



Lesson #47

# In Conclusion

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## ***Congratulations!***

First of all, congratulations! I personally know and understand it is not easy to stick to the lessons for so long. Many people drop out after a while, some may stay in the course but stop reading and working on the lessons.

Maybe you are one of those but whatever happened, you made it to this final lesson and that says a lot about you. You deserve a pat on the back and you should reward yourself. Go ahead, splurge on a meal out this week or treat yourself to a small purchase, forbidden food.

## ***Last Thoughts***

In the past year, if you have already started your business, you probably learned a lot that isn't covered in these lessons. That's great!

If you have yet to start the business, start it now. There's no better time than now. I don't care what the economic situation is. Good or bad, to start a business, especially one like this business with low to no overheads, there's only one – NOW.

There will be a lot more things to come that is not and cannot ever be covered in these lessons. Extensive as they are, things change, WordPress gets updated, the blogging scene changes, the Internet changes. Who knows there might be a new platform coming up.

That's why it's important to stay abreast of what's going on, important to learn new things, find new solutions.

Sometimes you will also come across tips, ideas, code snippets that you know will be helpful sometime in the future but not right now. Always, always, always save those! Bookmark or keep a snippet of those codes. I can't tell you how often I've failed to do so for one reason or another and when I really need it, can't find it.

But how? There's so much information out there. In lesson 72, I touched on Evernote.

My magic tool is Evernote. Sometimes you find information in the most unlikely places. In a magazine at the doctor's office, at a meeting or meetup with other designers. While you're relaxed and away from the computer, ideas popup.

I love Evernote for this because I can clip information from the web, capture information from anywhere. I have it installed on the computer, the laptop and phone which is a huge lifesaver. The phone in particular.

The best thing about Evernote, it supports a lot of operating systems and phones. It works on Macs, Windows, iPhone, Blackberry, Palm and Windows Mobile. You can even clip notes and send it directly via email or send your notes via Twitter.

This is where I build my personal code snippet database. Kinda like building my own Codex.

## ***Be Aware Of Your Limits***

We all can't be everything to our clients. There will be times clients ask you things that you cannot deliver. Sometimes it's based on a choice. Maybe you've decided that you will not do the highly technical stuff.

Don't be afraid to sub-contract those out. You can choose to let the client know or you may choose to build it into your price.

It's OK to tell your clients that you don't do that and refer them to someone else. They'll respect you more.

## ***It's OK To Ask For Help***

Things change a lot. We can't learn everything there is to know. It's certainly OK to ask for help BUT ask in the right places. Don't, unless you know for certain that your clients will never, ever find you on social networks... Don't ask how do I do these questions on Twitter or Facebook.

It shows you are not the expert you claim to be. Clients will lose confidence in you.

When I started there was no social networks. My best friend was and still is the search feature. Google, Bing, Yahoo! That's one but use the search features on WordPress.org, or any designer support forum or blog. They really are your best friends.

Use the proper channels. If you have to ask, ask in the right forum like a developer's or designer's forum. Places where clients could find you but are highly unlikely. There's a difference!

Join mastermind groups where you can freely discuss and ask specific questions that is kept out of public view. This leads me to...

## **TechTrainingHall**

I've already mentioned this site several times in the past. This is a special project of mine, pretty dear to my heart. Too often, I find motivated designers and VA's thirsty for simple, easy to understand technical training.

My goal is build a huge resource of technical training materials that are useful for the newbie to the experienced. It is also my goal to provide continuous, extended WordPress training for members.

You're probably tired of me saying this by now but WordPress changes too fast. There's always something about it to learn, even myself am learning all the time. Inside TechTrainingHall, will be a perpetual WordPress learning center that goes through issues and techniques that cannot be covered in one course.

To me, WordPress is like a live animal so the resources for it should be live too. Even though we have covered a lot here – much more than I've ever covered in any product, there are still things I'd like to share. Like creating Admin themes.

But WordPress is not the only thing I'll cover although it would likely be the bulk. We will cover other things like aMember, Kayako and other web technologies. All stuff you can turn around sell as a service to your clients.

With that said, I'd like to extend a special invite to you. At time of writing, TechTrainingHall is not open yet, but we are taking pre-registrations, meaning if

you sign up for the announcement list, you will get a special discount when we open our doors.

All you have to do is visit <http://techtraininghall.com>, drop your name and email address in the subscription box. Do not forget to whitelist our domains techtraininghall.com and techbasedmarketing.com so you won't miss the important money saving email.

And with that. I bid you good luck and many success upon your Blog Evangelist business. I look forward to connecting with you again inside TechTrainingHall or at my site and blog, at [TechBasedMarketing.com](http://TechBasedMarketing.com) – I'll be so honored if you'd join my mailing list there too.

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