

Build in Public

The Mindset Shift

How to Grow a Developer Audience

While Shipping Products

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Introduction

Why Building in Public is Your Unfair Advantage

Most developers spend months — sometimes years — building in silence. The reasoning feels logical: share it when it's polished, launch when it's ready, go public when there's something worth showing.

The problem? By the time they launch, nobody knows they exist. No audience. No early users. No feedback loop. Just a product dropped into the void.

Building in public is the opposite approach. Instead of hiding your work until it's perfect, you share the journey — the messy middle, the half-built features, the hard decisions. And in doing so, you build something far more valuable than a polished product: you build **trust, an audience, and real opportunities** before you even ship.

92%

of devs build in silence

3×

faster audience growth

10×

more inbound vs. cold outreach

The old way vs. the new way

Old: Build for 6 months → launch → pray for users → silence. New: Share from day 1 → build audience → get feedback → launch to warm followers → grow.

What you actually get

When you build in public, followers are just the surface. What you're really building is a track record that works for you 24/7.

Clients

People hire builders they've watched in action. Trust is built in public.

Feedback

Real users tell you what they actually want — before you build the wrong thing.

Opportunities

Collaborations, job offers, and partnerships find you rather than the other way around.

Accountability

An audience keeps you shipping. You're far less likely to quit when people are watching.

Who this book is for

You're a developer — junior, self-taught, or recent grad — who is building something real (a SaaS, a freelance practice, a side project) and wants to grow an audience while doing it. You don't need a following to start. You just need to start.

CHAPTER 1

Stop Waiting to Be Ready

The myth of the perfect launch

01

There is a particular kind of developer paralysis. You spend three months building. The app looks close. You fix one more bug, redesign the landing page, add one more feature. Then another. And then — nothing. You never post.

This is **Perfectionism Paralysis**, and it kills more products than bad code ever will. The work stalls not because it isn't good enough, but because the creator is waiting for a feeling of readiness that never actually arrives.

A common regret among indie builders

"The biggest career mistake I made was waiting two years to talk about what I was building. I should have started on day one."

The myth of the perfect product

Nobody's first public post goes viral. Your audience is not expecting perfection — they're expecting authenticity. A half-built tool with honest commentary about what you're struggling with is ten times more engaging than a polished product demo from a faceless company.

Progress is magnetic. Perfection is invisible.

Building in silence vs. building in public

Building in silence	Building in public
Zero feedback until launch	Constant feedback loop
Launch into silence	Launch to a warm, invested audience
Motivation fades quickly alone	Community keeps you accountable
No public proof of work	A living portfolio of your journey
Unknown until launch day	Known and trusted before launch

Why messy is magnetic

People don't connect with polished brands. They connect with real people. When you show your screen at 2 AM debugging a broken API, or post honestly about a feature that flopped — that's the content that gets saved and reshared. Because it's real. And real is rare online.

You don't need to manufacture struggle for content. If you're building something real, the struggle is already there. You just need to talk about it.

Real talk

You don't need 10,000 followers to get your first client. You need 10 people who genuinely believe in what you're building. Building in public is how you find them.

Chapter 1 — Action steps

- ☐ Pick one platform to start on this week — X, LinkedIn, or YouTube Shorts
- ☐ Write a 3-sentence post about what you're currently building — and post it today
- ☐ Screenshot your current project (even if unfinished) and share it with context
- ☐ Commit to posting at least 3 times per week for the next 30 days

CHAPTER 2

Your Unfair Advantage as a Developer

02

Why builders make the best content creators

Most content creators fake it. They talk about productivity or hustle without actually building anything. You are different. You are a developer who ships real things. Every line of code, every product you launch, every problem you solve — all of it is content waiting to be shared.

You're not manufacturing stories. You're living them. That's a rare and valuable position to be in.

You speak the language

Your audience — other developers, indie hackers, startup founders, tech enthusiasts — speaks your language. When you talk about hitting rate limits at 3 AM or choosing between two database options, they get it. That shared language builds instant trust, far faster than any growth hack.

Turn your daily work into content

What you do daily	The content it becomes
Fix a bug	<i>"Here's what I learned after 3 hours of debugging"</i>
Choose a tech stack	<i>"Why I picked Next.js + Supabase over the alternatives"</i>
Land a client	<i>"How I got my first paid project — what I actually said"</i>
Hit a wall	<i>"I almost quit today. Here's what stopped me."</i>
Ship a feature	<i>"Shipped: [feature]. Here's how I built it in 2 days."</i>
Read documentation	<i>"3 things I wish I knew about [tool] sooner"</i>

Being a beginner is a growth lever

Here's something counterintuitive: you don't need to be an expert to grow an audience. In fact, being one step ahead of your audience is often more powerful than being ten steps ahead. Why? Because you still remember what it felt like to be confused.

The best build-in-public accounts aren't always the most experienced — they're the most honest. Share what you're learning as you learn it. Your struggle is someone else's search query.

A real example

Building AI products from Swat, Pakistan — not San Francisco. No VC backing. No team. Just a laptop, a few AI tools, and a relentless drive to ship. That story is 10x more relatable to 99% of the world than another Silicon Valley founder story.

Chapter 2 — Action steps

- ☐ List 5 things you built or learned this week — each one is a potential post
- ☐ Write: 'What I wish I knew before building [your current project]'
- ☐ Document your current tech stack choice with your honest reasoning
- ☐ Share a tool or trick you discovered recently — teach it simply in one post

CHAPTER 3

Find Your Angle

The identity that makes your content unmistakable

03

Anyone can post about what they're building. The people who actually grow an audience are the ones with a clear, specific angle — a point of view that makes their content feel different from everyone else's.

Your angle is the intersection of three things: what you build, who you are, and why you do it.

The 1-sentence builder identity

Before you post anything consistently, you need to be able to finish this sentence:

"I'm building [WHAT] for [WHO],
from [WHERE / UNIQUE ANGLE],
so that [WHY it matters]."

Angle examples

The AI Automation Builder

Building AI workflows for small businesses — sharing every tool, mistake, and win.

The Underdog Founder

Bootstrapping a SaaS from a small city with no investors — proving location doesn't matter.

The Speed Shipper

Building and launching one new product every 30 days — documenting what works.

The Learning Builder

Fresh CS grad learning by shipping real products — sharing every lesson as I go.

Why the underdog narrative works

The internet does not love perfection — it loves relatable struggle. Not because people feel pity, but because they identify with it. Most of your audience isn't a funded founder in a major city. They're a developer somewhere with limited resources, trying to build something that matters. When you share

that story honestly, they see themselves in you.

You don't need to manufacture this. If you're building something real against real constraints — that's your story. Tell it.

Your angle worksheet — do this now

Complete these three prompts: 1. What am I building? (one sentence, no jargon) 2. Who is it for? (a specific person, not 'everyone') 3. What makes my journey or perspective unique? Combine your answers into one sentence. That's your angle.

Chapter 3 — Action steps

- ☐ Write your 1-sentence builder identity using the formula above
- ☐ Update your bio on X, LinkedIn, and YouTube to reflect your angle — today
- ☐ Write a 'Why I'm building this' post — your origin story in 150 words
- ☐ Find 3 accounts with a similar angle and study their top posts for patterns

Part 1 Recap

Before you move to Part 2

Part 1 was about shifting your mindset before anything else. The tactics in Part 2 only work once you believe the foundation:

- ✓ Building in public beats building in silence — every time.
 - ✓ You don't need to be ready. You need to start.
 - ✓ As a developer, you already have an unfair advantage: real work to share.
 - ✓ Your angle is the one sentence that makes your content unmistakable.
 - ✓ The underdog story is your story — and it connects.
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Coming in Part 2 — What to Share

Now that your mindset is right, Part 2 covers exactly what to post. The content pillars that always work, how to turn your daily work into content without extra effort, and the platform playbooks for X, LinkedIn, and YouTube Shorts.

Share your progress

After finishing Part 1, post this on your chosen platform:

"Just finished Part 1 of the Build in Public playbook. My angle: [your sentence here]. Starting to post publicly about [your project]. Follow along. #BuildInPublic"