

WHY YOU SHOULD BUILD WOOCOMMERCE PRODUCTS IN PUBLIC



AGENDA

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- 02 WHY PUBLIC BUILDERS WIN
- 03 WHAT TO SHARE
- 04 CASE STUDIES
- 05 COMMON FEARS
- 06 YOUR PUBLIC BUILD BLUEPRINT



wooweeekly
news letter



RODOLFO MEGLI

Founder

I've breathed WooCommerce since 2011. I built Business Bloomer to be the resource I wish I had when I started—a place where code meets community.

THE OLD WAY

Building in silence used to work. Back then, a launch was news. Now, it's just another notification.

IT WAS SO SIMPLE AND LINEAR...



IT WAS SO SIMPLE AND LINEAR...

Business Idea

Planning / Concept

Design / Wireframes

Development

Internal Testing

Marketing Plan

Launch



WHY PUBLIC BUILDERS WIN

Being seen early isn't about promotion—it builds trust, attracts early users, and drives momentum.

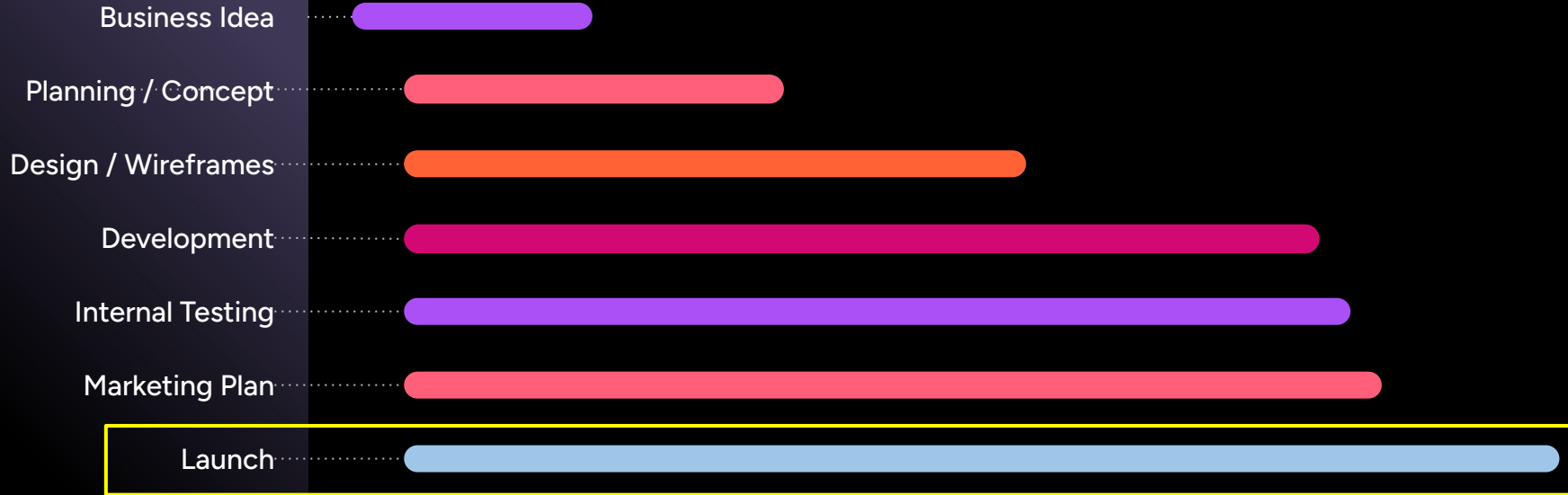
IT WAS SO SIMPLE AND LINEAR...



...NOW IT'S WAY DIFFERENT



...NOW IT'S WAY DIFFERENT



WHY PUBLIC BUILDERS WIN

- Validation & feedback from day 1
- Early visibility to attract users
- Progress updates build trust & advocates
- **Bonus: boosts motivation**

WHAT TO SHARE

You don't need to reveal everything—just the right things at the right time.

WHAT TO SHARE

- Share progress
- Decisions, milestones, and lessons learned
- Early wins and losses
- Questions, doubts
- Quick snippets

CONTENT TYPES THAT WORK

Media

Show, don't just tell

- Screenshots with enough context / caption text to describe the new feature or UI change
- Screencasts: ideally 1-2 mins long, walkthroughs, demos, together with your face even if in a small frame
- Show prototypes or mockups to illustrate potential progress

Text & Narrative

Tell your journey

- Write diary-style updates about what you built each week
- Post mini case studies of decisions or experiments
- Share wins and failures to make the process relatable

Interaction

Invite your audience in

- Ask for feedback on design or feature options (logo A or logo B?)
- Run polls to gauge interest or preferences
- Share key decisions and explain your reasoning

CASE STUDIES

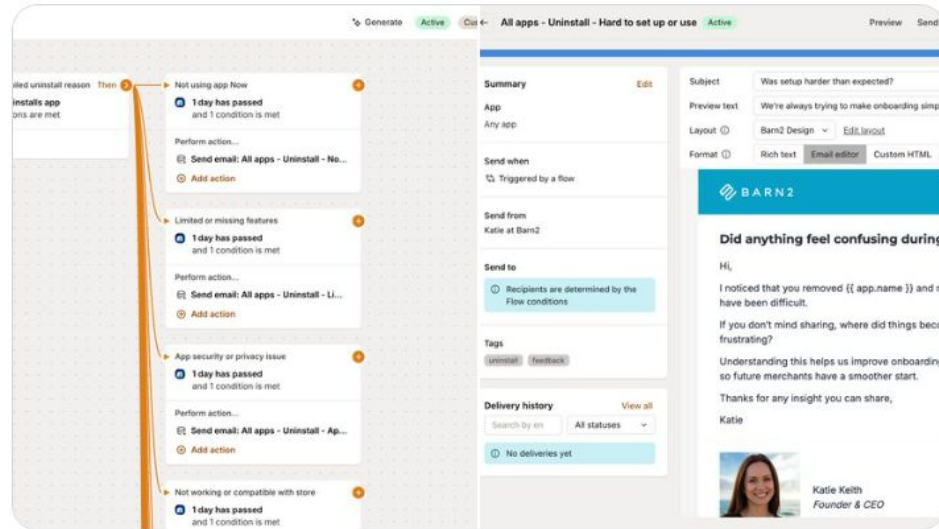
These aren't theories. These are real results from building in public.



Katie Keith ✓
@KatieKeithBarn2



#ShopifyDiary 307: We've used [@heimantle](#) to create a new flow with different emails depending on the reason for uninstalling our app. The goal is to get some useful feedback.



Generate Active Dis All apps - Uninstall - Hard to set up or use Active Preview Send

Uninstalls app
Installs app
Reasons are met

Then

- Not using app Now
1 day has passed and 1 condition is met
Perform action...
Send email: All apps - Uninstall - No...
Add action
- Limited or missing features
1 day has passed and 1 condition is met
Perform action...
Send email: All apps - Uninstall - Li...
Add action
- App security or privacy issue
1 day has passed and 1 condition is met
Perform action...
Send email: All apps - Uninstall - Ap...
Add action
- Not working or compatible with store
1 day has passed and 1 condition is met

Summary Edit

App
Any app

Send when
Triggered by a flow

Send from
Katie at Barn2

Send to
Recipients are determined by the Flow conditions

Tags
Uninstall feedback

Delivery history View all
Search by email All statuses
No deliveries yet

Subject
Was setup harder than expected?

Preview text
We're always trying to make onboarding simpler

Layout
Barn2 Design Edit layout

Format
Rich text Email editor Custom HTML

BARN 2

Did anything feel confusing during

Hi,


I noticed that you removed {{ app.name }} and it has been difficult.

If you don't mind sharing, where did things become frustrating?

Understanding this helps us improve onboarding so future merchants have a smoother start.

Thanks for any insight you can share,

Katie

 Katie Keith
Founder & CEO

3:34 PM · Feb 17, 2026 · 1,111 Views



James Kemp 
@jamesckemp



We're exploring modernising and consolidating
[@WooCommerce](#) settings!

Currently, they live under WooCommerce > Settings, but we're considering two approaches:

- A. Move to a new top-level "Store settings" menu
- B. Move under the existing WordPress "Settings" menu (with clear separation)

Which would you prefer? Image in the next post.

8:02 PM · Jan 24, 2026 · **1,398** Views

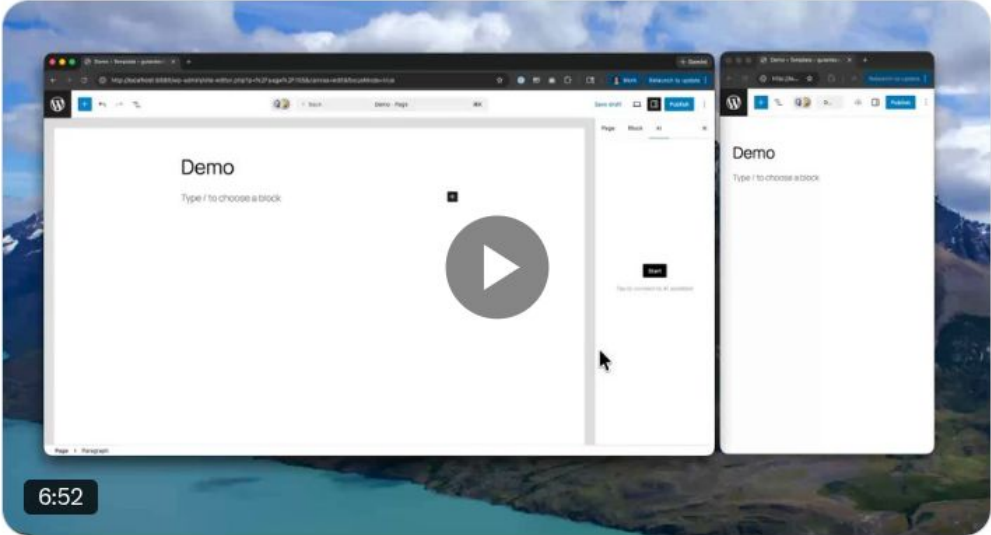
JAMES LE PAGE / Automattic



 **James LePage** 
@jameswlepage



(Early exploration into) Realtime collaboration in @WordPress Core + Realtime AI. Now everybody has a collaborator :)



3:14 AM · Feb 18, 2026 · 2,805 Views

RODOLFO MELOGLI / Checkout Summit



Rodolfo Melogli ✓

@rmelogli



#RoadToCheckoutSummit -64 🍷

Media coverage for Checkout Summit has been blowing up lately—and it's starting to feel like it's happening without me doing much. Early on, I pitched myself to podcasters and video creators, and they were excited to have me on. Now, I'm seeing invitations roll in organically.

The latest highlight: [@RaeMoreyWrites](#) from [@TheRepositoryWP](#) wrote a piece about Checkout Summit. The professionalism of the article made me feel like I'd been published in The Times. Chatting with Rae and seeing it come to life was fantastic.

I've also been interviewed by [@GautamKhorana](#) from [@SeahawkMedia](#) for WP Legends, and contributed to [@wpcontent_co](#) for a written piece.

Also, recent podcasts include:

- WP Pro A to Z by [@Ahkonsu](#)
- Webmasters by [@briancoords](#)
- The WP Minute by [@mattmedeiros](#) / Erik Karcovack
- WP Builds by [@wpbuilds](#)
- PublishPress by [@SteveJBurge](#)

Another shoutout to [@marcusdburnette](#), [@srhdesign](#), and [@remkusdevries](#) for featuring Checkout Summit on their sites/newsletters, and of course [@GowithWP](#) as our on-site media partner.

COMMON FEARS

Fear of copycats, criticism,
or judgment keeps most
creators in private mode.

COMMON FEARS

- “They will steal my ideas”
- “I’ll be judged or criticized”
- “I’ll reveal too much”
- “I won’t have time”
- “I don’t want to show my face”

COMMON FEARS

- “They will steal my ideas”
Attracts users, not competitors
- “I’ll be judged or criticized”
Bring it on! Early feedback is good
- “I’ll reveal too much”
Share the process, not the strategy
- “I won’t have time”
Short updates are enough
- “I don’t want to show my face”
But your personality is your USP

YOUR PUBLIC BUILD BLUEPRINT

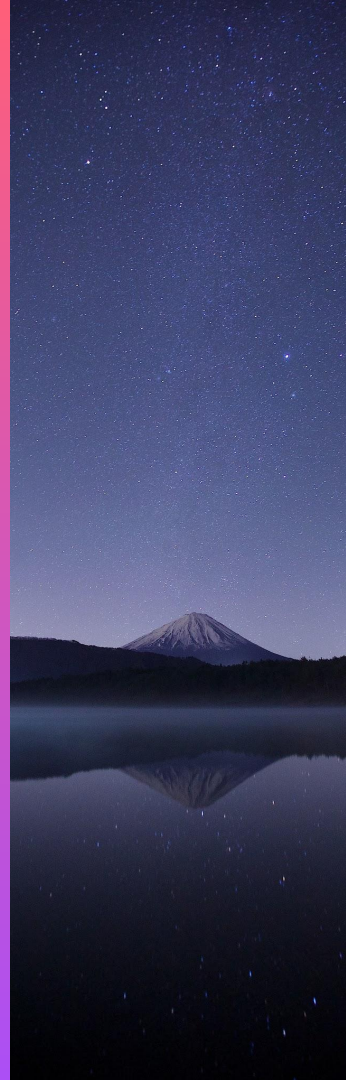
You don't need a big audience—you need a clear system.

YOUR PUBLIC BUILD BLUEPRINT

1. Pick your platform (repurpose on the others): Twitter, LinkedIn, Blog, Newsletter, Forums...
2. Take notes and screenshots during the morning. Post the most interesting thing (or biggest issue) around lunch time
3. Stay consistent (once/day), and mix content types

THE VISION

Don't wait to be discovered—share your journey, build trust, and grow from day one.



THANK YOU

Any questions?

