

# DISCOVER METEOR

Building Real-Time JavaScript Web Apps



## Discover Meteor

by Tom Coleman & Sacha Greif



## Discover Meteor

# Background



**Tom Coleman**  
[@tmeasday](#)

Tom Coleman is part of Percolate Studio, a development shop with a focus on experience. As the co-creator of Meteorite and Atmosphere, he's also one of the most active contributors to Meteor's open-source ecosystem.



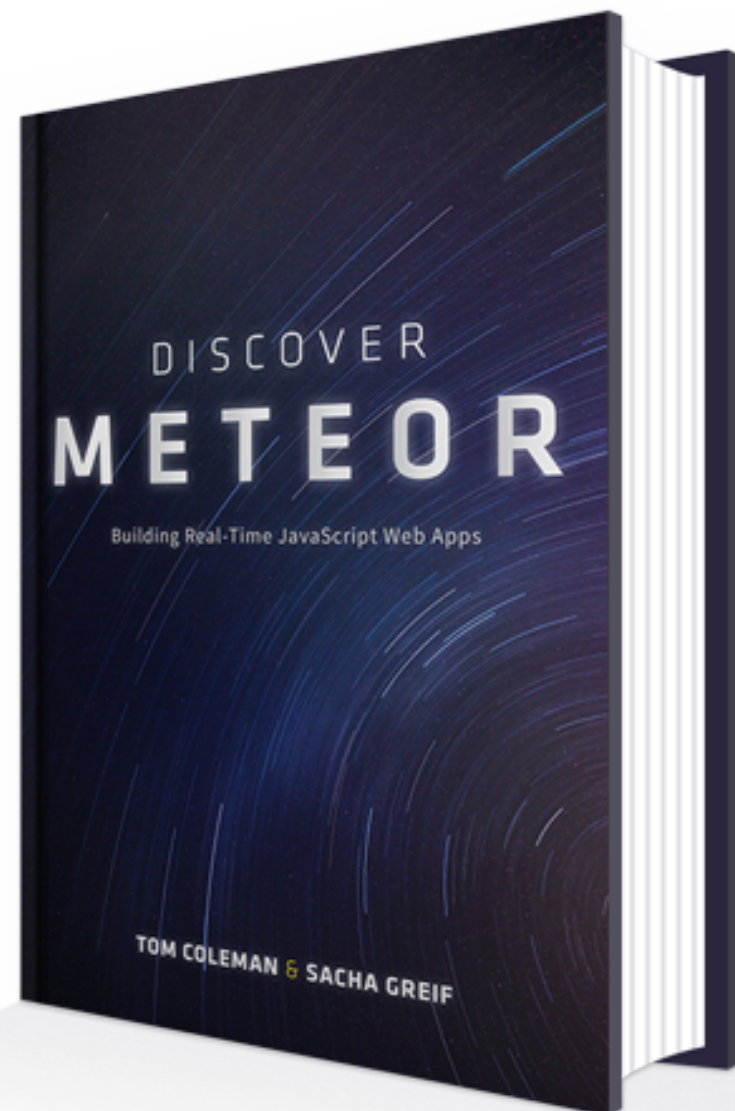
**Sacha Greif**  
[@SachaGreif](#)

Sacha Greif is a product and web designer who has worked with companies such as Hipmunk and Le Monde. He now works on open-source Meteor app Telescope, and Sidebar, a design newsletter.

*After working on some Meteor.js projects together, developers Sacha Greif and Tom Coleman wrote [Discover Meteor](#) to teach people how to build a real-time Meteor app from scratch.*

Discover Meteor

# The Book



“ The book itself is viewable online as a Meteor App. We use Gumroad’s API to automatically create a user account for someone whenever they buy the book on Gumroad. Then they get redirected and they can finish the signup with a password and so on.

Meteor evolves pretty fast, so we knew we would have to update the book a lot. It made sense to have an online version that’s instantly available as the main version.

The other big reason is its a programming book, and people program on their computers, so it made sense to have their book open in one tab and then your app open in the other. This way we could link people to Github, and there’s a smoother workflow.

”

~Sacha Greif

Discover Meteor

# The Three Packages



## The Book (\$39)

35.5% Revenue



The Book



The Code



Members Area



Live Instances

## Full Edition (\$89)

20% Revenue



The Book



RSS Feeds & APIs



Working With External APIs



Integrating Intercom



Migrations

Interviews with **Matt Debergalis** & **Andrew Wilcox**.

## Premium Edition (\$179)

39% Revenue



The Full Edition



The T-Shirt

Interviews with **Avital Oliver** & **Nick Martin**.

\*Packages updated from originals

Discover Meteor

# Identifying the Opportunity



“ I think what helped us for Discover Meteor was keeping an open mind. When I started off learning Meteor I had no intention of writing a book or becoming a Meteor expert or anything.

I wrote an app called Telescope, which was my introduction to the Meteor community and one of the first Meteor open sourced apps. At the time Meteor was maybe 6 months old.

That's how I met Tom, my co-author. He was one of the most active people in the very young and small Meteor community. It so happened that I was in Japan and he was in Australia, so we were online at the same time and I would turn to him to get answers to my questions.

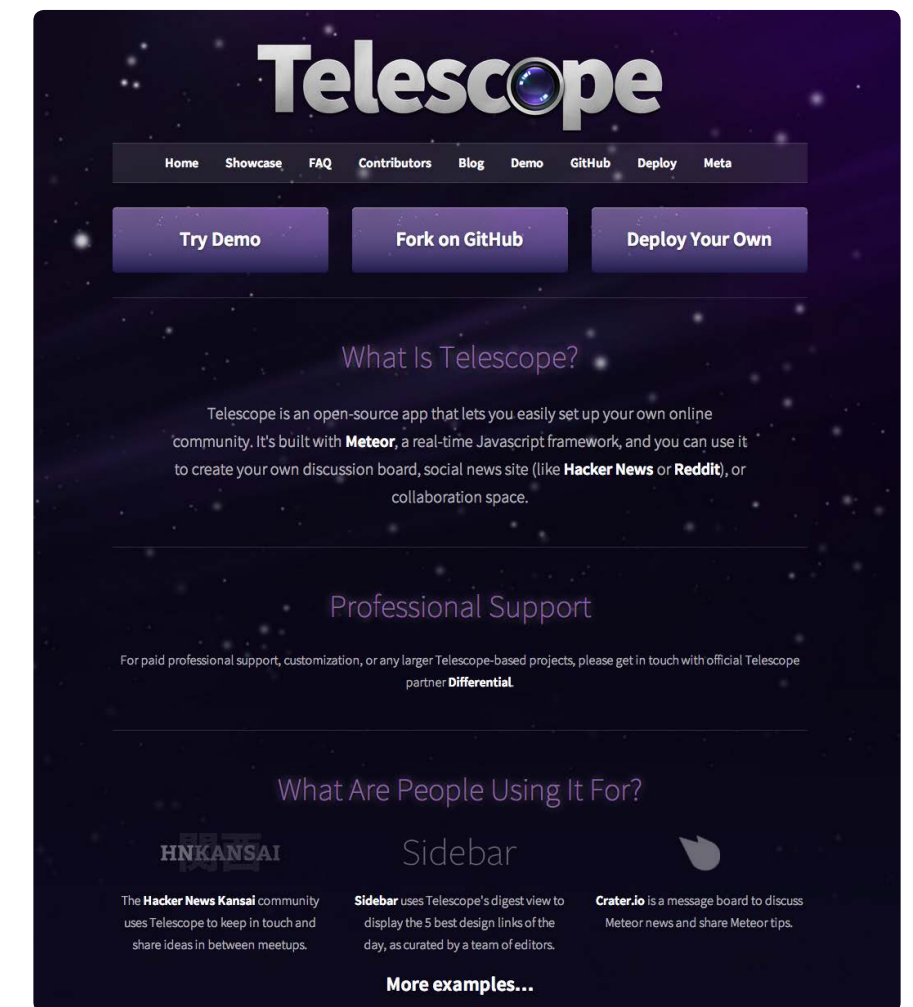
As I was working on the app I felt like there was a market there. It turned out that Tom and I were pretty advanced, just because Meteor was so new so there weren't many people.

Having written a book before convinced me that I had the skills to do it again. So I felt like, hey, this is a good market that I kind of stumbled upon randomly. I know I can write the book, I know I can market it, so why not give it a try.

Every day I always try to look around for interesting markets and business opportunities. Not that I'm going to do them, its just an intellectual exercise. I think that's important to have a brain to identify those things.

~Sacha Greif

”



Discover Meteor

# Building for Your Community



“

We put our initial email newsletter signup form for the book on the Telescope homepage. At that point we didn't have a homepage or a name or anything for the book. But since we already had Telescope, we were able to take advantage of the small audience that we had.

The bottom line is that it happened organically. There was already interest around Telescope so we used that to see if there was interest in a book about Meteor. I think most successful projects happen like this, because it's really hard to start out of the blue.

Having that newsletter sign up on Telescope was a key component for two reasons. One, it helped us trust that we would be able to do it, and removed a bit of uncertainty from the process. It proved the concept. And two, it helped us sell the book when we launched.

”

~Sacha Greif

## Our Book: **Discover Meteor**

We've put everything we learned building Telescope to write **the definitive guide to creating Meteor apps**. In it, we teach you how to build Microscope, a simplified version of Telescope, taking you through the process step by step.

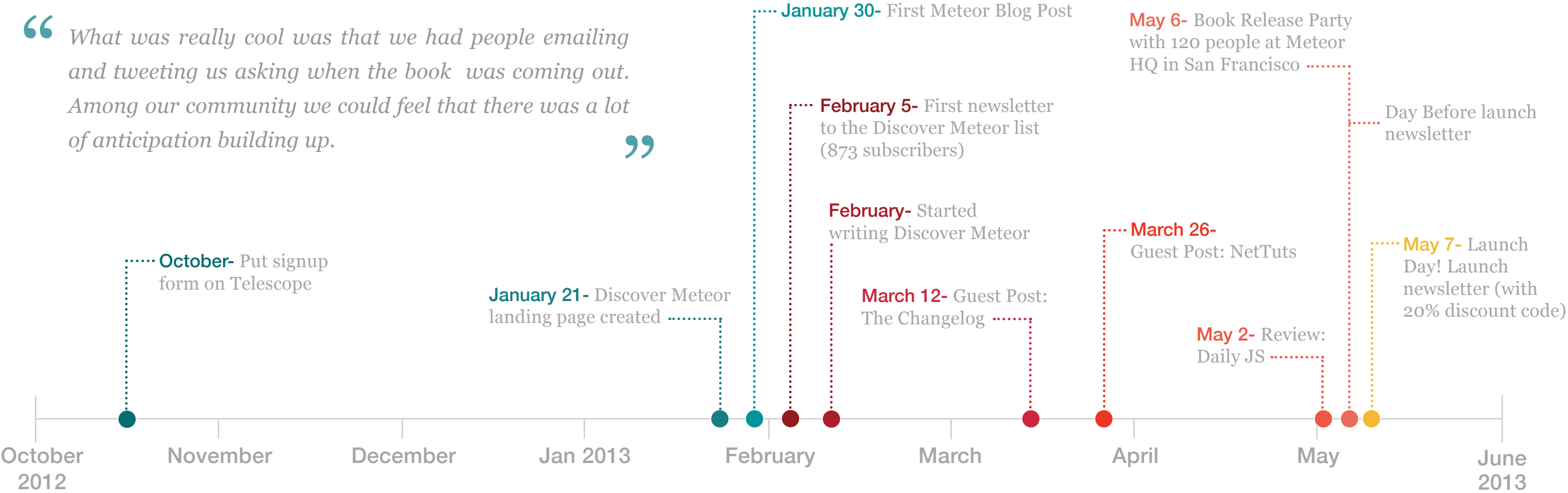
(Current ad for Meteor on the Telescope homepage)



# Pre-Launch Sequence



“What was really cool was that we had people emailing and tweeting us asking when the book was coming out. Among our community we could feel that there was a lot of anticipation building up.”



Discover Meteor

# Sustainable Sales

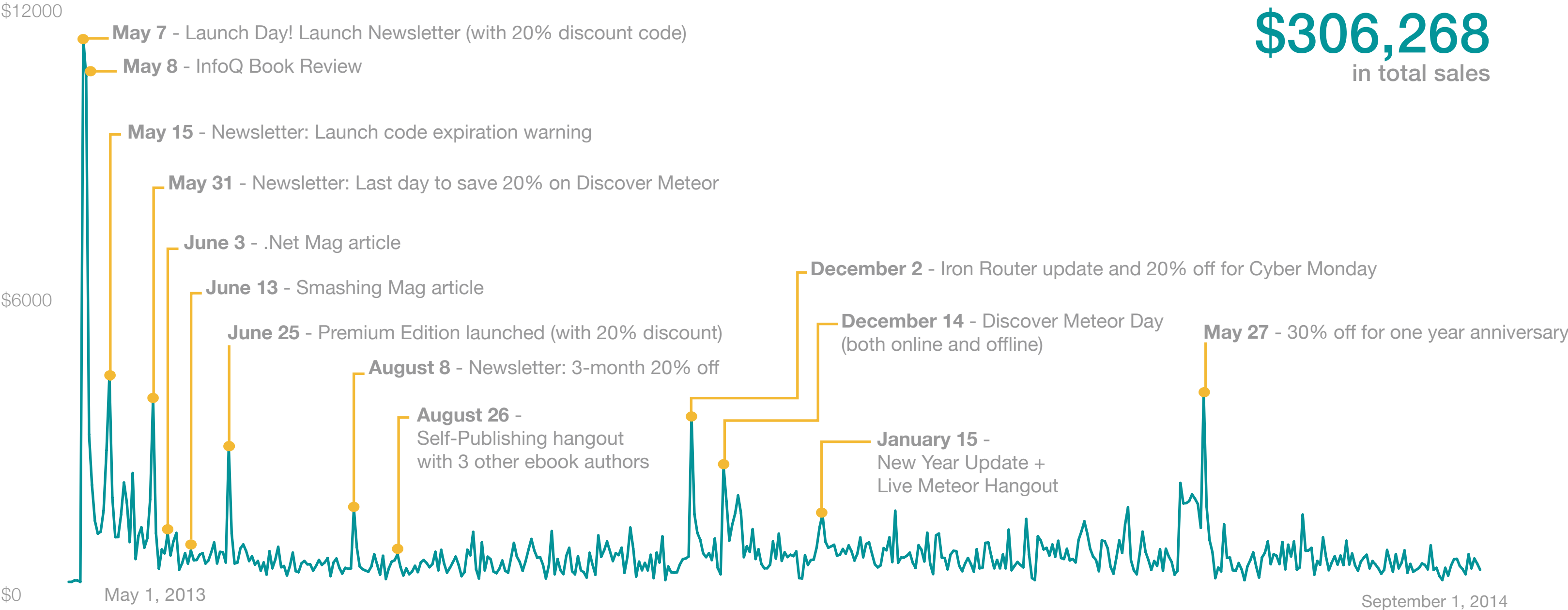


*Tom and Sacha have been able to keep sales very strong for an entire year by continually adding new content, updating the book, and holding events such as Discover Meteor Day.*



Discover Meteor

# Sustainable Sales



Discover Meteor

# Giving Content Away



“

We always had a sample chapter available to download, just so people can preview the book. A couple months ago we started giving away the first four chapters.

Our overall strategy is to give away more and more of the book as we go. Right now we are giving away four chapters if people give us their email. And what we want to do is give those chapters

without requiring the email, and have a different kind of incentive for email, such as a video course.

There are lots of people who are interested in Meteor, but they're not interested enough to buy a product. So if we can still have a way to reach those people and make them part of our community, it's much better than just leaving them with no connection to us.

”

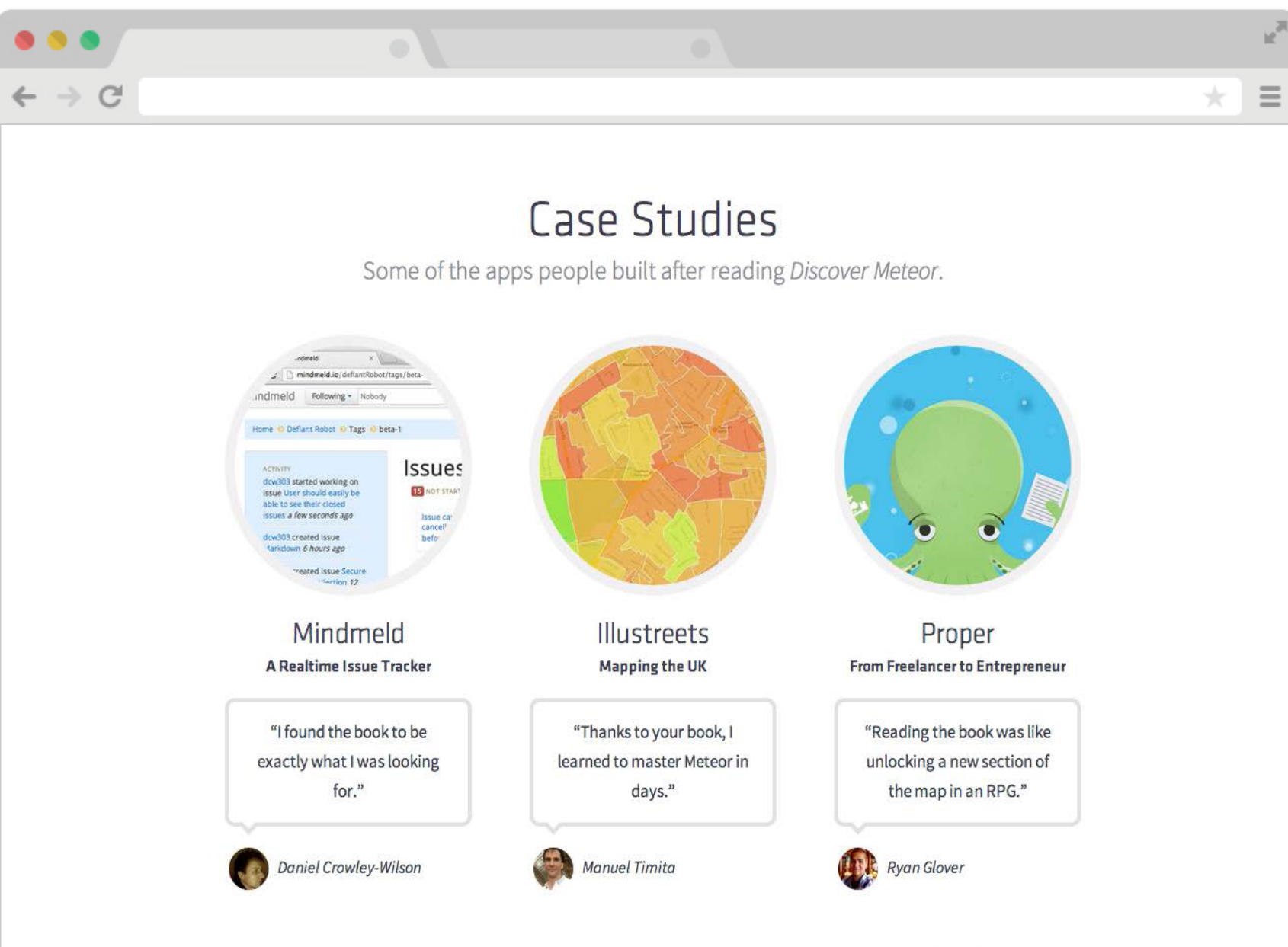
## Get Chapters 1 to 4 of *Discover Meteor* For Free

Leave us your email and you'll receive a **free PDF** containing the **first four chapters** of the book (*Introduction, Getting Started, Deployment, and Templates*) to help you get started learning Meteor!

Get Free Chapters

Discover Meteor

# Marketing Channels



## 1. Blog

“ Our most important channel is probably our blog. We write blog posts and also do case studies/interviews. We feature people who have read our book and then went on to create their own project. I think that’s really important and cool for the people we interview because its a way of valuing their work and recognizing their efforts. Also, for people reading the case studies, it lets them see what they can achieve. ”





## 2. Events and Meetups

“ Tom and I have spoken at meetups in several different cities, which is all part of building that reputation in a community.

We also had an event we called Discover Meteor Day, where we made the book available for free online for a weekend. That actually boosted sales for the whole week after the event.

”

Eventbrite

Create an eventFind events

Share

Tweet

Log in

Questions? Contact the organizer

### Discover Meteor Day

Discover Meteor

Friday, December 13, 2013 at 2:00 AM - Sunday, December 15, 2013 at 3:00 AM (PST)

Registration Information

TYPE	END	QUANTITY
Discover Meteor Day	Ended	Free
		N/A

When

Friday, December 13, 2013 at 2:00 AM - Sunday, December 15, 2013 at 3:00 AM (PST)

Add to my calendar

## Discover Meteor Day

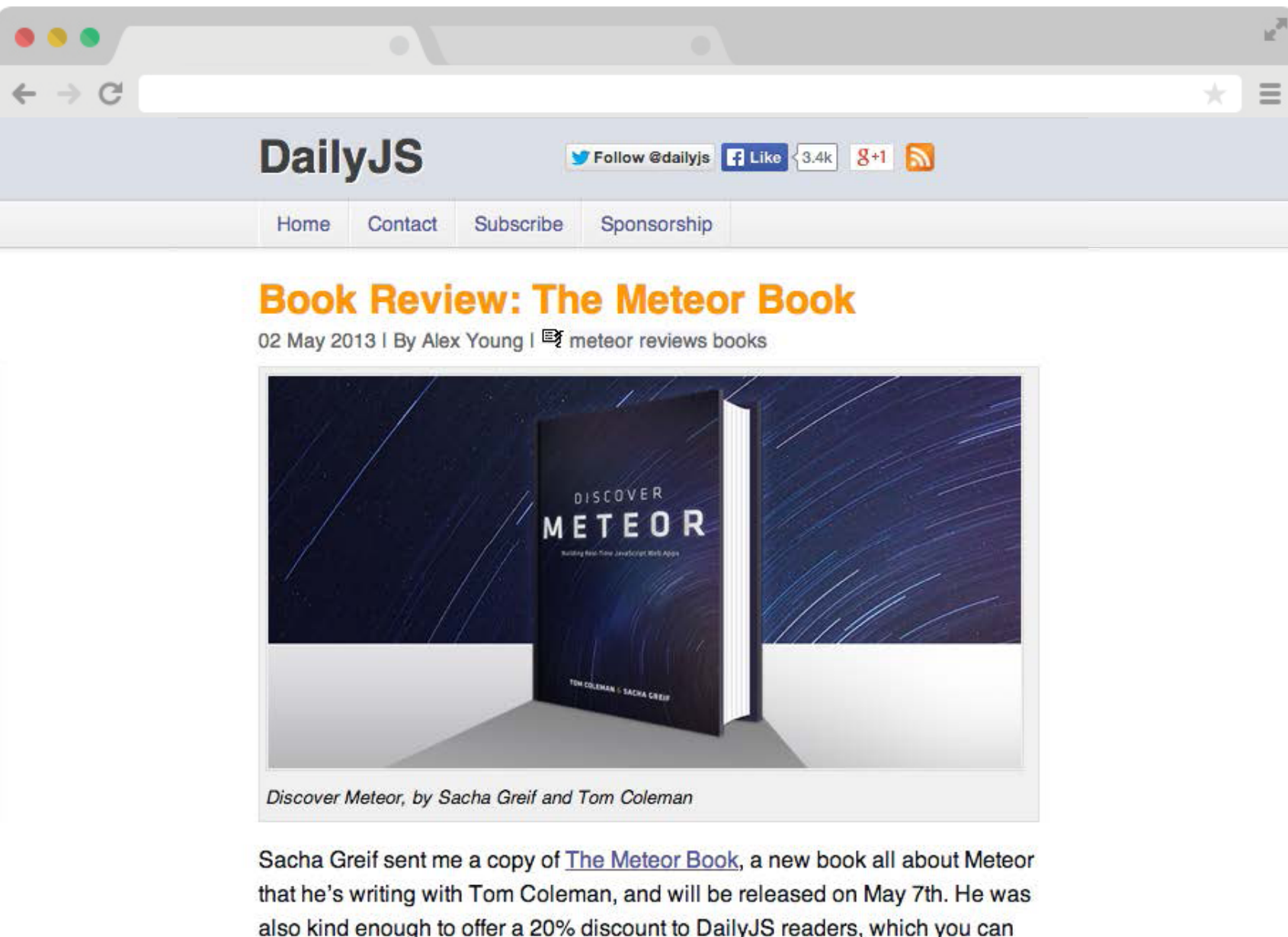
12,387 unique visitors on the site

Average visit duration 5:25 minutes

1,788 visits that lasted over 30 minutes

Discover Meteor

# Marketing Channels



## 3. Guest blogging and reviews

“ I sometimes do guest blogs. Especially when we launched the book, I did guest posts for Smashing Magazine, Changelog, etc. Those guest posts still send us a lot of traffic. We also had 4-5 reviews from people who we sent the book to and asked them if they wanted to review it.

When we do a guest post or when somebody talks about us, we'll create an offer code for them.

We had one for Daily JS which was used 250 times. Most of the custom codes we create are not used that many times, but its still a nice gesture to give a custom code just for your readers.

”

Discover Meteor

# A Path to Upgrade



**\$11,574** Total from 3 products

**2,367** Views

**233** Sales



“ A lot of people who might want to buy the higher priced packages aren’t quite sure, especially with a new technology, so they don’t want to invest that much right off the bat. That’s why we let people buy the lower price packages, and then upgrade to the full or premium edition. Its all about giving people more freedom, and being flexible. ”



Discover Meteor

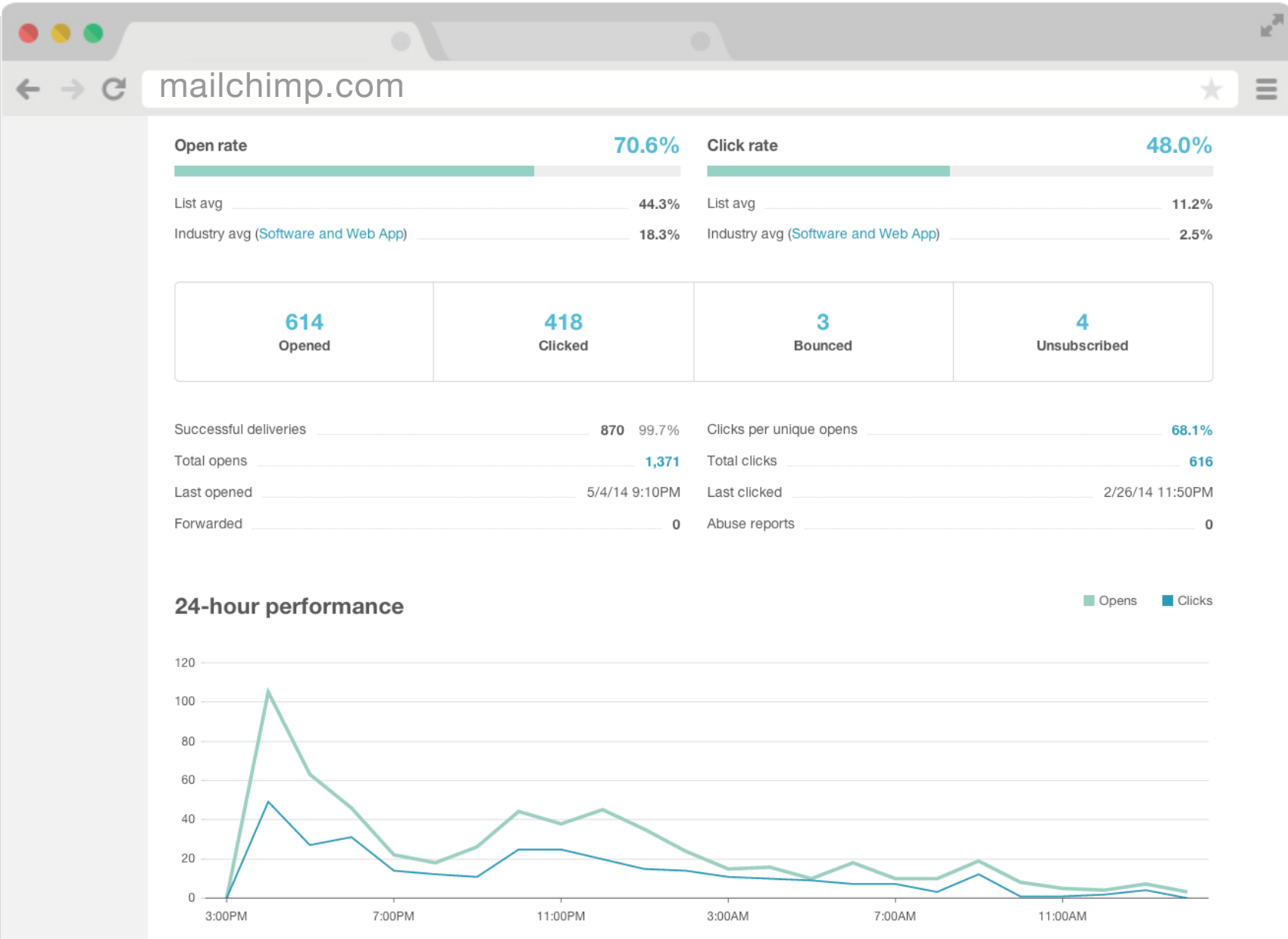
# Growing an Audience & the Future



“ When you launch I think its better to have a smaller but more passionate community. I think its worth more to have 500 really passionate people than 10,000 people who don’t really care. Its also easier to get those 500 who care a lot than 10,000 who don’t.

Now that we’ve established ourselves as one of the main Meteor books, its in our interest to grow the Meteor market. Right now, I would rather make \$100,000 off of 10,000 people rather than 100 because I’m bringing more people into the Meteor community.

”

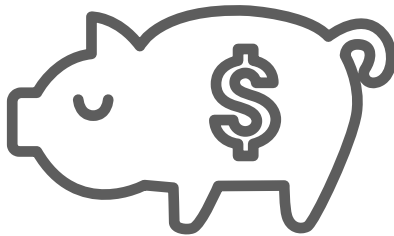


Discover Meteor

# Overall Stats



Unlike most other products, sales of Discover Meteor have remained strong for over a year. We hope you've been inspired to incorporate some of the strategies described here, such as keeping the product current with updates, providing valuable free content, and a focus on building a community.



**\$306,268**  
**Gross Revenue**

May 1, 2013 - September 1, 2014

**5,544** Sales  
**21,895** Views



**25.32%**  
Conversion of Gumroad Overlay