Is your awesome open source project not catching on?

Does your project have a mission statement?

Yes

No

Can you recite it from memory?

Yes

No

Is it 20 words or less?

Yes

No

Do people grasp it instantly?

Yes

No

You have a positioning problem

If you can’t clearly articulate why someone in your target community should care about your project, let alone contribute to its success, it won’t get traction even if it’s awesome.

You have some other problem

There are other reasons a project might not catch on. Maybe the pain it solves doesn’t hurt enough. Maybe you don’t tell anyone about it so the target users don’t know it exists.