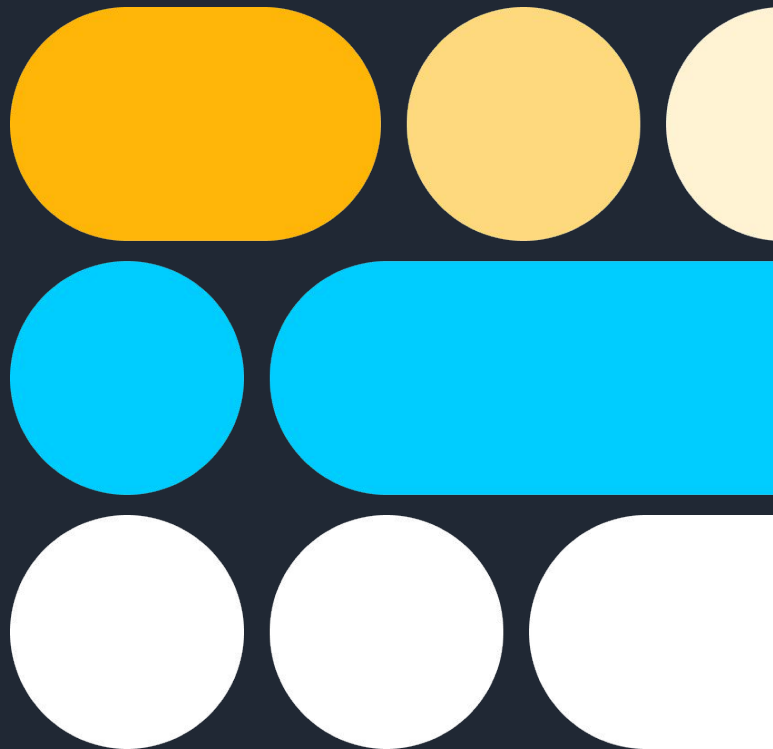


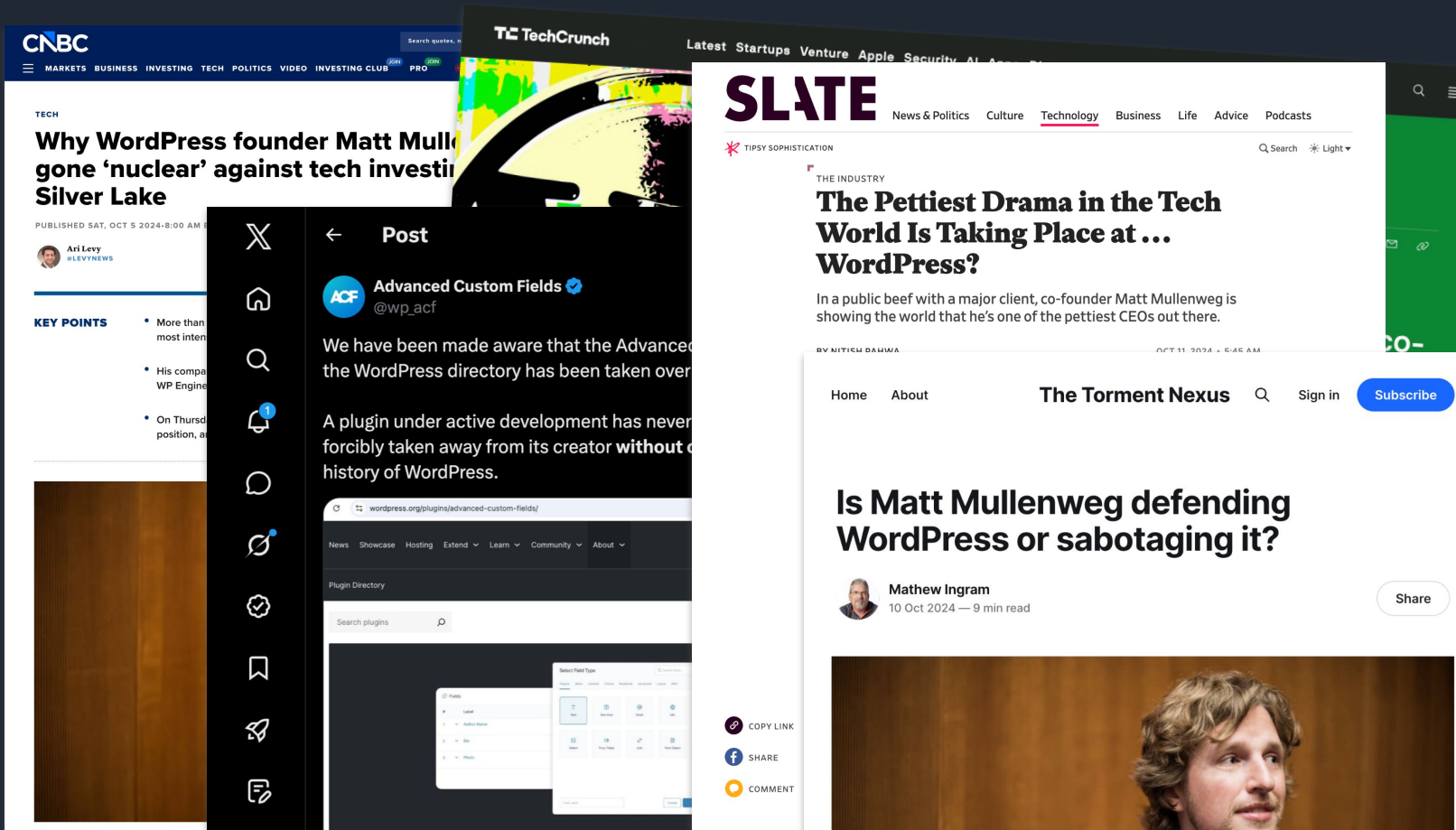
An Outsider's Guide to Building Shopify Apps That Last

Katie Keith
Founder & CEO





Completely dependent on WordPress





4 things the WooCommerce world knows - that Shopify makers can borrow

1. Build in public
2. Use multiple marketing channels
3. Look outside your own ecosystem
4. AI is coming for us 

1. Build in public



The screenshot displays the homepage of the WP Product Talk podcast website. The header features the 'WP PRODUCT TALK' logo on the left and navigation links for 'Episodes', 'Subscribe', 'Blog', and 'Reviews' on the right. The main content area has a large title, 'A WordPress podcast for Product Owners, by WordPress Product Owners', followed by a descriptive paragraph. A yellow badge indicates 'LISTENERS: 8,000+'. Below this is a 'Start Listening' button and a grid of social media links for Apple Podcasts, Podchaser, Spotify, RSS, and Pocket Casts. Four host portraits are arranged in a 2x2 grid, with a central audio player overlay. The background is a solid purple color.

WP PRODUCT TALK

Episodes ▾ Subscribe Blog Reviews

A WordPress podcast for Product Owners, by WordPress Product Owners

This is WP Product Talk, the place where every week, we interview an experienced WP product owner on strategies, tips, experiences, failures, and successes of running successful and thriving WordPress product businesses.

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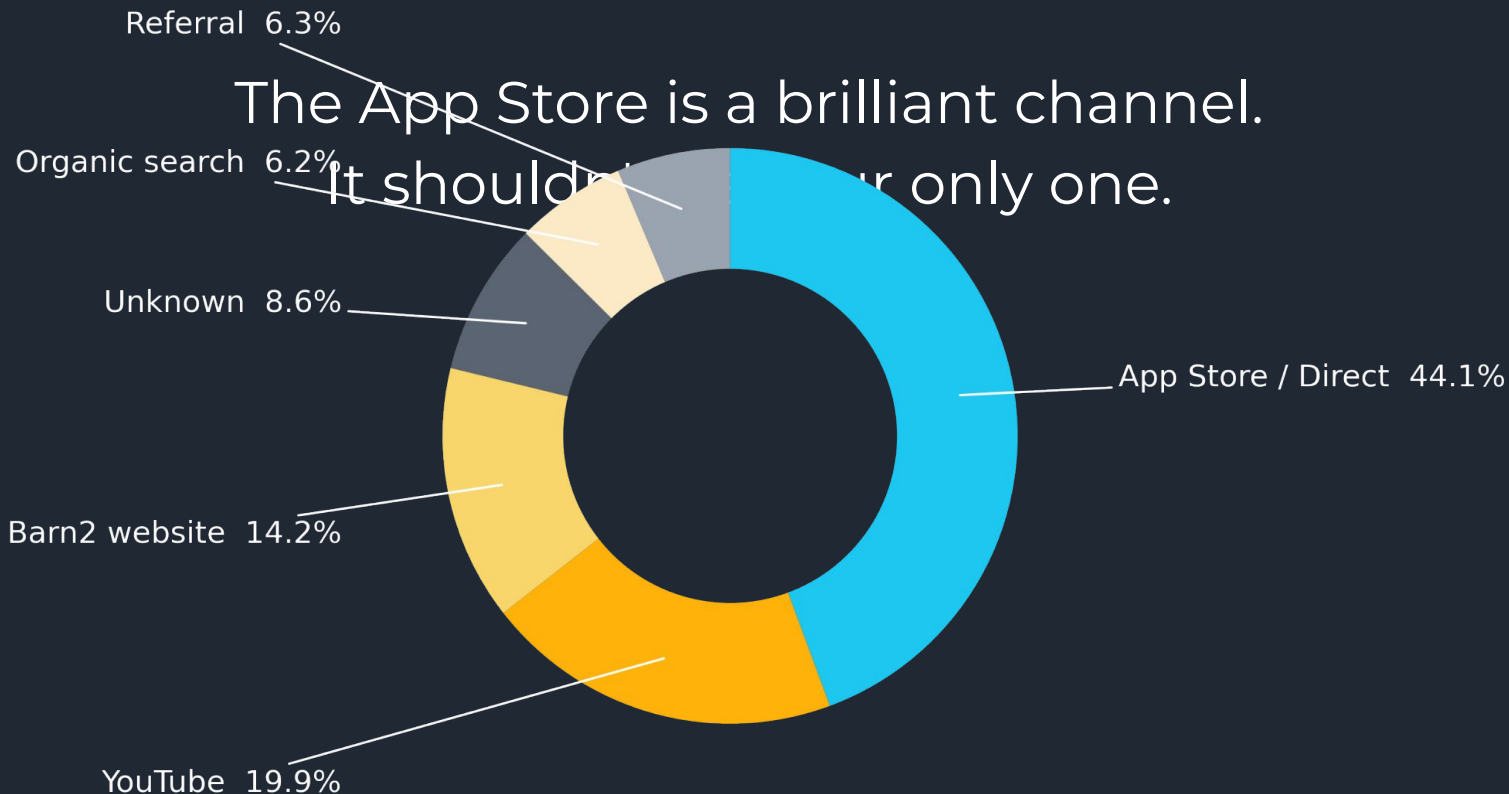
RSS

Listen on Pocket Casts

Core What



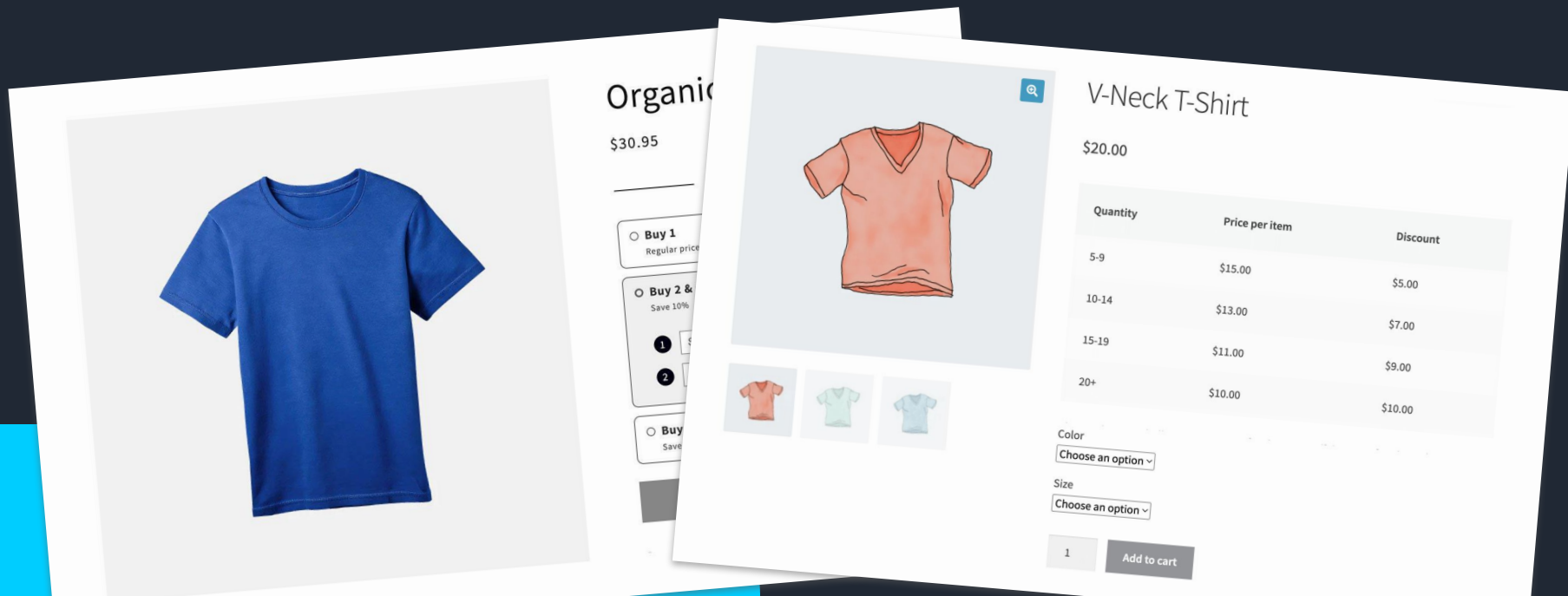
2. Don't bet everything on one channel



●●● 3. Look outside Shopify

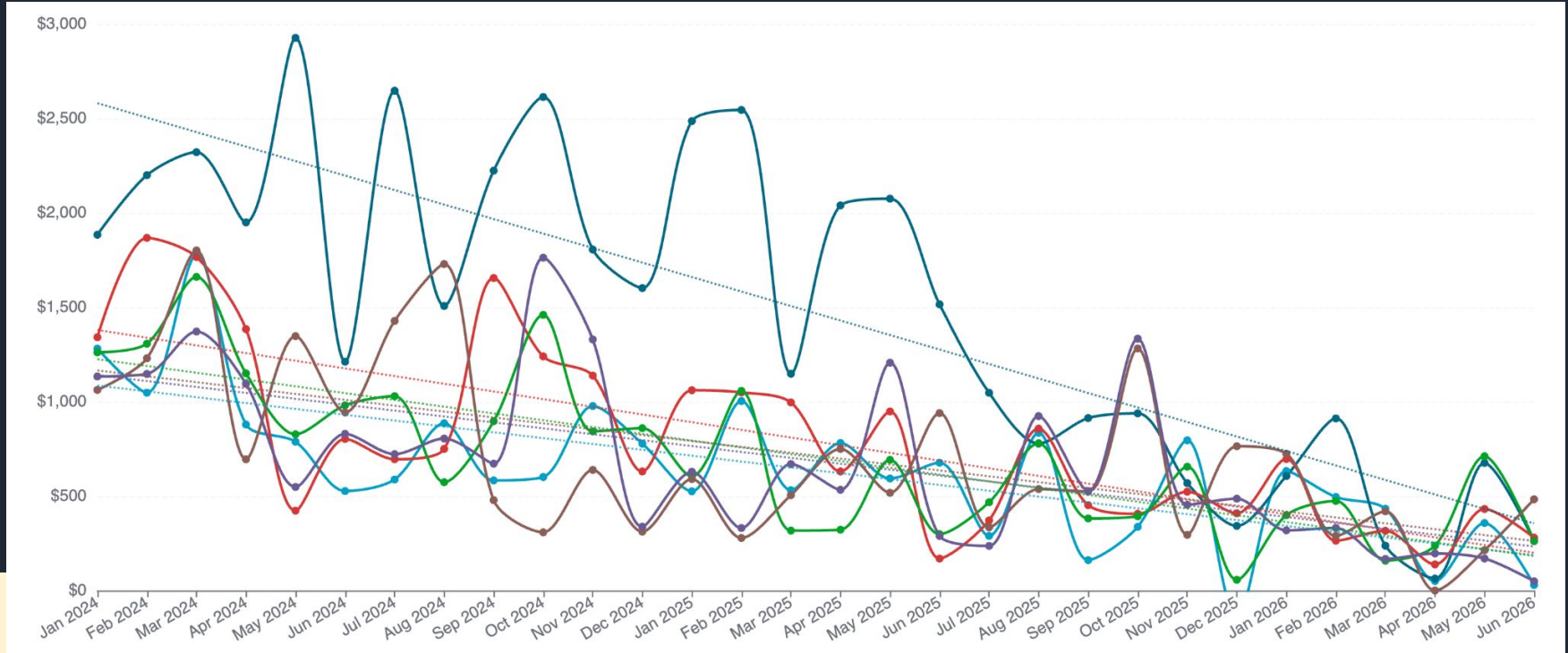


App makers research each other. Almost nobody looks at how other ecosystems solved the same problem.





4. Protect your apps from AI



●●● Shopify's temporary shield



1. Platform growth
2. App Store discovery

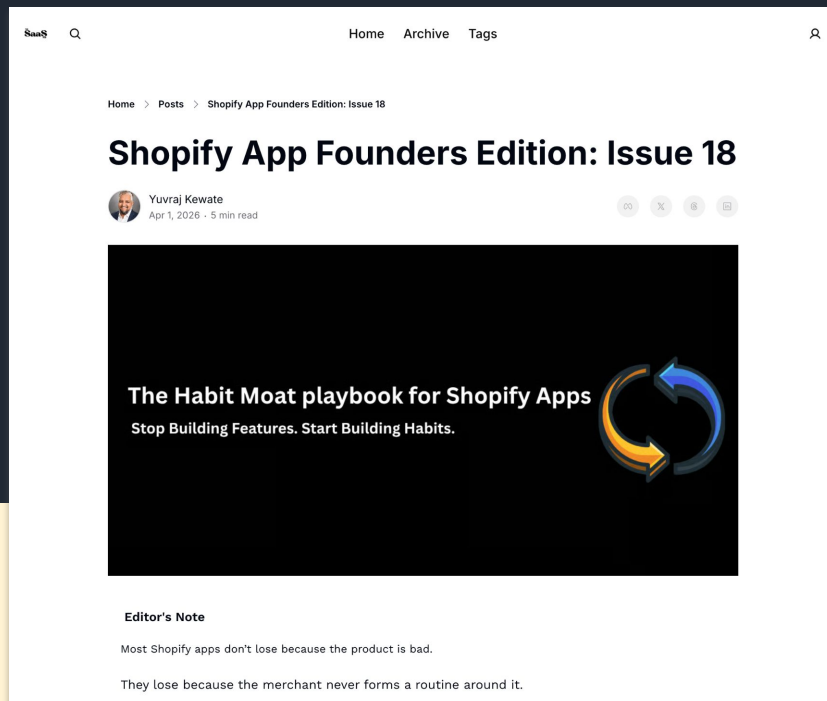
But it won't last forever 🐱



Build a moat AI can't cross



The deeper your app runs in a merchant's business,
the harder it is to replace.





An outsider's advantage



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