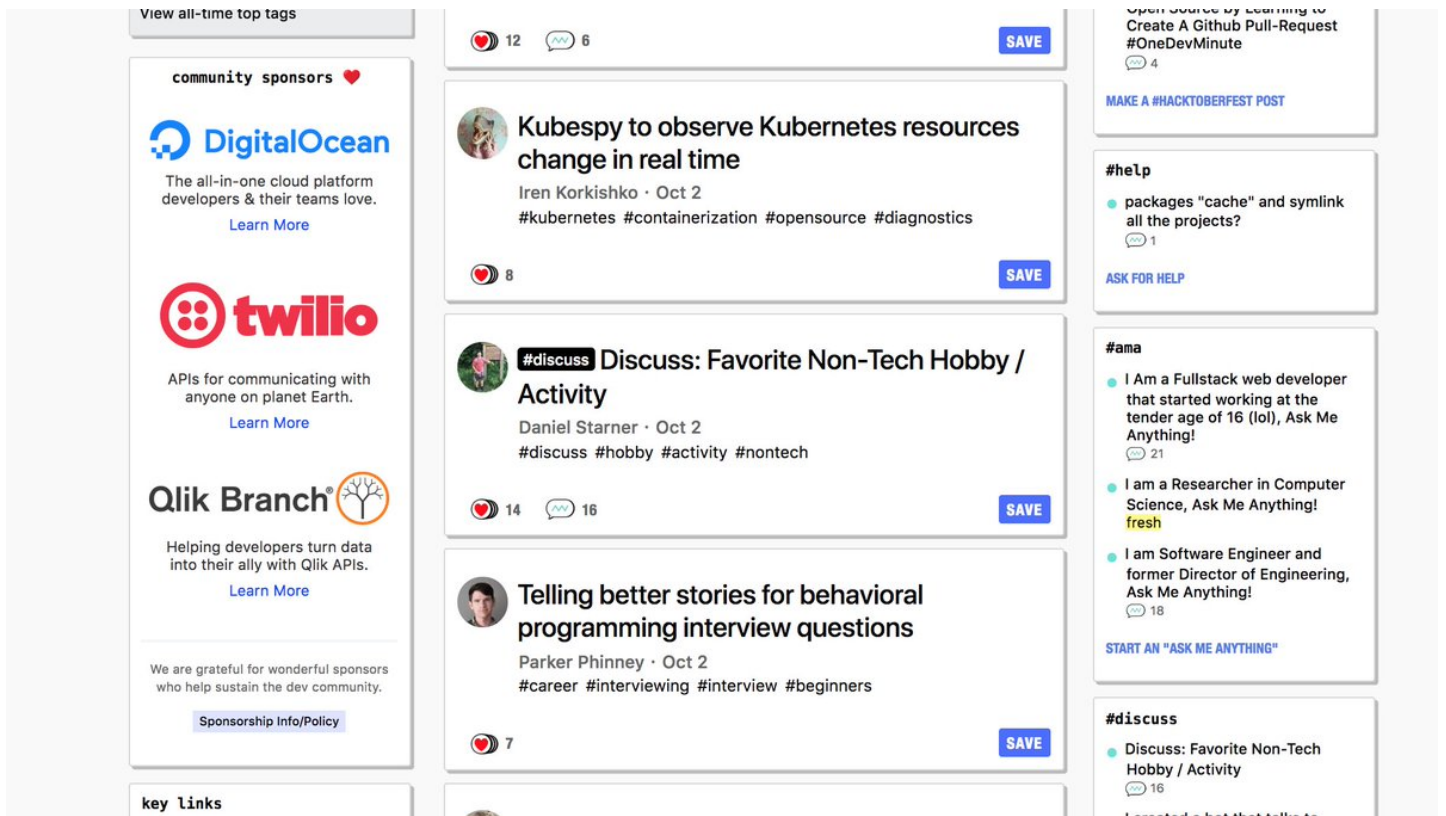
- Hacker News esque link board
- Job board
- "Launch" your products
- Starter and business pages



12/ I also got my jimmies rustled after listening to the [@IndieHackers](#) podcast with [@bendhalpern](#) on how he grew [@ThePracticalDev](#).

They have a really interesting sponsor model, where they have "logos" on their front page.

I want to move to that with [@starter\\_story](#)



13/ This is a great model because it's less focused on CPM and ads, and more focused on "community".

It's also not fun finding a new sponsor every month for a couple hundred dollars.

14/ Another initiative I'm pushing on - getting "tools" and "services" involved with Starter Story.

The ecommerce and CPG industry is an ecosystem of businesses and services. It's important to involve both sides of the coin and bring them together.

15/ I implemented a "content calendar".

Allows me to queue up content so that I can put content on autopilot while I work on other parts of the business.

It's part of the reason I did the 24hr startup. I had content ready to go for about 2 weeks.

Shoutout [@WalterDom](#) for idea

## Publish Schedule

[Previous](#) [September 2018](#) [Next](#)

Mon	Tue	Wed	Thu	Fri	Sat	Sun
2018-08-27 <input type="button" value="Add story"/> <a href="#">Steve Watts blog post</a> <a href="#">Ahmad Iqbal blog post</a>	2018-08-28 <input type="button" value="Add story"/> <a href="#">Kitchen Safe interview</a>	2018-08-29 <input type="button" value="Add story"/> <a href="#">Matt Griffin blog post</a>	2018-08-30 <input type="button" value="Add story"/> <a href="#">Entrepreneur's Handbook interview</a>	2018-08-31 <input type="button" value="Add story"/>	2018-09-01 <input type="button" value="Add story"/>	2018-09-02 <input type="button" value="Add story"/>
2018-09-03 <input type="button" value="Add story"/>	2018-09-04 <input type="button" value="Add story"/>	2018-09-05 <input type="button" value="Add story"/> <a href="#">Adam Vieira blog post</a> <a href="#">KPOP Foods interview</a>	2018-09-06 <input type="button" value="Add story"/> <a href="#">Cape Whoopies interview</a>	2018-09-07 <input type="button" value="Add story"/>	2018-09-08 <input type="button" value="Add story"/>	2018-09-09 <input type="button" value="Add story"/> <a href="#">Turn Touch interview</a>
2018-09-10 <input type="button" value="Add story"/> <a href="#">Pat Walls blog post</a>	2018-09-11 <input type="button" value="Add story"/> <a href="#">Photobooth Supply Co. interview</a>	2018-09-12 <input type="button" value="Add story"/> <a href="#">Brittany Finkle blog post</a>	2018-09-13 <input type="button" value="Add story"/> <a href="#">Lever Gear interview</a>	2018-09-14 <input type="button" value="Add story"/>	2018-09-15 <input type="button" value="Add story"/>	2018-09-16 <input type="button" value="Add story"/>
2018-09-17 <input type="button" value="Add story"/> <a href="#">BBQ Croc interview</a>	2018-09-18 <input type="button" value="Add story"/> <a href="#">The Maxbit interview</a>	2018-09-19 <input type="button" value="Add story"/> <a href="#">Allen Chiang blog post</a>	2018-09-20 <input type="button" value="Add story"/> <a href="#">Country Outfitter interview</a>	2018-09-21 <input type="button" value="Add story"/> <a href="#">Michael Hillel blog post</a>	2018-09-22 <input type="button" value="Add story"/>	2018-09-23 <input type="button" value="Add story"/> <a href="#">Mamalates interview</a>
2018-09-24 <input type="button" value="Add story"/> <a href="#">Laurie Nickerson blog post</a>	2018-09-25 <input type="button" value="Add story"/> <a href="#">Outlaw Soaps interview</a>	2018-09-26 <input type="button" value="Add story"/> <a href="#">PR Yellow blog post</a>	2018-09-27 <input type="button" value="Add story"/> <a href="#">Snackable Studios interview</a> <a href="#">Pat Walls blog post</a>	2018-09-28 <input type="button" value="Add story"/>	2018-09-29 <input type="button" value="Add story"/>	2018-09-30 <input type="button" value="Add story"/> <a href="#">Midnight Scoop interview</a>

16/ Did some cool stuff with affiliate links too. It's always a pain to update my Shopify and Amazon affiliate links for every post.

I wrote a script that automatically adds my affiliate tag to all Shopify and Amazon links. Saves a bunch of time!

```
def insert_affiliate(link)
  if URI.parse(link)&.host&.include?("shopify.com")
    uri = Addressable::URI.parse(link)

    uri.query_values = { "ref" => "starter-story" }

    link = uri.to_s
  end
  link
end

def insert_amazon_affiliate(link)
  if URI.parse(link)&.host&.include?("amazon.com")
    uri = Addressable::URI.parse(link)

    uri.query_values = { "ie"=>"UTF8", "tag"=>"starterstory-20", "language"=>"en_US" }

    link = uri.to_s
  end
  link
end
```

17/ I also made an automated Twitter bot for posting quotes from my article.

Every day, it searches all of my articles and finds a quote, then posts it to Twitter. It's a nice way to add a little bit more engagement.

**Starter Story** @starter\_story · Sep 30

"Listen to your customers! I have been able to really connect with my customers through live sales, and I also keep communication very open between us."

— Gia Paddock, on starting Boutique Rye 🙌

**Boutique Rye**  
Growing a Clothing Boutique to \$10,000/month in 6 Months

 **Gia Paddock**

**Growing a Clothing Boutique to \$10,000/month in 6 Months - Starter ...**  
Hi everyone, my name is Gia, and I am the owner of Boutique Rye. We are a women's clothing and accessories boutique that is all online! We have any...  
[starterstory.com](http://starterstory.com)

5 likes

18/ Finally, after a lot of "good" things, I want to talk about motivation issues and mood.

First half of the month was horrible.

I was super down, couldn't find motivation and was very unproductive.

19/ I was trying a lot of things - new wakeup early commitments, tried to get into journaling, nothing really working.

One thing that really kept my going was my running (I'm doing 100 days in a row). That sparked the 24hr startup idea!

20/ After the 24hr startup I got a lot more motivated :)

Oh - and one more thing - Twitter addiction is real! - I can't stop checking it after my timeline blew up. I need to figure this out

- any ideas?

THANKS FOR READING! And drop any questions/comments you have :)