

Introducing Micro Themes Transcript

[Thematic] In this video I'm going to introduce Micro Themes and talk about why they are a good thing for frontend designers and WordPress users alike. If you haven't watched the "Introducing Microthemer" video yet, I suggest you do so first.

So what is a Micro Theme? A Micro Theme is simply an alternative skin for a regular WordPress theme. To illustrate [\[go to Manage Themes tab\]](#) let's activate this Micro Theme for Thematic [\[click link for Headline\]](#). Now if we go back to our site and refresh the page [\[do so\]](#) we can see the effect of the Micro Theme.

Micro Themes are essentially alternative stylesheets created using Microthemer. Here's how it works:

1. [\[go to Themeover tab > go to repo page > download blank thematic\]](#) A CSS artist selects a blank slate theme from Themeover's repository. In this case, a Blank slate theme for Thematic.
2. They install the Blank Slate Theme [\[install zip\]](#) and then use the Microthemer UI to override or add to the parent theme's CSS [make body black in visual editor view].
3. [\[switch to finished theme in visual editing view\]](#) When the designer is happy with their micro theme, [\[close iframe > export as Headline\]](#) they export their settings [\[hide message > go to Mange page\]](#), add some meta information [\[expand and write "theme description etc"\]](#), compress their theme into a zip package [\[close meta > click export as zip > download\]](#), and then upload it to Themeover's marketplace [\[click sell themes button > submit theme\]](#), where it can be purchased for \$15 [\[go to home page\]](#).
4. Micro Theme Authors receive 40% commission on Themes sold on the Themeover marketplace.

Power Point Presentation

[\[slide 1\]](#) So why should designers author Micro Themes? [\[slide 2\]](#) 40% of \$15 doesn't seem like much. [\[slide 3\]](#) Themes on Theme forest go for about \$35. True. [\[slide 4\]](#) But consider how long it takes to create a Micro Theme compared to how long it takes to create a regular WordPress theme. [\[slide 5\]](#) Also, aren't we talking about frontend designers here? Many of the best frontend designers [\[slide 6\]](#) leave programming to the programmers? And regular WordPress themes require programming. [\[slide 7\]](#) In this respect, Micro Themes open doors that were previously closed to designers. Now, designers can package their frontend design skills into saleable digital products that will earn them money while they sleep.

[\[slide 8\]](#) So it's clear that Micro Themes are great news for frontend designers, but why should WordPress users buy Micro Themes? [\[slide 9\]](#) It all comes down to the Microthemer UI. [\[slide 10\]](#) Because Theme authors *create* their Micro Themes using the Microthemer UI, as opposed writing code, [\[slide 11\]](#) WordPress users can *edit* Micro Themes using the Microthemer UI. With Micro Themes, WordPress users get the best of both worlds. [\[slide 12\]](#) They get a professionally designed theme *as well as* an unprecedented ability to make the theme their own [\[slide 13\]](#). In this regard, Micro Themes serve as an excellent starting point for WordPress users looking to channel their own creativity.