

You Can't Know Everything: Getting the Support You Need

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Who Are you?

How many are from outside the New York Metro area?

How many sole proprietors?

How many want to grow a business

Who is a member of the ACN?

Who's focus is Small Business, Enterprise,

Consumer?



Has this ever happened to you?

Your job is off to a fantastic start. You are fantastically prepared, yet as so frequently happens, you run into a snag right in the middle of the job.

Something you've never seen before and have no idea how to solve. You feel that knot in your throat that sinking sensation in the pit of your stomach.

Where do you turn for help? Where can you find answers to those last minute, on site, make or break questions that can be the difference between success or failure?

We show you our favorite places to find those answers, and how to express your searches in the most search engine efficient language.



Nathan Toups says

This is Good Because

Seeking support encourages

- Personal Growth
- Professional Interactions
- Exposure to New Opportunities



You Can't Know Everything

tips from Ben Greiner

It's not necessary to know everything
So stop trying

Don't work alone (even if you do).

Document your stuff.

Don't be a Cowboy



Ben says

You Can't Know Everything

Take The Oath!

I [your name], reluctantly swear
that I do NOT know everything
and accept the fact that
knowing everything is unattainable



remember:

Customer Support
Trumps
Knowledge
Every Time



Build a Support Structure

“Being Fantastically Prepared”

Foundations

- Business Planning
- “The E-Myth” by Gerber
- “One Page Business Plan” by Horan
- “Getting Things Done” by Allen
- “7 Habits of Highly Successful People” by Covey



Building a Support Structure

“Being Fantastically Prepared”

- Organizations
- Publications and online resources
- Teach
- Learn



Organizations

- ACN - Apple Consultants Network
- ADC - Apple Developer Connection
- MUGs - Macintosh User Groups
- Vendor Partner Programs
- Microsoft Partner Program



Publications

- MacTech (of course!)
- Mac|Life (used to be MacAddict)
- MacWorld and MacWorld UK
- MacTribe
- MacDirectory
- Take Control eBooks



Teaching - Why?

- Credibility
- Fun
- Leads and opportunity
- Learning experience



Teaching - Where?

- Local Colleges
- Apple Stores
- Senior Centers
- Local schools Conferences
- Own office/local library
- Write articles online or print

Apple Technical Topics

- Knowledge Base can be your friend
- Register and use Apple Community (Discussions)
- Apple Sales Web

Apple Technical Topics

- Colleagues and competitors
- Mailing lists
- Magazines

Search Skills

- Use Boolean operators [AND, OR, “”]
- Site specific Google search ??? site:apple.com
- Don't forget wild cards - *



Online Resources

- MacTech Magazine and mactech.com
- Krypted.com
- MacWindows.com
- Experts Exchange (but it's for pay)
- Slashdot discussion (noise level high)



Online Resources

- AFP548.com
- [MacFixIt](http://MacFixIt.com)
- [ars technica](http://ars.technica.com)
- [Apple Discussions](http://apple.discussions.com)
- OSXFAQ.com
- [Petri IT Knowledgebase](http://Petri.IT)



Useful Online Tools

- www.dslreports.com/tools

- www.mxtoolbox.com

- www.mydnstools.info

- www.ipchicken.com

- www.ifixit.com

- www.yougetsignal.com



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

