

SARAH LEAN

DEVREL FOR
BEGINNERS: WHAT
TO KNOW AND HOW
TO GET STARTED



DEVREL FOR BEGINNERS: WHAT TO KNOW AND HOW TO GET STARTED

Are you curious about Developer Relations (DevRel)? Do you want to start getting involved in the community? Are you wondering if it's just an organisation and career path only for developers?

This book will help give you an insight into what Developer Relations is from behind the scenes. Sharing experiences and advice from someone in the industry.

By

SARAH LEAN

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Dedicated to the people who love me for who I am.

WELCOME 🙌

Thank you so much for picking up a copy of **DevRel for Beginners: What to Know and How to Get Started**. I'm so glad you are here and supporting my e-book journey!

This book is my way of giving back to the IT community, of helping those that are interesting in getting into Developer Relations understand what it is about. Sharing experiences I have had over the last few years working within that side of the IT industry.

Developer Relations is one of those terms you might have heard mention on social media or even a conference and it sounds sweet right, getting paid to learn, teach, create content and potential travel. But what does it actual entitle, what does it mean for your career and what will your daily and yearly challenges be?

This book explores what Developer Relations is and what real purpose it has for the IT community as well as an organisation.

It also tackles the question about whether it's only for Developers!

And last but not least it tackles some practice advice on how to get started as an Advocate and things to

consider if you are looking to pursue it as a career path.

I hope you enjoy this book; it has been a wonderful experience trying to put my thoughts and experiences down on “paper”. I created this book to help so I would love to hear your thoughts and feedback. Just ping me an email or send me a message on Twitter.

Cheers!

-Sarah Lean

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CHAPTER 3. DO YOU HAVE TO BE A DEVELOPER TO WORK IN DEVELOPER RELATIONS?

The term Developer Relations or DevRel can be an alien one to anyone that is not a Developer. It can seem very exclusive.

For me, someone who has never considered themselves a developer. It has been hard working within a department, or industry that classes themselves as Developer Relations.

But it is getting better. People are starting to realise that even if Developer Relations was started to focus on the Developer Audience. There is so much more of an audience out there that needs love and attention.

Within an IT department, you will find a variety of job roles, Managers, Network Specialists, Infrastructure Specialists, Desktop Specialists, Security Specialists, Developers, Projects Managers and much more.

If your company is trying to convince IT departments to buy your product or tool, you need to think about the full conversation.

What questions or conversations should you be having with the Decisions Makers?

WHERE TO GO NEXT?

Congratulations on finishing the book! We've come a long way. We've covered off what Developer Relations is, what it isn't, metrics and how to get started.

Hopefully you can take what I have shared in this book with you and go deeper into each area, learning more and trying new things.

Good luck on your journey and please do keep me posted. I'd love to hear if this book helped spark your journey into Developer Relations as a career!

Thanks
- Sarah

ABOUT THE AUTHOR



Sarah Lean is a Senior Solutions Architect at Octopus Deploy. She is part of the community team representing and advocating on behalf of the Octopus community.

With a diverse career that spans over fifteen years, Sarah has been a part of every aspect of the IT world. She began at the start of the industry, working hard at the small jobs until she earned her way to her current position. With determination, Sarah accomplished her goals, getting things done in a timely, intelligent way. This led her to see things on a bigger scope as her passion for technology deepened.

Born and raised on a dairy farm in Scotland, Sarah holds true to her heritage by embracing the natural world through her appreciation for technology. For Sarah, technology is a way to see life as it grows and adapts, ever-changing, just like the natural world of farming.

Sarah is proud to give back to her community. As a STEM Ambassador, Sarah helps others learn how IT can impact and change their lives for the better. Most

specifically, she enjoys teaching the next generation of young women how they too can rise in a male-oriented field and succeed in their own careers. Sarah also founded the [Glasgow Azure User Group](#), a community collective who meets bimonthly to network and discuss the latest in technology.

Sarah's enthusiasm in the field of technology has given her the opportunity to speak at public events, most notably, Microsoft Ignite.

You can follow Sarah's blog posts at:

<https://www.techielass.com>

Or connect with her on Twitter

<https://www.twitter.com/techielass>