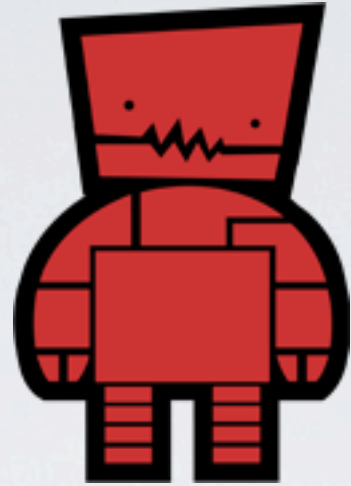


YOU CAN'T KNOW EVERYTHING

Getting the support you need.

# YOU CAN'T KNOW EVERYTHING

Presented by Nathan Toups



rojoroboto

bootcamp hash:

**#mtbootcamp**

session hash:

**#ycke**

speaker:

**@rojoroboto**



**So, you can't know everything.**  
(and that is a good thing)

why?

Because the seeking support encourages:

**Personal Growth**

**Professional Interaction**

**Exposure to New Opportunities**



Planning  
Building  
Deus Ex Machina

# Planning The Foundation



## **The some questions for planning:**

What sort of answers do you need to find?

How quickly do you need answers?

Where is the low hanging fruit?

What do you wish you knew?

Where are the “cool kids” hanging out?

## **Building your support infrastructure.**

search jujitsu

online communities

print/digital publications

professional organizations

commercial support

teach & publish



# Extending the basic search skills in google

phrase

“keep Austin weird”

site specific

ACSA **site:**apple.com

exclude

Rebecca Black -Friday

fill in the blanks

MacTech \* Camp

exact words

iPad+2

<http://www.google.com/support/websearch/bin/answer.py?answer=136861>



# Online Communities (some examples)

Mailing Lists

Forums

Social Media

# Print/Digital Publications

Books

Magazines

Blogs

Wikis

## Resources

- MacTech Magazine and mactech.com
- Apple KB articles
- krypted.com
- MacEnterprise.org
- Experts Exchange (premium account)
- Slashdot
- afp548.com
- MacFixIt
- ars technica
- TUAW (the unofficial apple webblog)
- Apple Discussions
- OSXFAQ.com
- Mac OS X Hints
- Petri IT Knowledge base
- Lynda.com
- Google
- Books:
  - Apress
  - PeachPit
  - O'Reilly Media
- Mailing Lists:
  - macenterprise.org
  - mac-mgrs.org
  - ACN lists
- Online Communities:
  - Quora
  - LinkedIn
  - Facebook
  - Twitter



## **Professional Organizations**

Apple Consultants Network

Vendor Partner Programs

Local User Groups

Local Business Groups

**Commercial Support**  
Best Practices Solutions  
A Phone Number  
Service Level Agreement

teach & publish



## Why teach and/or publish?

- You gain credibility
- It is (actually) fun
- It opens new opportunities.
- It promotes clarity of thought.
- It helps you hone your searching skills
- You will become smarter.

Deus Ex Machina  
(embracing the void)

Deus Ex Machina  
(embracing randomness)



## How to increasing your odds of Deus Ex Machina

- Use StumbleUpon
- Give yourself permission to “just play”
- Start Conversations with strangers
- Get out of the work/home continuum
- Volunteer in the community

# Keeping track of your discoveries

Bookmark syncing

Evernote

Wiki

Google Docs





@rojoroboto

Q & A