The Challenge of

CHANGE

How to Thrive in the New World of WordPress

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I HATE WORDPRESS

ITS GOING TO RUIN MY BUSINESS

– Me to a friend in 2008

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SUSPICION AND FEAR

INNOVATION AND GROWTH
CHANGE often begins with SUSPICION AND FEAR but results in INNOVATION AND GROWTH

GUTENBERG IS COMING
GUTENBERG IS a completely new approach to entering content in WordPress

WordPress 1.0 (Miles – Jan 2004)
WordPress 1.2 (Mingus – May 2004)

WordPress 1.5 (Strayhorn – Feb 2005)
WordPress 2.0 (Duke – Dec 2005)
Images from wpbeginner.com

WordPress 2.1 (Ella – Jan 2007)
Images from wpbeginner.com
WordPress 2.5 (Brecker – Mar 2008)

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Images from WPBeginner.com

WordPress 3.8 (Parker – Dec 2013)

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Images from WPBeginner.com
WordPress 4.9 (Tipton – Nov 2017)

WordPress 5.0 (???)

Images from WPBeginner.com

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SUSPICION AND FEAR

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JOHANNES GUTENBERG
c.1400-1468

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CHANGE

often begins with

SUSPICION

AND FEAR
FRANCIS BACON

Printing, gunpowder and the compass were three inventions that “changed the appearance and state of the whole world.” (1620)

MARK TWAIN

“What the world is today, good and bad, it owes to Gutenberg. Everything can be traced to this source…”
CHANGE

often begins with SUSPICION AND FEAR but results in INNOVATION AND GROWTH
HOW TO THRIVE IN THE NEW WORLD OF WORDPRESS
GET TO KNOW GUTENBERG

SITE OWNERS AND DIYers
WORDPRESS
FREELANCERS
AND
BUSINESS
OWNERS

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