

# You Can't (ever) Know Everything:

But if you try sometimes, you  
just might find you can get the  
support that you need.....

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- Who works with Windows?
- Who is a member of ACN?
- Individuals? Small biz? Enterprise?



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- Like to talk and network
- Written articles and spoken at conferences (who cares? We'll answer that....)

# How Did I Get here?

- Topics then speakers. Or the other way around....
- This is important because.....
- In the case of this particular topic....



# The Bullets

- Organizations to join for community and support
- Where to go to learn
- Where and why to teach
- Building a support structure
- Publications and online resources





## Building a Support Structure





Organizations to join  
for community  
support

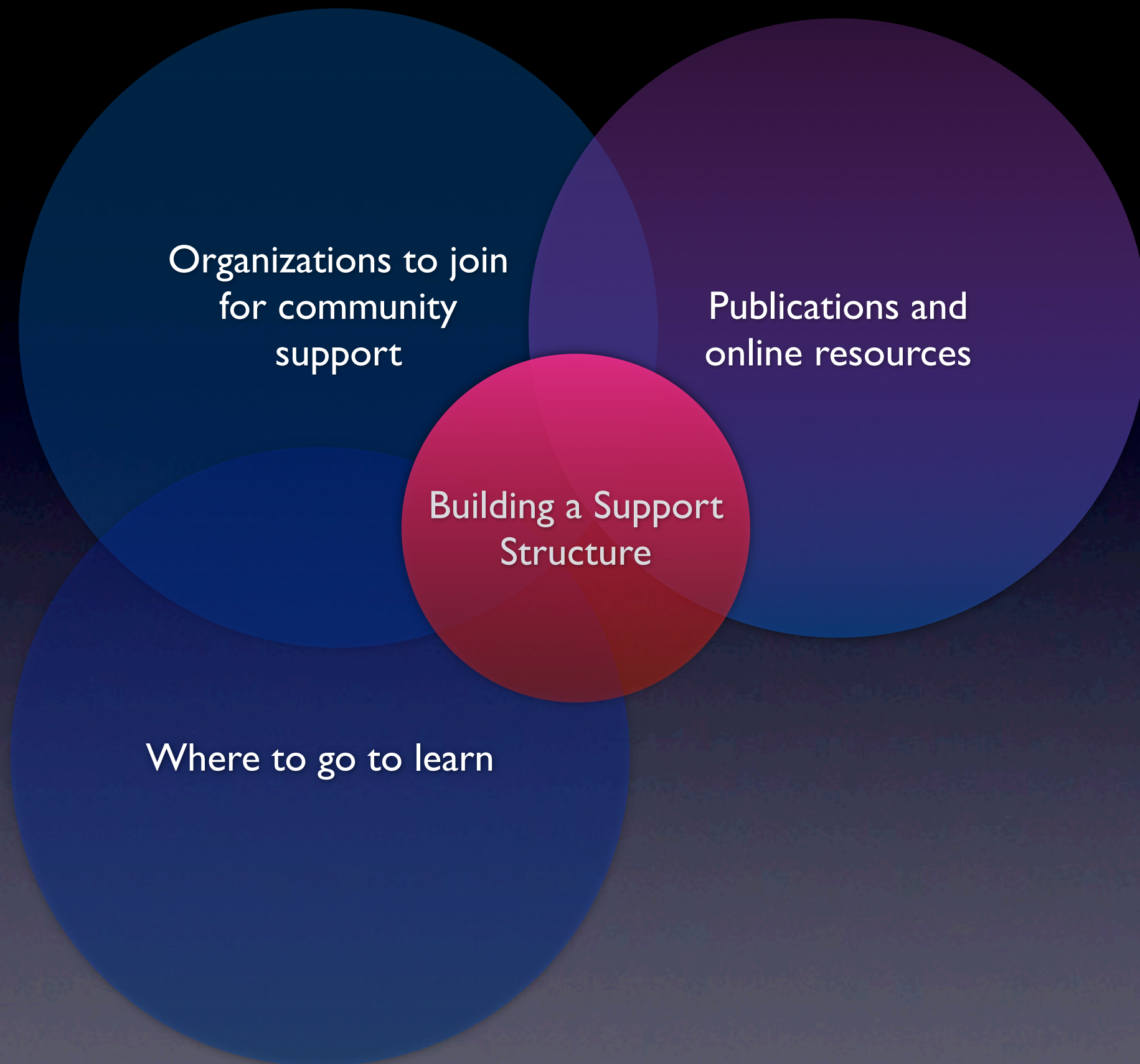
Building a Support  
Structure



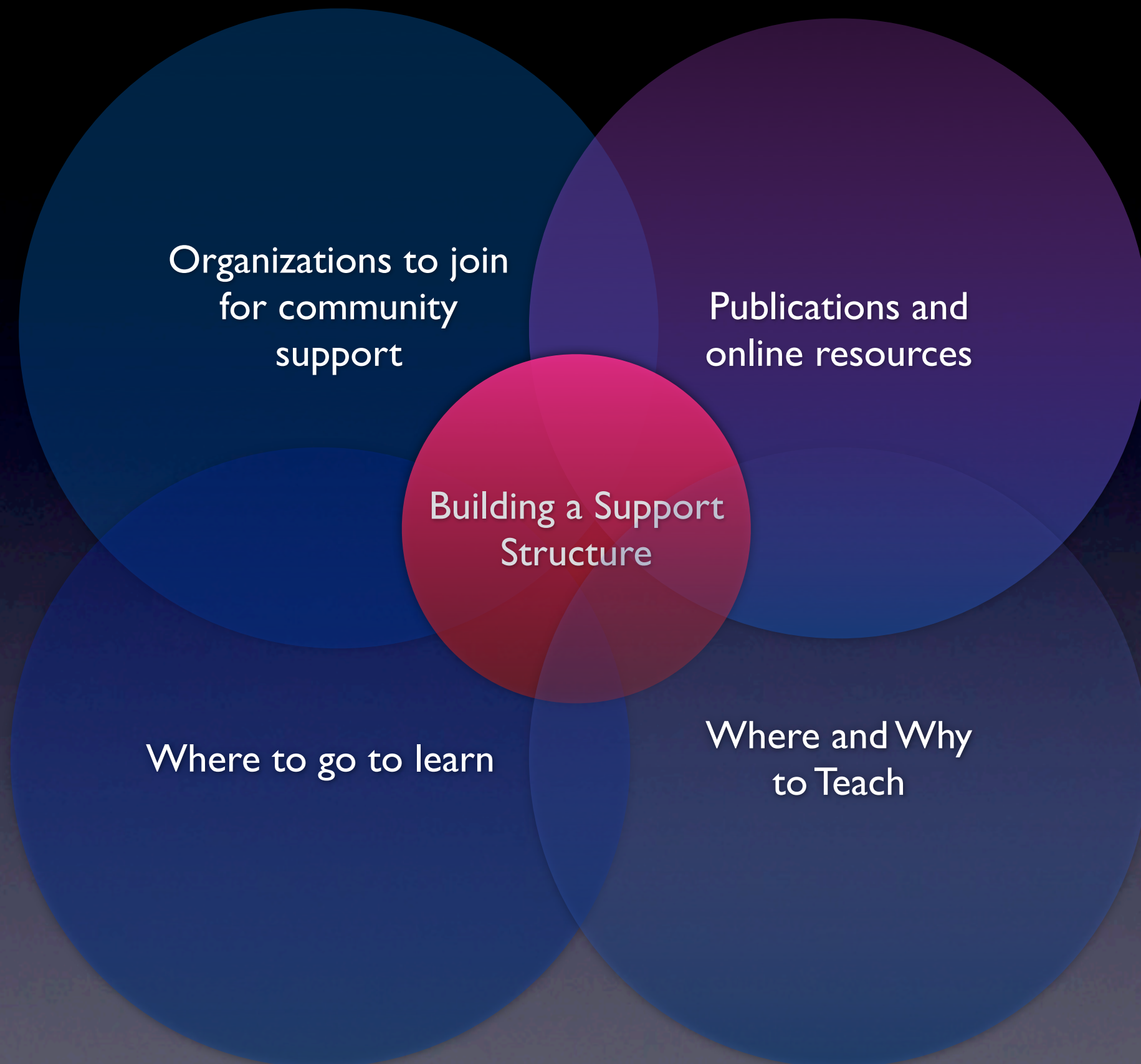
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Where to go to learn







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- Think, Plan, Execute.



# Don't Do What I Did

- It takes planning.
  - Do you know what you want to do?
  - What service do you want to provide?
- Think, Plan, Execute.
- Save yourself some pain.

# Start with the Foundation

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- Read:



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- Read:
  - The E-Myth By Gerber

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  - 7 Habits of Highly Successful People by Covey
  - Every book on Customer Service you can

# Piet Hein says:

Wisdom is the booby prize given  
when you've been unwise.



# Peter Linde says:

With your vision in mind, you can focus your efforts to build a support structure around the goals you've defined.

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- Some (probable ) no brainers:
  - Apple Consultants Network
  - Apple Developer Connection

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- How about:



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  - Microsoft Partner Program

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  - Local MUGs

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- How about:
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  - Local MUGs
  - Vendor Partner Programs



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  - Microsoft Partner Program
  - Local MUGs
  - Vendor Partner Programs
  - EO, BNI, SF Execs, Chamber

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  - Magazines. Anyone heard of MacTech?

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  - Books!

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- Leads/opportunities

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- Credibility
- Fun
- Leads/opportunities
- You might learn something



# Teaching - Where?

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- Local Colleges

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- Apple Stores



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- Conferences

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- Local Colleges
- Apple Stores
- Senior Centers
- Conferences
- Your office or local library



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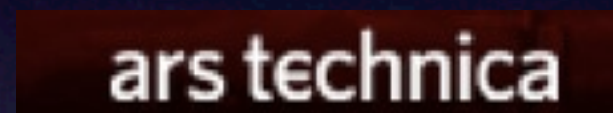
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- Never say, “No” for your clients
- Include warranties and support contracts
- Design bullet-proof backup systems



# Online Resources





# Useful Online Tools

- [www.dslreports.com/tools](http://www.dslreports.com/tools)
- [www.mxtoolbox.com](http://www.mxtoolbox.com)
- [www.mydnstools.info](http://www.mydnstools.info)
- [www.ipchicken.com](http://www.ipchicken.com)
- [www.ifixit.com](http://www.ifixit.com)
- <http://www.yougetsignal.com/>
- Use your advanced google-fu to find more

# Q&A

[peter@lindegroupp.com](mailto:peter@lindegroupp.com)

The logo for Linde Group features the company name in white, bold, sans-serif font, centered within a large, teal-colored gear-like shape. This central shape is composed of several interlocking gear segments. Four smaller, solid teal squares are positioned around the central gear: one at the top right, one at the bottom right, one at the bottom left, and one at the top left.

**Linde Group**

Technology ■ Strategy ■ Integrity



# Most of Sites Mentioned

- How can this not start with google?
- [www.apple.com/support](http://www.apple.com/support)
- [www.mactech.com](http://www.mactech.com)
- [www.afp548.com](http://www.afp548.com)
- [www.macfixit.com](http://www.macfixit.com)
- [www.macintouch.com](http://www.macintouch.com)
- [krypted.com/](http://krypted.com/)
- [www.petri.co.il](http://www.petri.co.il) (great Windows site)
- [discussions.apple.com/index.jspa](http://discussions.apple.com/index.jspa)
- [www.experts-exchange.com/](http://www.experts-exchange.com/) (pay site)
- [www.dslreports.com/tools](http://www.dslreports.com/tools)
- [www.mxtoolbox.com](http://www.mxtoolbox.com)
- [www.mydnstools.info](http://www.mydnstools.info)
- [www.ipchicken.com](http://www.ipchicken.com)
- [www.ifixit.com](http://www.ifixit.com)
- [www.yougetsignal.com](http://www.yougetsignal.com)
- [www.everymac.com](http://www.everymac.com)
- [www.sba.gov/ca/sf](http://www.sba.gov/ca/sf)
- [www.daringfireball.net](http://www.daringfireball.net)
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