

DE FREELANCE A FUNDADOR

de una de las **mayores**
empresas de éxito en
el ecosistema **WordPress**



Ponencia de
Nando Pappalardo

 @nando_p

WORDCAMP
MADRID
2018



yithemes.com



QUIÉN SOY



QUIÉN SOY



EMPLEADOS



QUIÉN SOY



30
EMPLEADOS



120.000
CLIENTES
por todo el mundo



QUIÉN SOY





QUIÉN SOY



Cómo nace esta ponencia



2007

el dinero
no da la
felicidad



Blog YIW



yith



Sara_p Power Elite Author

Member since January 2009

[View Portfolio](#)

Author Rating

Sales

★★★★★ (6925 ratings)

54,125

Dashboard Profile Portfolio Followers 3325 Following 6 Settings Hidden Items Downloads Reviews Refunds Payouts **Earnings** Statements

Sales earnings this month (April), after associated author fees, & before taxes:

\$441.35

Your balance:

\$352.96

Total value of your sales, before taxes:

\$3,033,626.83

based on list price

Total value of your sales, before taxes:

\$3,033,626.83

based on list price

Questions about the Net Earnings number? [Click here.](#)

Item Sales ▾ All Time / 2012



Your top countries



Before the dawn of time

We don't have country data from before February 2015.

Date	Item Sales Count	Earnings
January	823	\$21,119.70
February	919	\$24,301.90
March	857	\$21,863.80
April	1,141	\$30,652.30
May	1,356	\$39,071.90
June	1,123	\$43,585.50
July	1,048	\$40,922.00

Earnings

\$21,119.70

\$24,301.90

\$21,863.80

\$30,652.30

\$39,071.90

\$43,585.50

\$40,922.00



yith



EL CAMBIO DE VISIÓN

1

Llegar
A MILES
de personas

EL TIEMPO



yith

La SEMANA LABORAL

DE

4 HORAS

TIM FERRISS



EL CAMBIO DE VISIÓN

#2

Crear un sistema que funcione sin la necesidad de estar presente

yith



... pero sigo

**DEPENDIENDO
DE ENVATO**



yith

EL CAMBIO DE VISIÓN

#3

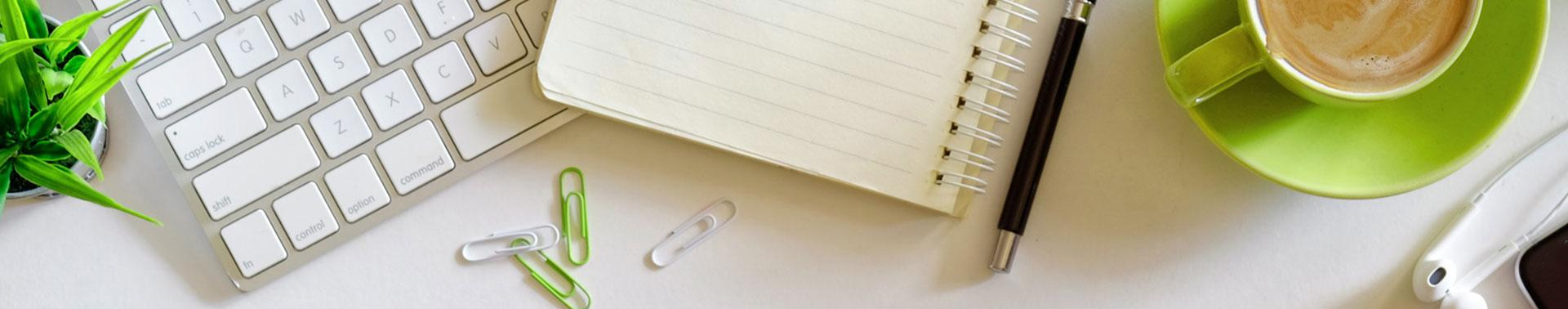
Tener el control del sistema

yith



El dinero que “crea” dinero






PRECIOS



PRECIOS



TRÁFICO
(visitas)



PRECIOS



TRÁFICO
(visitas)



TASA
DE CONVERSIÓN

yith

El multiplicador y el valor patrimonial

yith





WOO **COMMERCE**

“

**Tuviste suerte porque
tienes una pasión
POR LA INFORMÁTICA”**

yith

“

Tuviste suerte porque
tienes una pasión
POR LA INFORMÁTICA”

yith



“

Tuviste suerte porque
tienes una pasión
POR LA INFORMÁTICA”

yith



“

Tuviste suerte porque
tienes una pasión
POR LA INFORMÁTICA”



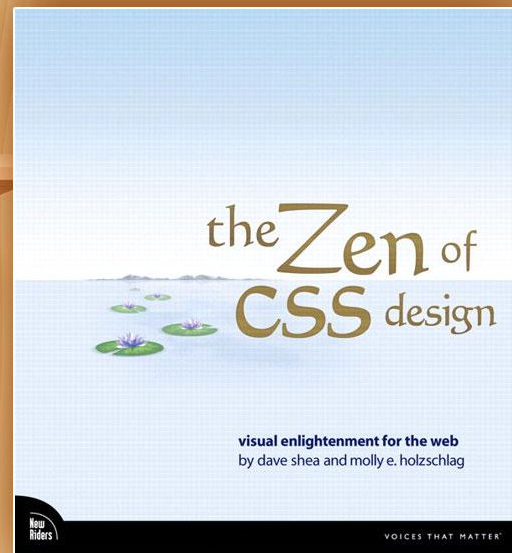
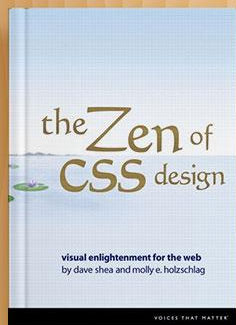
yith

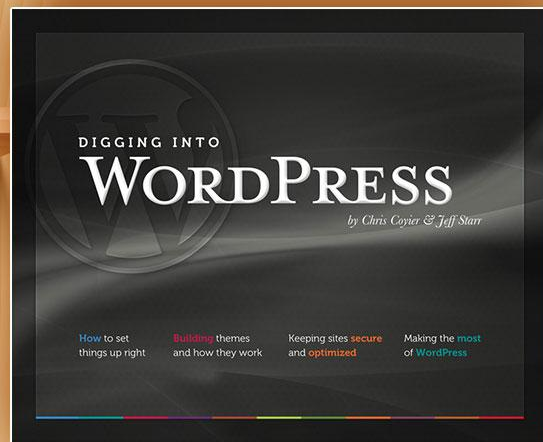
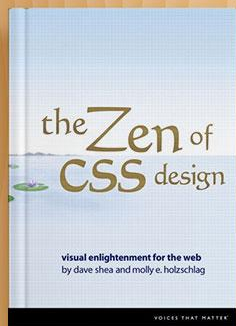
FORMACIÓN

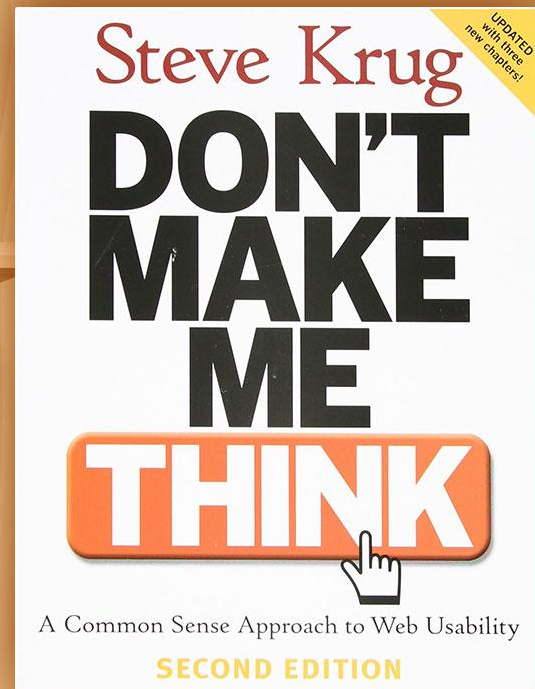
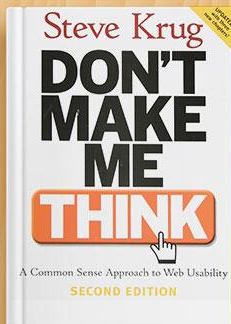
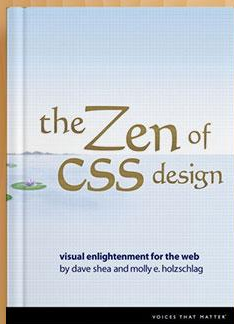
Antes del cambio de visión

yith

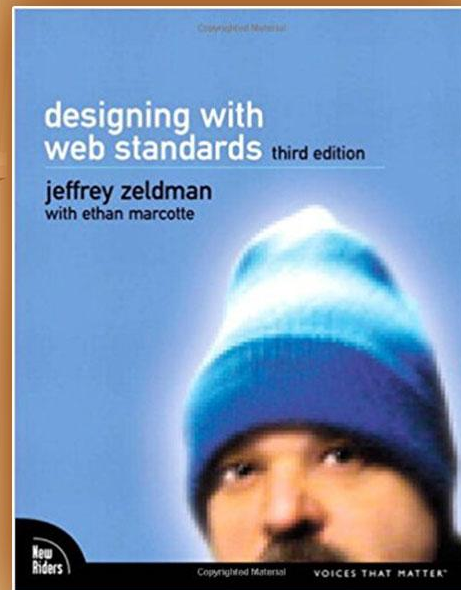
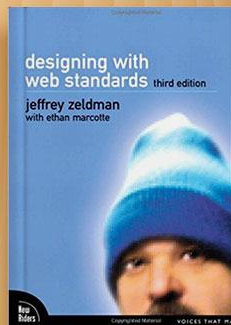
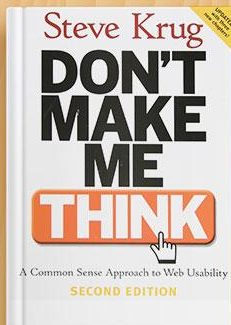
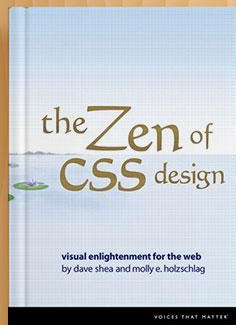




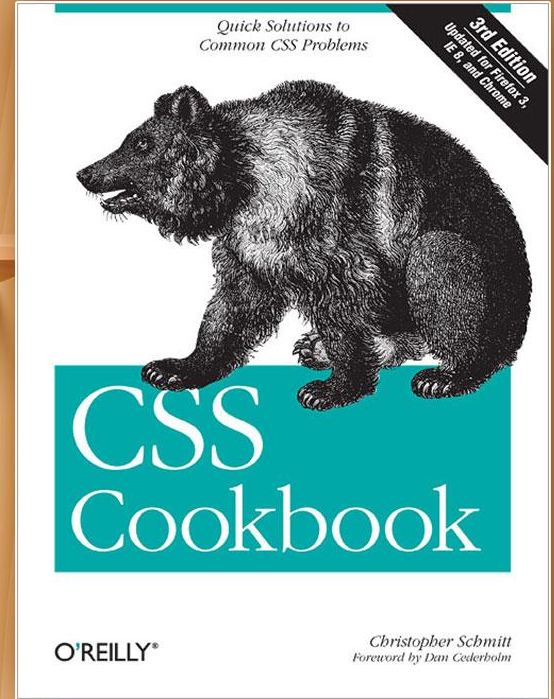
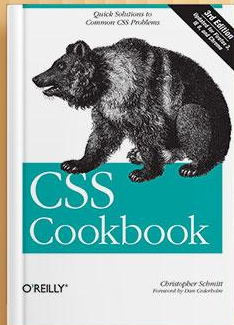
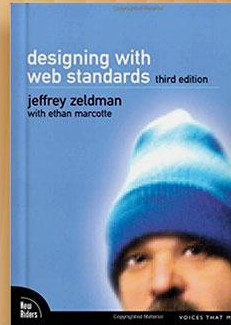
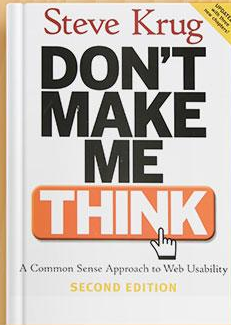
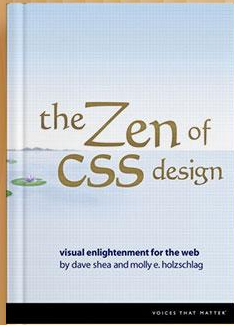




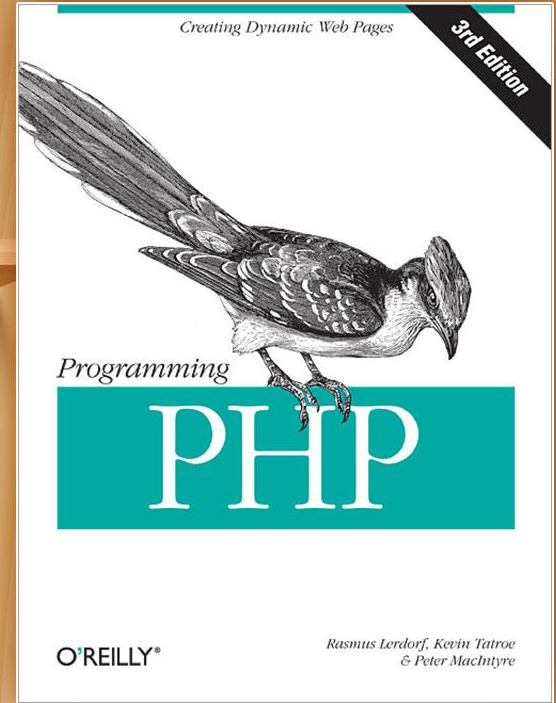
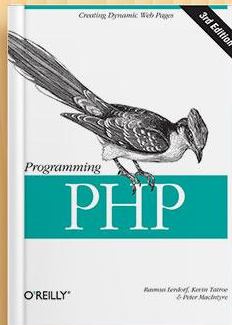
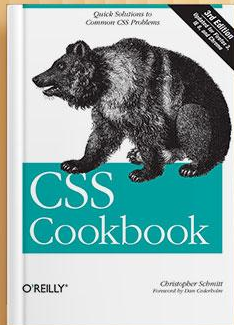
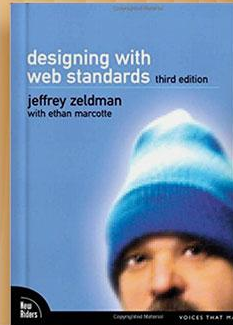
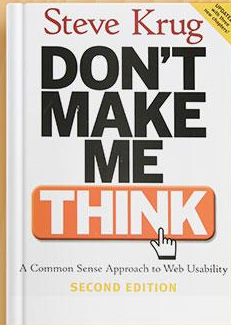
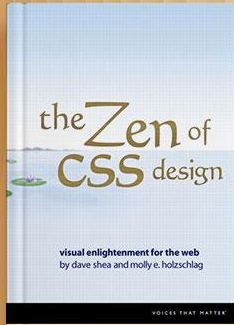
yith



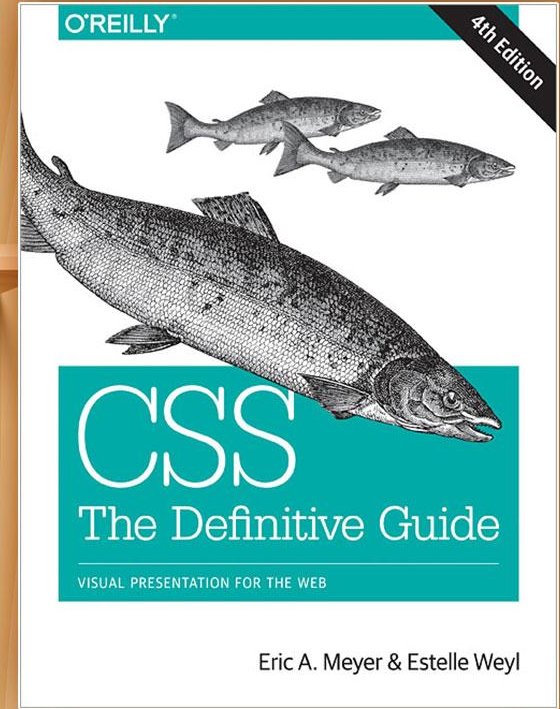
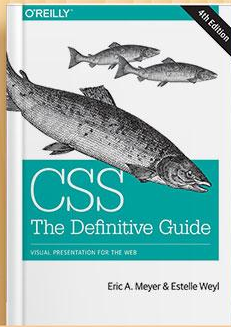
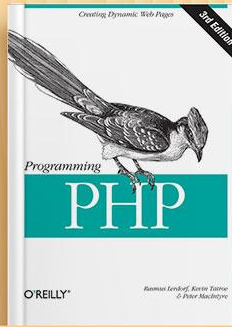
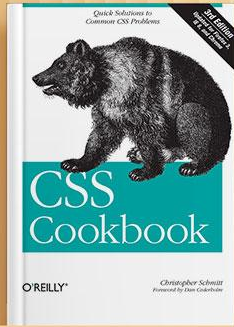
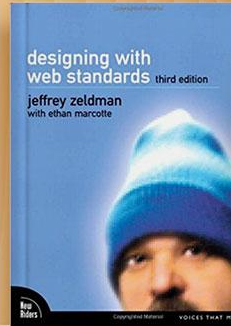
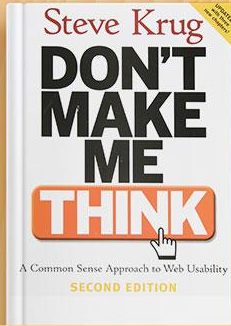
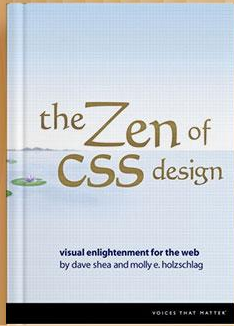
yith

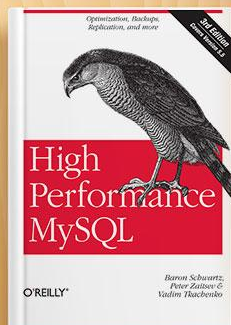
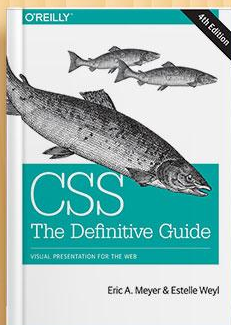
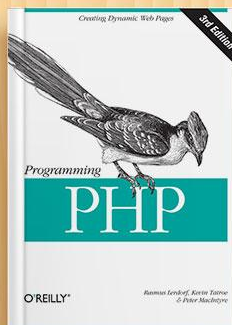
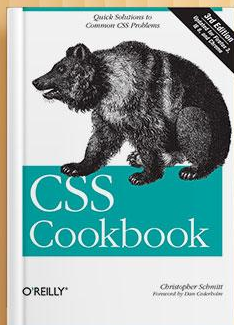
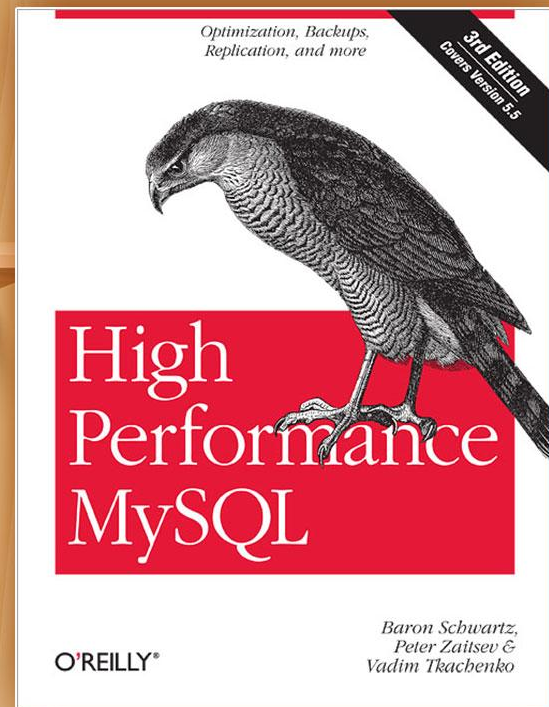
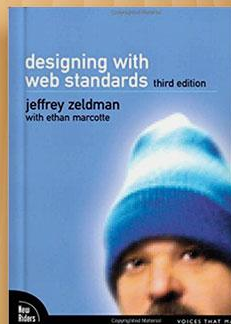
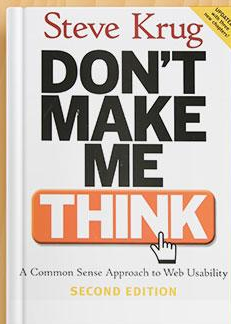
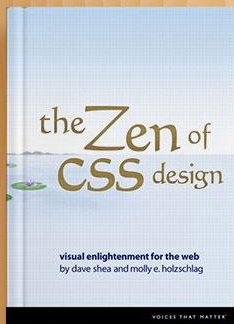


yith



yith



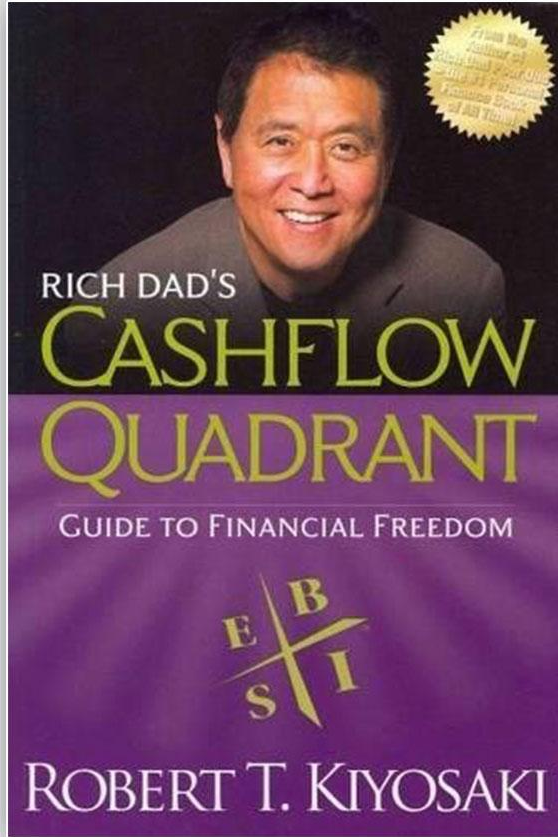
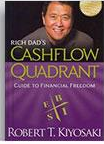


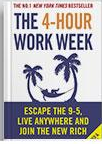
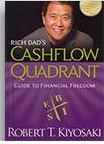
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FORMACIÓN Después del cambio de visión

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THE NO.1 *NEW YORK TIMES* BESTSELLER

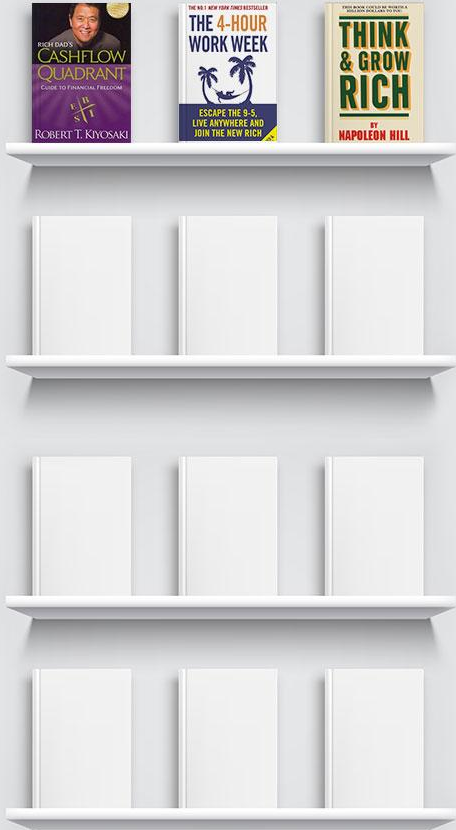
THE 4-HOUR WORK WEEK



ESCAPE THE 9-5,
LIVE ANYWHERE AND
JOIN THE NEW RICH

TIMOTHY FERRISS

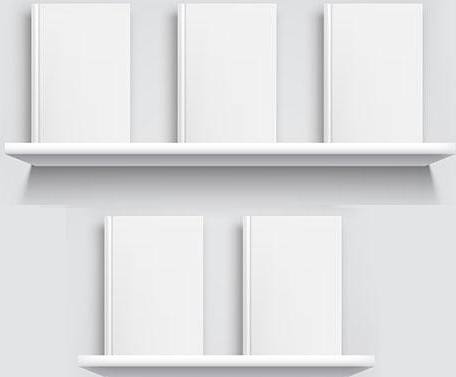
EXPANDED &
UPDATED

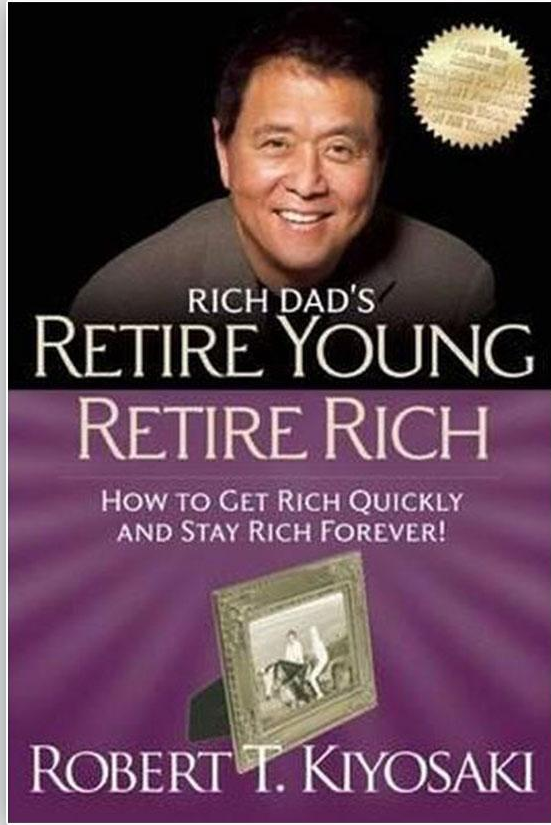
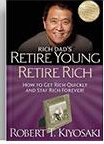
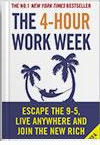
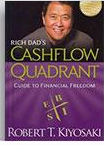


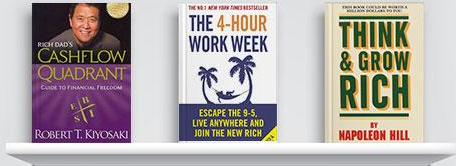
THIS BOOK COULD BE WORTH A MILLION DOLLARS TO YOU.

THINK & GROW RICH

BY
NAPOLEON HILL







#1 New York Times Bestseller

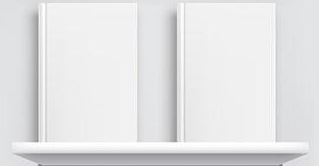
JEFFWALKER

CREATOR OF PRODUCT LAUNCH FORMULA



Launch


An Internet Millionaire's
Secret Formula
To Sell Almost Anything Online,
Build A Business You Love, And
Live The Life Of Your Dreams





A 2010 INC. BEST BOOK FOR BUSINESS OWNERS

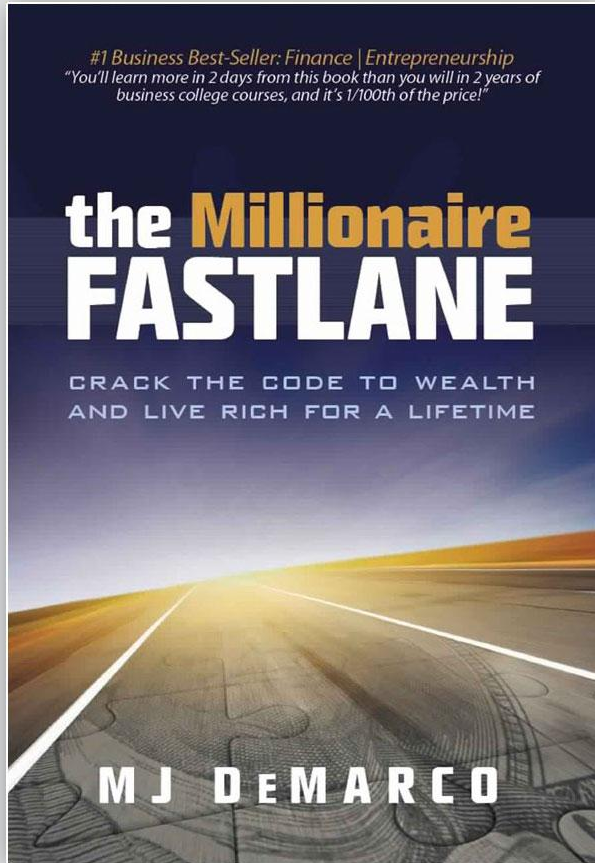
BUILT TO SELL

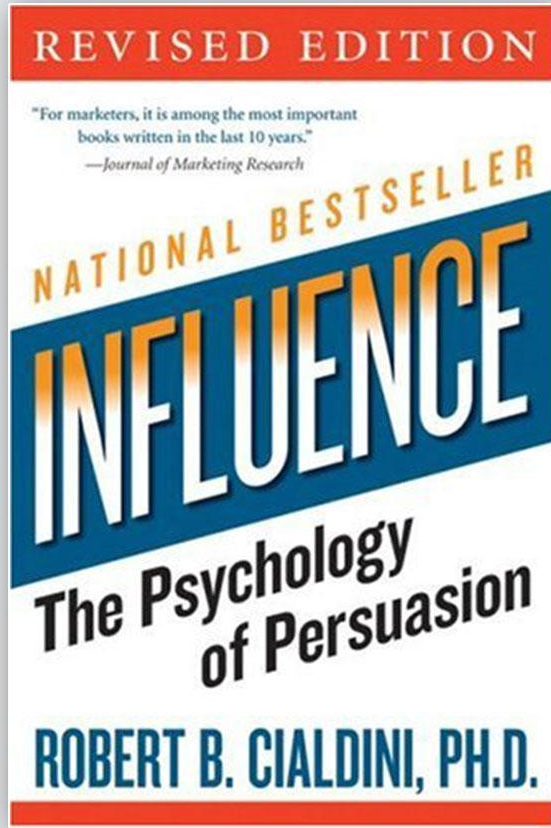
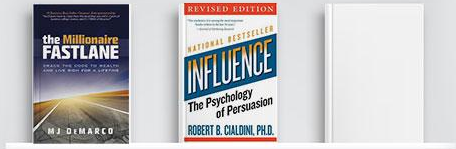


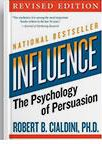
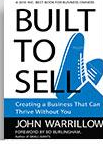
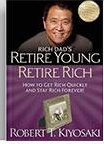
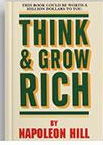
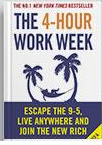
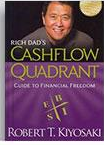
Creating a Business That Can Thrive Without You

JOHN WARRILLOW
FOREWORD BY BO BURLINGHAM,
Author of SMALL GIANTS



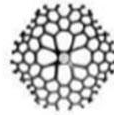






NEURO Web Design

What makes them *click*?



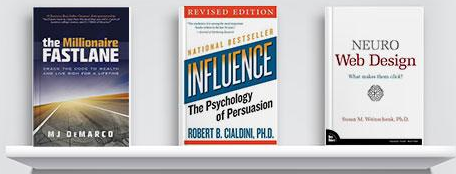
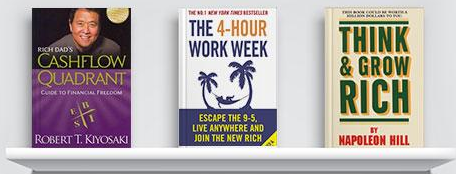
Susan M. Weinschenk, Ph.D.

New
Riders

VOICES THAT MATTER™



yithemes.com



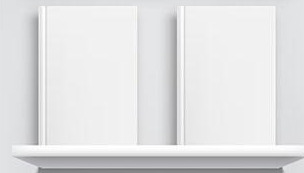
Purple COW

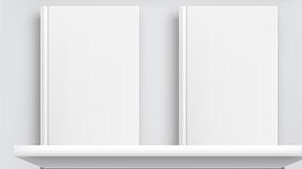
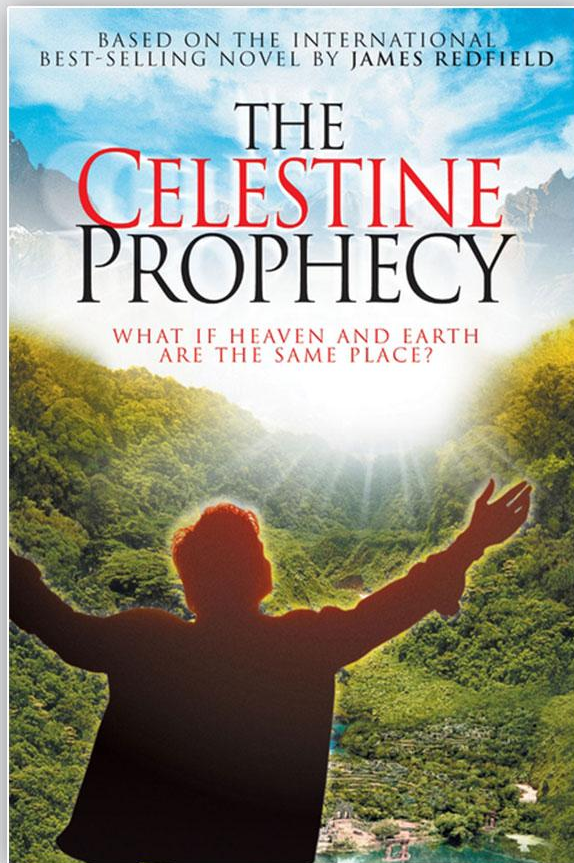
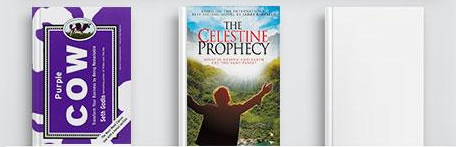
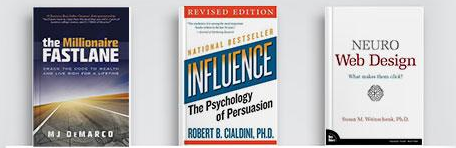
Transform Your Business by Being Remarkable

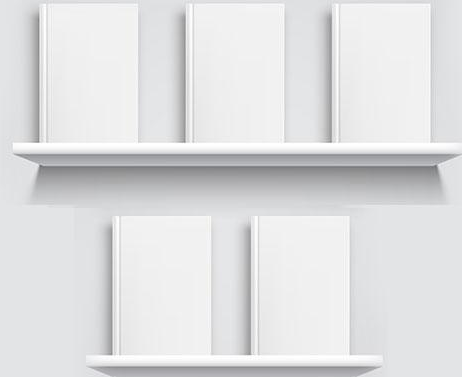
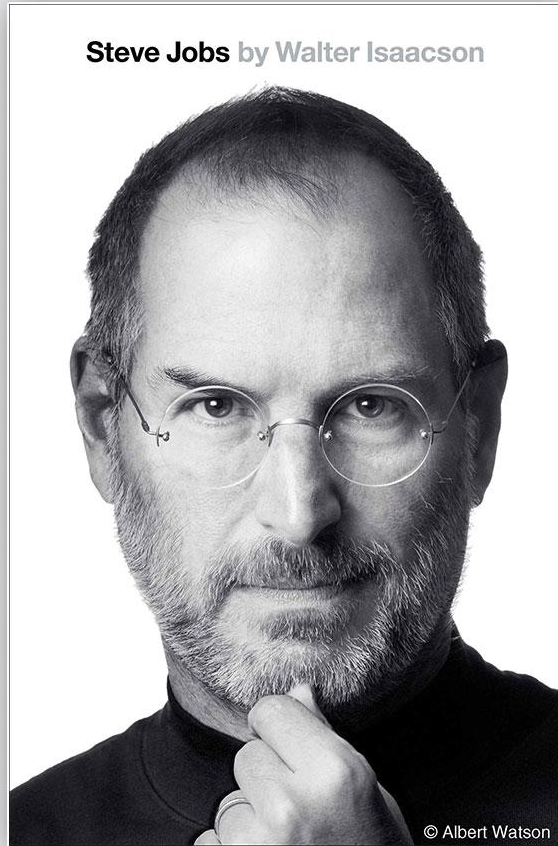
Seth Godin bestselling author of *Tribes* and *The Dip*

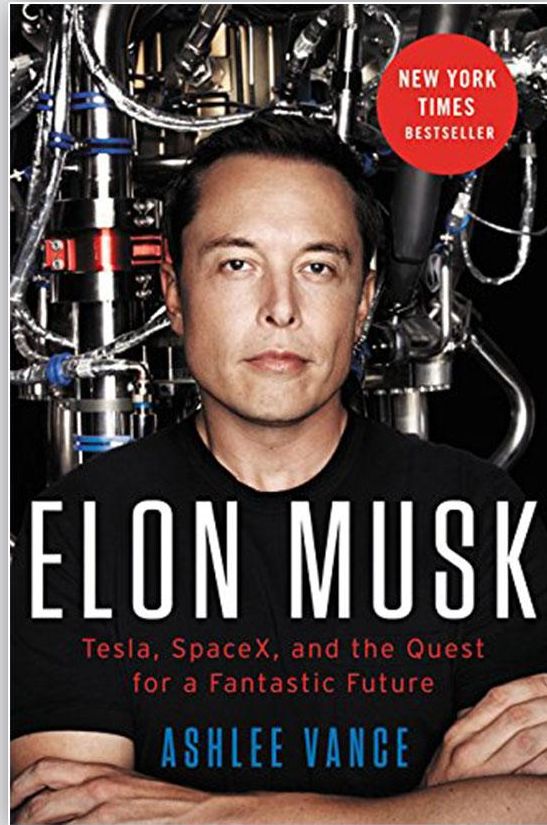
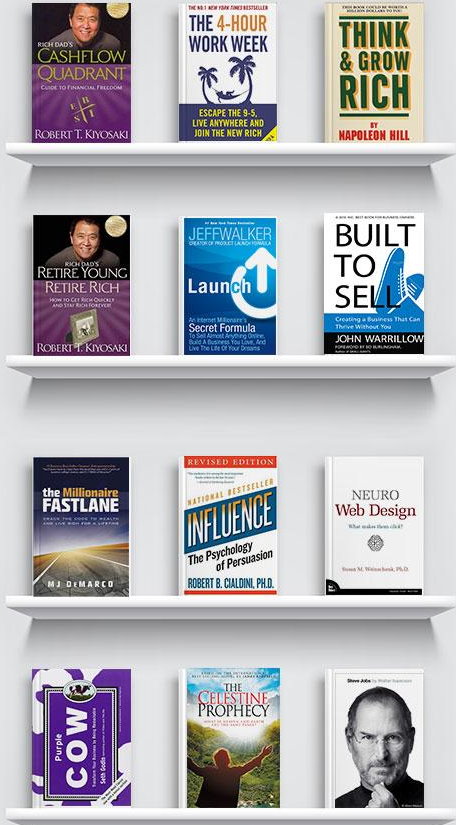
"America's greatest marketer." —American Way Magazine

The Must-Read Classic now with a bonus section

The book cover features a purple background with white cow spots. At the top, a black and white cow stands in a green field, enclosed in a white oval that is part of a film strip border. The title 'Purple COW' is written vertically in large white letters. Below the title, the subtitle and author's name are listed. A quote from American Way Magazine is on the right. At the bottom, a white banner contains the text 'The Must-Read Classic now with a bonus section'.





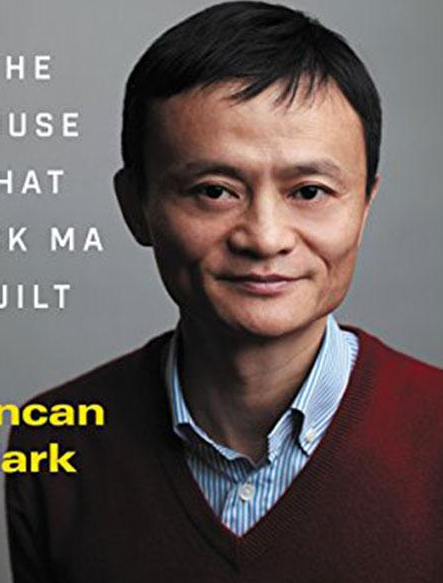




"The story of Alibaba's rise—along with Jack Ma's— offers a fascinating window onto China's staggering transformation. Duncan Clark tells the story with flair." —Wall Street Journal

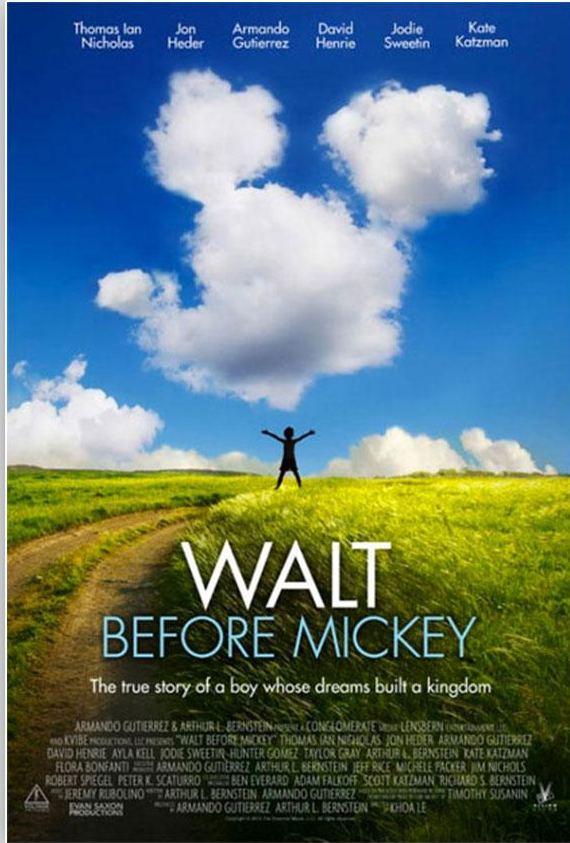
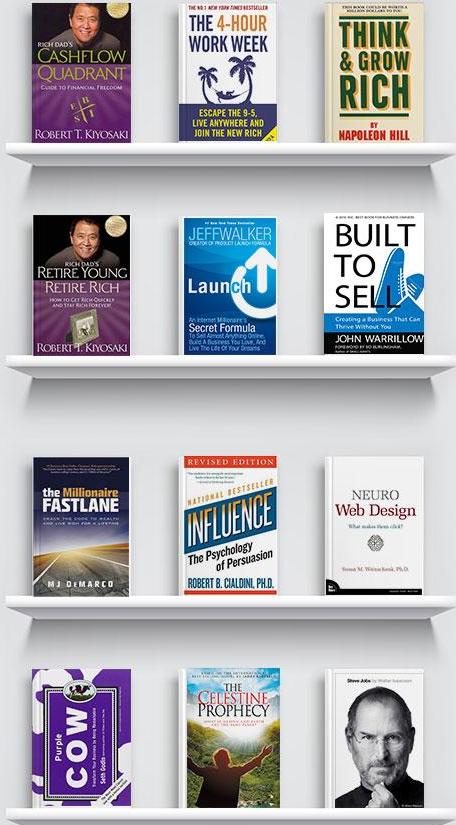
Alibaba

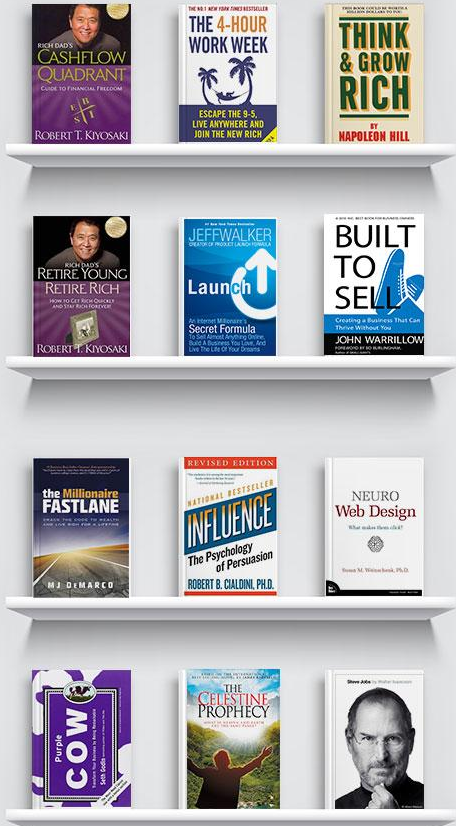
THE HOUSE THAT JACK MA BUILT



Duncan Clark







THE PERSONAL STORY BEHIND FOUNDER
RAY KROC'S AMAZING SUCCESS!

THE
TRUE STORY
BEHIND THE
MAJOR MOTION
PICTURE

The
Making
of
McDonald's®

Grinding It Out
Ray Kroc
with Robert Anderson





#1 *New York Times, Wall Street Journal*
and *USA Today* Bestseller

THINK RICH TO GET RICH!

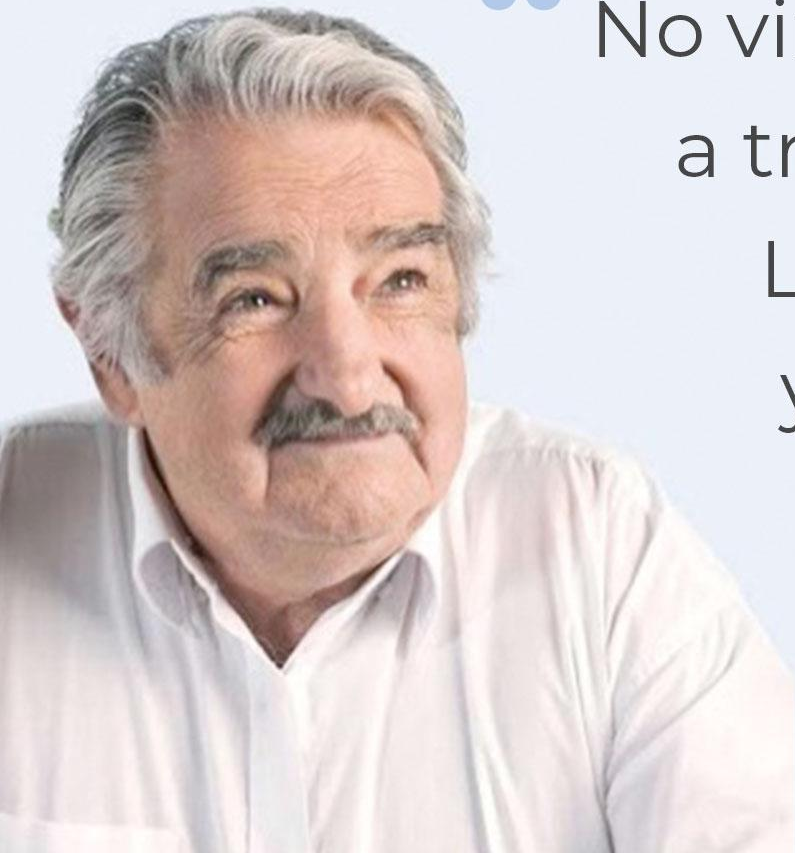
Secrets of the Millionaire Mind

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*Mastering
the Inner Game
of Wealth*

T. Harv Eker





“ No vinimos a este mundo solo a trabajar, **vinimos a vivir.**
La vida es **un milagro**
y **solo tenemos una.** ”

José Mujica