

You Can't (ever) Know Everything....

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

Who are you?

- How many from outside the LA area?
- How many sole proprietors?
- How many want to grow a business?
- Who works with Windows?
- Who is a member of ACN?
- Individuals? Small biz? Enterprise?
- Who backed up their data yesterday?

Who is This Guy?

- Started consulting in 1989. Hired employees in 1994.
- Grew a company with 20 employees
- 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



Experience+Network+Planning=Support

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 a Foundation

Read:

- Building a Great Business by Weinzwieg
- The E-Myth By Gerber
- One Page Business Plan by Horan
- Getting Things Done by Allen
- 7 Habits of Highly Successful People by Covey

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.

Organizations to Join

There are soooooo many. Your focus will drive your choices & time investments

Some (probable) no brainers:

- Apple Consultants Network
- Apple Developer Connection

Less Obvious....

How about:

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

Where to Go to Learn

For Tech Stuff:

- The internets (advanced Google operators: +,-,"")
- Books (Peachpit, etc.)
- Colleagues and competitors
- macenterprise.org and mac-mrgs.org
- Magazines. Anyone heard of MacTech?

There's more than Tech

- Small Business Administration
- Online & Print Business Magazines
 - Inc., Fast Company, HBR
 - Books!
 - iTunes University/Podcasts

Teaching - Why?

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

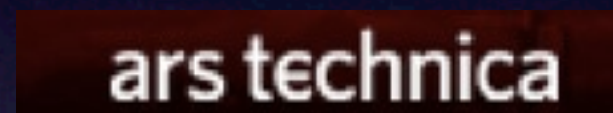
Teaching - Where?

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

Support: Bake it in

- It starts with avoiding problems
- 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
- www.mxtoolbox.com
- www.mydnstools.info
- www.ipchicken.com
- www.ifixit.com
- <http://www.yougetsignal.com/>
- Use your advanced google-fu to find more

Q&A

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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. Surrounding this central element are five smaller, solid teal squares: one at the top right, one at the bottom right, one at the bottom left, one at the top left, and one at the top center.

Linde Group

Technology ■ Strategy ■ Integrity

Most of Sites Mentioned

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