

Lift

Save Your Career

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Hola!

Thank you for listening.

The internet gives us real power: we can change the world. For the first time, “average” citizens can affect the world financially and socially.

We are seeing an explosion of new and profitable companies with revolutionary business models and ideas. For example, it’s possible we will see 200 person car companies in the near future:

(http://sethgodin.typepad.com/seths_blog/2009/03/index.html).

There’s a deep reason for this: the TV industrial complex is dead. Mass TV advertising and radio adverts don’t pay off anymore. News organizations are dying at faster pace now. Companies are hurting distinctly because of mismanagement and inefficient processes.

This might be bad news for the economy at large (for the short term), but great news for those paying attention and interested in innovation. As markets become more fractured and trust becoming more critical, transparent companies and people will be become more powerful in spreading remarkable products and ideas.

Thank you again for visiting!

Mike Freitag

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1. ABOUT ME

First - let me start off with a little bio.

I have been doing web design/development for about 12 years and in the last 7-8 years I have been doing consulting for software firms, most recently with PayPal and eBay.

I started in 1997 while I was the Marketing Director for a local credit union. They needed a web site and I volunteered to do it. I trained myself BASIC when I was younger on TRS 80 and thought I could pick it up easily.

I fell in love and never looked back. I should also note that I had no "formal" training and generally think most of it can be learned by getting your hands dirty and a willingness to make mistakes. The classes are to save you years of mistakes and give you the best techniques.

In addition to consulting projects, I have other successful projects under my belt, including real estate investments and software application products. I am committed to entrepreneurship, but believe the stuff I teach also applies to creating a successful career.

Why did I start this project?

True story... I was visiting a friend one evening for a couple beers. We were talking about the future and he shared his career fears. He had no degree and had a job with limited options. In addition, they recently had twins and were nervous about supporting the family.

I realized he could learn web development skills in his spare time and earn extra money. I knew, with successful projects and side work, he could get a great job in a growing field. Basically, I knew it provided a future.

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He was hesitant at first, thinking that he lacked the skills he needed to start. He eventually ignored those fears and began the journey. After one-on-one sessions, he built his own sites and picked up side work (and extra money!). Plus, he found he loved the work!

He now works for a successful company and enjoys success in the field.

I have been blessed with friends who have shared their vast knowledge. They have exposed me to the practices, habits and skills that brought their success. I want share to others.

I believe in empowering people. It's simply time to have the education to innovate and lift ourselves.

Bullying is fake power

You can change their behavior for a moment, only while you intimidate them, but as soon as you turn your back:

a. They will stab you

or

b. They will devise a plan to take you down

So you have limited power. It relies on you watching and monitoring their every move. Basically, it means you have no life or joy and prey on others.

It is a sad existence.

You win the battle, but lose the war.

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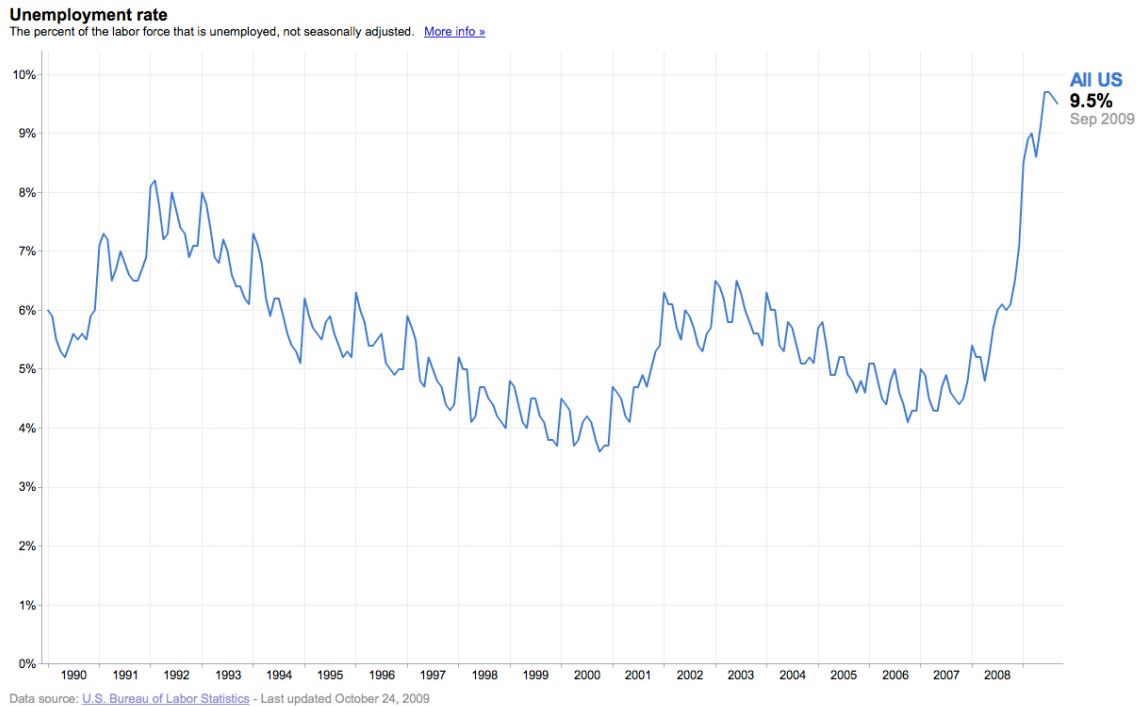
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2. THE SITUATION: STATE OF AFFAIRS

I firmly believe that we are living in a time of radical change. Our economy is shifting at a rapid pace. Jobs are moving to China, India and Eastern Europe where the routine can be done at a fraction of cost.

(see "[The World is Flat](#)", "[The Next 100 Years](#)" - great books, highly recommended)

We feel the discomfort in our jobs and companies. We cannot expect our companies to take care of us or keep us "safe".



Nor is it good to be scared and put our heads in the sand.

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Automation and abundance (Daniel Pink - "[A Whole New Mind](#)") has pushed us to reconnect to our right brain. It's no longer important or needed to memorize and retain raw data, computers can do that. It's no good to do routine work that can be outsourced or programmed. What cannot be programmed is:

- Empathy
- Story Telling
- Aesthetics and Design
- Feelings
- Pattern Recognition and Synthesis
- Architecture

If your job can be stripped to a list of instructions it is absolutely at risk. Create a software product that users love. If it's difficult to use, ugly or disconnected from their life, someone will create a better product for a fraction of the cost.

You have choices in this new environment:

1. Learn the automation skills that are in demand

"Teach yourself Java, HTML, Flash, PHP and SQL. Not a little, but mastery. [... I used the word mastery to distinguish it from 'familiarity' which is what you get from one of those Dummies type books...]"

- Seth Godin, "[Graduate school for unemployed college students](#)"

2. Become an amazing story teller and learn to engage customers

"How do we get people to act on our ideas? We tell stories. Firefighters naturally swap stories after every fire, and by doing so they multiply their experience; after years of hearing stories, they have a richer, more complete mental catalog of critical situations they might confront during a fire and the appropriate responses to those situations."

- Dan and Chip Heath, "[PRINCIPLE 6: STORIES](#)"

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3. Share empathy to grab the whole story about a customer

"What does it feel like to be old in America? At the Westminster Thurber Retirement Community here, Heather Ramirez summed it up in two words. 'Painful,' she said. 'Frustrating.'"

- NY Times, "[Simulating Age 85, With Lessons on Offering Care](#)"

4. Design joyful products that customers feel an emotional connection

- Apple, [Apple.com](#)

It's important that people gain the skills to remain competitive in this new economy. We teach the automation skills.

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3. THE BROWSER: THE NEW DESKTOP AND OPERATING SYSTEM

I am going to discuss what's happening, within the software world.

Some years ago, mid-90s, Netscape released the first true web browser and essentially brought the internet to life and to users everywhere. After its' release began "The Browser Wars". It was a fierce battle between Internet Explorer (IE) and Netscape. Technically, IE won that war as Netscape merged into AOL. It is pretty much dead now.

Like a phoenix, the Mozilla organization, who created Netscape, rose from the ashes to create Firefox, the first true competitor to IE. Now IE shares a large market share with Firefox.

In addition to Firefox, Apple created Safari and Google created Chrome.

So, it began, a new browser war.

There is a reason these successful companies are investing heavily into the browser market. The browser is the new desktop and it is where all software development is moving towards.

There are a ton of advantages to web based software (that's a whole different story). But, here are a few key reasons:

- Nothing to download
- Safe, secure, backed-up
- Access from anywhere
- Works on Mac, PC, Linux
- No "IT Guy" required
- Always up-to-date

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Up until about 6 years ago, web based applications were very limited in what they could offer. Everything was page turn based, meaning that users had to wait for full pages to download before they could perform new actions.

This basically resulted in a very slow interaction. It was not commercially viable to create "real" products on the web.

In mid-2000s, AJAX hit the scene and changed the game entirely. AJAX is simply: Asynchronous JavaScript And XML. In reality it was simply a way to interact with users in real time and it did not need a full page turn.

This was revolutionary. And it rekindled an entire new investment community. This phenomenon is generally called Web 2.0. Companies included in this arena are:

1. Facebook
2. Twitter
3. 37 Signals
4. My Space (only by virtue of it's social networking)

This leads to web based opportunities never seen before.

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4. PEOPLE ARE MAKING MONEY: SUCCESS STORIES

I am starting to see some recurring themes the longer I have been in this business. These are the lessons I want to share.

Some of the software companies are succeeding and growing and others are flailing. I am going to talk about three companies that most people have never heard of:

1. 37 Signals (<http://37signals.com>)

37 signals is a small team that creates web based project management software. They have over 3 million users (the size of Houston and Dallas combined). They charge between \$24/mo - \$149/mo and generate a ton of cash.

They take Fridays off and make no roadmaps for future releases. They offer their employees company credit cards to use for anything education related. Woodworking and sky diving are considered educational.

And, yet, most people have never heard of them.

How many people do you think it takes to run an organization at that size?

If you saw most software companies, you could say 500? 300? 100?

14. 14 people run this company.

"We believe

- Useful is forever. Bells and whistles wear off, but usefulness never does. We build useful software.
- Our customers are our investors. They fund our daily operations by paying for our products. We answer to them, not outside investors or the stock market.
- Clarity is king. Buzzwords, lingo, and sensationalized marketing-speak have

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no place at 37signals.

- Great service matters. We're known for fast, concise, and friendly customer service and support. We work hard to make sure we live up to that reputation every day.
- Contracts suck. No one likes being locked into something for a year or two or more. We never lock anyone in. Our customers can cancel at any time, no questions asked (and we never charge a setup or termination fee).
- Business software should be affordable. Some business software costs tens of thousands of dollars a year. That's obscene. Our products start at \$12/month and our most expensive plans are \$149/month for unlimited users.
- Software that requires training is failed software. Our products are intuitive. You'll pick them up in seconds or minutes, not hours, days or weeks. We don't sell you training because you don't need it.
- The basics are beautiful. We'll never overlook what really matters: The basics. Great service, ease of use, honest pricing, and respect for our customer's time, money, and trust."

<http://37signals.com/about>

You can also read their free book, "Getting Real", at <http://gettingreal.37signals.com/>.

2. Air BNB (<http://airbnb.com>)

"Our story begins with the 'ah-ha!' moment

It all started way back in October of 2007. It was a good time in San Francisco. The sun was shining. The tourists were out. And a design conference was in the works--a big one. There was just one problem: all the hotels in the city were sold out.

That gave roommates Joe Gebbia and Brian Chesky an idea. They decided to offer up their place, along with some tasty breakfast and some local hospitality, to a few friendly strangers attending the event. In exchange they'd make a little money, and maybe even a new friend or two. With help from their tech-savvy friend Nathan Blecharczyk, the three launched a website, found a few guests, and the first Airbnb

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was born.

It turned out there were a lot of people out there looking for places to stay where the hospitality was genuine and the M&M's didn't cost \$6. It also so happened that there were just as many people out there with spare bedrooms, vacation rentals, sofa beds, futons, and (yes) air mattresses that were more than happy to take in a guest or two for a modest price.

It wasn't long before temporary accommodations were popping up in cities all around the world, inspiring a new way to travel."

- <http://www.airbnb.com/story>

- <http://www.time.com/time/magazine/article/0,9171,1890387-2,00.html>

3. Balsamiq (<http://www.balsamiq.com/>)

Balsamiq is another company you have never heard. They are doing fantastic as well.

"Founded in March 2008, Balsamiq Studios creates rich, elegant, high quality plugins for Web Office applications. Balsamiq is a Micro-ISV, which in English means "a tiny software company". We like to compete on usability and customer service.

Our first product is Balsamiq Mockups. Launched in June 2008, Mockups helps software designers and developers build great software by letting them easily sketch out their ideas, then quickly collaborate and iterate over them. Balsamiq Mockups has netted over \$800,000 in sales in its first year of business and is gathering rave reviews.

Know this: We are well funded, have low expenses, we became profitable 3 weeks after launching, reached \$10,000 in revenue in less than six weeks, \$100,000 in less than 5 months, \$800,000 in our first year and over a million in just 14 months. Sales are growing steadily.

I know, it sounds iffy: how can such a small team create, test, maintain, market, sell and support a software company?

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Well, that remains to be seen. Here's how we are attempting to do it:

FOCUS, FOCUS, FOCUS

We maintain a laser-like focus on solving a single problem at the time, and solving it really well. That's why we chose to build small simple tools that solve a small problem, but really well. Focus.

KEEPING OUR EXPENSES LOW

We moved our headquarters to Italy from San Francisco because life is much cheaper here for us, and we only have two full-time employees: cheap!

SURROUNDING OURSELVES WITH OUTSTANDING ADVISERS

We are extremely lucky to be associated with some outstanding professionals who guide us along the way in this entrepreneurship journey. See our full Board of Advisers list.

WEB 2.0 REALLY DOES MAKE YOU HYPER-PRODUCTIVE

By leveraging web native, usable software for everything from this website to our back-office infrastructure, we are able to run a lean mean software-development machine.

GIVING IT ALL WE'VE GOT

We are truly passionate about building great software that solves real problems in an elegant, unobtrusive way. We have a proven track record of doing so at our previous companies (Macromedia, Adobe Systems, Think3)."

- <http://www.balsamiq.com/company>

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5. SMOOTH OPERATOR - SADE: 4 KEY AREAS FOR SUCCESS

You know I think we are living in "scary" times. I don't believe they are really scary at all. I believe it is abundance and opportunity disguised as fear. I would highly recommend "The World is Flat" as a discussion of where we are in the economic climate and the threats and opportunities available to us.

Successful careers, innovators and businesses revolve around these concepts - **SADE**:

1. Storytelling

The ability to market and share your innovations and products will rely on creating stories that resonate with your users and customers.

2. Automation

You can now outsource the routine to Asia for a fraction of the cost. What costs \$50 - \$80/hour in the USA is \$5 - \$20 /hour overseas. While there are issues with quality (at times), that will change as the developers get better and the competition more fierce. Innovators and architects (those that create the system) will not be shipped out. Their ability to work holistically will be critical to success.

3. Design

People are not buying functionality. Functionality is finished. People are buying meaning and design in their products. They want an emotional connection to their purchases. People want meaning.

4. Empathy

Being human, nice and having great customer service will not be easily shipped out.

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6. STORYTELLING: THE ART OF LOW COST MARKETING

"How do we get people to act on our ideas? We tell stories. Firefighters naturally swap stories after every fire, and by doing so they multiply their experience; after years of hearing stories, they have a richer, more complete mental catalog of critical situations they might confront during a fire and the appropriate responses to those situations."

- Dan and Chip Heath, "PRINCIPLE 6: STORIES"

The story of Jared is amazing.

I am pretty positive you know who Jared is, but the crazy part is how the story came to life.

One of the most successful advertising campaigns almost never happened.

Jared was truly a fat college kid. He limited his classes due to his weight. He often had to take up two desks for the class.

One day he finally decided to do something about it. Subway was running their 7 under 7 campaign (7 subs under 7 fat grams). There was a subway nearby so he decided to use that as his base for the diet.

He ended up losing about 200+ pounds in a relatively short time due to the "Subway" diet.

Sounds like a great story – right? Easy to sell and would connect to the market – right?

Some months into his "diet", a local Midwest shop owner recognized him and his progress. He quickly realized that there was value in this great story. He contacted the advertising agency in NYC to share. He was turned down numerous times and was told they would not be interested.

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He was not discouraged and ended up in a meeting with the CEO of the firm and shared the story. The CEO loved it and agreed to present it to Subway headquarters.

Subway's Marketing Director turned it down. It didn't fit into their "marketing message". After multiple tries to persuade Subway, the ad agency and the shop owner were told no and left to their own devices.

The agency did something COMPLETELY out of the ordinary: it produced a commercial around the story for FREE. The shop owner agreed to run it in his market.

The results were outstanding with lines out the door at the owners' locations.

Subway simply could not ignore this success, retracted their disbelief and began the Jared campaigns. The success was phenomenal. A company that was formerly delivering 7% returns year over year jumped into the double digits and fueled an entire new growth spurt.

The cure for the common stomach ulcer:

"Helicobacter pylori was rediscovered in 1982 by two Australian scientists, Robin Warren and Barry J. Marshall as a causative factor for ulcers. In their original paper, Warren and Marshall contended that most stomach ulcers and gastritis were caused by colonization with this bacterium, not by stress or spicy food as had been assumed before.

The H. pylori hypothesis was poorly received, so in an act of self-experimentation Marshall drank a Petri dish containing a culture of organisms extracted from a patient and soon developed gastritis. His symptoms disappeared after two weeks, but he took antibiotics to kill the remaining bacteria at the urging of his wife, since halitosis is one of the symptoms of infection. This experiment was published in 1984 in the Australian Medical Journal and is among the most cited articles from the journal."

When the scientists had discovered the cure, they released their findings to a skeptical medical audience. They were ignored originally for being too young. They found

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credible sources that backed their findings . . . to no success. They published their work, along with the findings in the most credible journals . . . to no success.

Here were two credible scientists who had discovered a major find and no one was listening. It took the scientist's dramatic show to get the idea to spread.

It's crazy how ideas look so simple and obvious, but only in hindsight. How many ideas slip by?

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7. AUTOMATION: BE THE AUTOMATOR

“Graduate school for unemployed college students

Fewer college grads have jobs than at any other time in recent memory—a report by the National Association of Colleges and Employers annual student survey said that 20 percent of 2009 college graduates who applied for a job actually have one. So, what should the unfortunate 80% do?

[...]

Teach yourself Java, HTML, Flash, PHP and SQL. Not a little, but mastery. [Clarification: I know you can't become a master programmer of all these in a year. I used the word mastery to distinguish it from 'familiarity' which is what you get from one of those Dummies type books. I would hope you could write code that solves problems, works and is reasonably clear, not that you can program well enough to work for Joel Spolsky. Sorry if I ruffled feathers.]

[...]

Beats law school.

[...]”

- http://sethgodin.typepad.com/seths_blog/2009/06/graduate-school-for-unemployed-college-students.html

John Henry

John Henry could carry the most water buckets to the village. He was respected and celebrated for his ability to get the job done and deliver the most buckets.

One day, Romana, a local company, offered an Aqueduct machine that could deliver

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large amounts of water over long distances at a fraction of the cost. Henry and the villagers were outraged at being replaced at by such a device! Henry offered Romana a challenge: Who could deliver the most water in a specified location and time frame?

So began the challenge. It was a close race . . . sometimes the aqueduct was ahead, other times Henry. Finally after a full day, Henry, at the last moment, pulled ahead for the win!!

Alas, while the villagers roared in joy that the Henry had overcome, Henry had passed away from exhaustion.

If you have 20 minutes, watch this video: <http://37signals.com/svn/posts/981-the-secret-to-making-money-online>. It's outstanding and it outlines, from the horse's mouth, how to create a successful software company.

Anything that is routine will eventually be outsourced or programmed. It is efficiency and it is how companies can remain competitive.

The web design classes that we teach give you the foundation to build off for learning to automate your work and your ideas.

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8. DESIGN: CREATE AND INNOVATE JOYFUL USERS

Design is all about giving meaning and creating usable products and services. It's innovating so that users get something deeper than functionality from your offering.

"Design is the planning that lays the basis for the making of every object or system. It can be used both as a noun and as a verb and, in a broader way, it means applied arts and engineering (See design disciplines below). As a verb, "to design" refers to the process of originating and developing a plan for a product, structure, system, or component with intention. As a noun, "a design" is used for either the final (solution) plan (e.g. proposal, drawing, model, description) or the result of implementing that plan in the form of the final product of a design process. This classification aside, in its broadest sense no other limitations exist and the final product can be anything from clothing to graphical user interfaces to skyscrapers. Even virtual concepts such as corporate identity and cultural traditions such as celebration of certain holidays are sometimes designed. More recently, processes (in general) have also been treated as products of design, giving new meaning to the term process design."

- <http://en.wikipedia.org/wiki/Design>

Apple

Apple is well known for having some of the most well designed products. They charge a premium for their stability and for their aesthetics. They also innovate by creating new systems, ie iTunes/iPod music solution. They reinvented the way music is bought and sold.

Target

Target used to be lumped in the same group as Kmart and WalMart. Over the last decade the company has reinvented itself into a very profitable company. By focusing on design and working with designers they sell products that are well designed and functional.

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9. EMPATHY: SPEAK FROM THE PEOPLE, NOT TO THE PEOPLE

Companies that listen to their customers are going to have big wins. By creating a relationship with your community you activate their feedback. When you engage your community you also begin creating trust, the most valuable asset a company can have now.

What are you going to do with the sign?

We did a real estate investment some time ago. I had analyzed literally hundreds of properties until I found one that made sense. I ran the numbers and put together the spreadsheet and we were funded.

We were so excited until we realized that the city wanted to zone the property historic, which limited and halted all our plans. After deliberating, we decided to communicate with the neighborhood directly, to share our story, our plans and our vision.

We launched a door-to-door campaign introducing ourselves and introducing the project. Overwhelming, we were met with enthusiasm and positive energy.

Oddly, what we kept hearing was: "What are you going to do with the sign?" or "Can I have the sign?"

What the community cared about was the sign! We were shocked that there was that much attachment to the sign. Nonetheless, we met with our designer and integrated the sign into the design of the house.

All the critics silenced and the project moved forward.

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Does your shoe store send you flowers?

Zappos is an absolute leader for shoe sales online.

"Since its founding in 1999, Zappos has grown to be the biggest online shoe store. Zappos did "almost nothing" in sales for 1999, but grossed over \$800 million in merchandise sales in 2007, and is projecting over \$1 billion in 2008." - <http://en.wikipedia.org/wiki/Zappos.com>

They offer \$2,000 to quit. Seriously. Employees who are not serious about staying are offered money to leave.

-

http://www.businessweek.com/smallbiz/content/sep2008/sb20080916_288698.htm

This is how they take customer service (empathy).

"When I came home this last time, I had an email from Zappos asking about the shoes, since they hadn't received them. I was just back and not ready to deal with that, so I replied that my mom had died but that I'd send the shoes as soon as I could. They emailed back that they had arranged with UPS to pick up the shoes, so I wouldn't have to take the time to do it myself. I was so touched. That's going against corporate policy.

Yesterday, when I came home from town, a florist delivery man was just leaving. It was a beautiful arrangement in a basket with white lilies and roses and carnations. Big and lush and fragrant. I opened the card, and it was from Zappos. I burst into tears. I'm a sucker for kindness, and if that isn't one of the nicest things I've ever had happen to me, I don't know what is."

- <http://consumerist.com/consumer/above-and-beyond/zappos-sends-you-flowers-311369.php>

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10. WRAPPING UP

Hopefully, you can see why I am excited and want to share the skills and stories of what is needed in this new economy.

I have also included all the resources that I have used in the past to help me in my endeavors.

Feel free to contact me if you have any questions at:

Mike Freitag | info@mzclasses.com | <http://mzclasses.com>

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Resources and Inspiration

have fun! ;)

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Specific and Interesting Links:

37 Signals Video "How to Make Money Online"

- <http://www.37signals.com/svn/posts/981-the-secret-to-making-money-online>

Time Magazine, "The New Internet Start-Up Boom - Get Rich Slow"

<http://www.time.com/time/magazine/article/0,9171,1890387-2,00.html>

Seth Godin, "The Right Size"

http://sethgodin.typepad.com/seths_blog/2009/03/the-right-size.html

Seth Godin, "Get Rich Quick"

http://sethgodin.typepad.com/seths_blog/2009/02/get-rich-quick.html

Seth Godin, "What would a professional do?"

http://sethgodin.typepad.com/seths_blog/2009/01/what-would-a-professionaldo.html

Paul Graham, "Startups in 13 Sentences"

<http://paulgraham.com/13sentences.html>

Paul Graham, "Start Up Lessons"

<http://paulgraham.com/startuplessons.html>

Blogs:

37 Signals Blog - <http://www.37signals.com/svn>

Seth Godin - <http://sethgodin.typepad.com/>

Scott Adams (Dilbert creator) - <http://dilbert.com/blog/>

Guy Kawasaki - <http://blog.guykawasaki.com/>

Tom Peters - <http://tompeters.com>

Paul Graham - <http://paulgraham.com>

Tim Ferriss - <http://www.fourhourworkweek.com/blog/>

Kevin Rose - <http://kevinrose.com/>

Dan Pink - <http://www.danpink.com/>

Companies (interesting biographies/reads):

37 Signals Website - <http://www.37signals.com>

Mint - <http://mint.com>

Balsamiq - <http://balsamiq.com>

Threadless - <http://threadless.com>

Coudal Partners - <http://coudal.com>

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Air BnB - <http://www.airbnb.com/>

Companies (good products):

37 Signals Website - <http://www.37signals.com>

Google Docs - <http://docs.google.com>

Google AdWords - <http://adwords.google.com>

Mint - <http://mint.com>

Balsamiq - <http://balsamiq.com>

Air BnB - <http://www.airbnb.com/>

E lance.com, "OutSourcing Experts" - <http://elance.com>

Job/Career Sites:

37 Signals Job Board - <http://jobs.37signals.com/jobs>

Authentic Jobs - <https://authenticjobs.com/>

Photoshop Tutorials:

psdtuts - <http://psd.tutsplus.com/>

Smashing Magazine

- <http://www.smashingmagazine.com/2008/01/10/adobe-photoshop-tutorials-best-of/>

Good Tutorials - <http://www.good-tutorials.com/>

HTML/CSS Tutorials/Education:

Tizag - <http://tizag.com>

A List Apart - <http://alistapart.com>

Site Point - <http://sitepoint.com>

CSS Play - <http://cssplay.com>

Javascript Resources:

Ajaxian - <http://ajaxian.com>

Jquery - <http://jquery.com>

HTML/CSS blogs:

Eric Meyer - <http://meyerweb.com/eric/css/>

Cameron Moll - <http://www.cameronmoll.com/>

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Shaun Inman - <http://www.shauninman.com/pact/>

General Web Design Blogs:

Smashing Magazine - <http://smashingmagazine.com>

Web Design Inspiration:

CSS Mania - <http://cssmania.com>

CSS Zen Garden - <http://csszengarden.com>

CSS Vault - <http://cssvault.com>

CSS Gallery - <http://cssgallery.com>

Free Applications:

Word Press - <http://wordpress.org>

Drupal - <http://drupal.org>

Joomla - <http://joomla.com>

Zen Cart - <http://zen-cart.com>

Google Docs - <http://docs.google.com>

Presentation Sites:

Presentation Zen - <http://presentationzen.com>

Information Architecture (IA) & Usability:

Jesse James Garrett - <http://www.jjg.net/ia/visvocab/>

Jakob Nielsen - <http://useit.com>

Self Development Sites:

Personal MBA - <http://personalmba.com>

Social Educational Sites & FREE PDF E-Books:

Ted Talks - <http://ted.com>

Change This - <http://www.changethis.com/>

"Idea Virus", Seth Godin

- http://sethgodin.typepad.com/seths_blog/files/2000Ideavirus.pdf

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Open Source Dynamic Language Tutorials (Rails, PHP):

Getting Started with Rails - <http://guides.rubyonrails.org/>

Getting Started with PHP - <http://us3.php.net/getting-started>

Business Books:

"Getting Real" - 37 Signals free at: <http://gettingreal.37signals.com/toc.php>

"4 Hour Work Week" - Tim Ferriss

"E-Myth Revisited" - Michael Gerber

"Intelligent Investor" - Benjamin Graham

"A Whole New Mind" - Dan Pink

Social Trend Books:

"Tipping Point" - Malcolm Gladwell

"Blink" - Malcolm Gladwell

"The World is Flat" - Thomas L. Friedman

"Blue Ocean Strategy" - W. Chan Kim and Renee Mauborgne

Marketing Books:

"22 Immutable Laws of Marketing" - Al Ries

"Permission Marketing" - Seth Godin

"Purple Cow" - Seth Godin

"Free Prize Inside" - Seth Godin

"Made to Stick" - Dan and Chip Heath

HTML/CSS Books:

"Designing with Web Standards" - <http://www.happyog.com/publish/dwws/>

"CSS Mastery" - <http://www.amazon.com/exec/obidos/ASIN/1590596145/authenticbore-20>

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Upcoming Web Classes and Videos

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Introduction to Web Design: Learn HTML, CSS and Javascript

Ok, you are a newbie. You are really curious and you know having this skillset in your bag could help your career or ideas tremendously. You have some sort of creative background: art, design, writing, marketing, customer service, etc and would like to deliver better ideas based on your experience. You are nervous because you do not want to appear dumb or out of place. I love you. You are me 10 years ago. I was afraid to ask the questions that could have saved me years of time. I want to save you years and years of time wasting.

What to Expect

Topics covered: XHTML/DHTML/HTML, CSS, Javascript, Javascript Libraries, PHP, XML, Photoshop, Image Optimization. Come expecting to get your hands dirty. In addition, I will also give you basic templates to use for your own projects.

Prerequisite

You will need a laptop. You don't need to have any technical skills, but you do need to know how to get around on your computer, saving files, opening files, etc.

About the Instructor

Mike Freitag is a successful Web Designer/Developer Consultant with 10 years experience and resume includes work at PayPal, eBay, Hire.com and Powered.com. He is well versed with correct web development/design techniques and can assist in learning the proper skills for a successful career in web page design.

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UI Design/Development for Coders: Learn HTML, CSS and Javascript

You already understand structured data. XML is not lost on you. Object oriented concepts are part of your daily diet. Understanding UI (or old school - GUI) is a bit more esoteric and strange. You don't consider yourself a Photoshop expert or a designer, but want to communicate with designers or want to deliver better ideas to your executive team. Maybe your goal is a bit more ambitious: creating your own product that users will love or a demo that drums up investment.

What to Expect

Topics covered: XHTML/DHTML/HTML, CSS, Javascript, Javascript Libraries, PHP, XML, Photoshop, Image Optimization.

Prerequisite

You should be familiar with XML and structured data. We won't be covering basics, so you should be familiar with the parent/child relationship. Most importantly, understanding what a tag is and how to write tags is critical.

About the Instructor

Mike Freitag is a successful Web Designer/Developer Consultant with 10 years experience and resume includes work at PayPal, eBay, Hire.com and Powered.com. He is well versed with correct web development/design techniques and can assist in learning the proper skills for a successful career in web page design.

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Dominate the Local Market with SEO & SEM

If you build it, they will come... right? No, NOT, in the world of websites.

Unfortunately, there is a common misconception among business owners that all they need is a website and suddenly customers will begin falling from the sky. I'm sorry to say, it just doesn't happen that way.

That's why we developed this training... we want to help you understand the process of getting your website(s) to the top of the search engines.

Did you know that the top ten search results get 98% of the traffic? Yah, that's huge right? So, knowing this, how important is it that you can bring your website to the first page of Google? That's right... Very important!

With the astonishing number of websites on the internet, more than 215 Million websites actually, how in the world are you supposed to be on the first page search results? Well, again, that's why we created this course.

This class is packed with so many tactics and so much information that you'll literally be crushing the competition any time you want.

Honestly, it's really not that hard... if you just know what to do and where to focus your efforts.

Here are just a few of the things you'll learn in this course:

- Reverse engineer your competition's website and marketing strategies
- Get 1st page rankings on Google in as little as a few hours
- How to mix offline marketing with online marketing for incredible results
- Increase your website's conversions by 200% or more
- Capitalize on social media sites and tools for explosive traffic and sales
- Get instant traffic to your website with Google Adwords
- And... you guessed it, that's not all... there's more. Lots more! {{ spoken in cheesy infomercial voice :) }}

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We want to ensure your success online, so we also send you home with a comprehensive home-study workbook so that you'll be able to reference and implement these techniques any time - EVEN IF YOU CURRENTLY HAVE ZERO KNOWLEDGE ABOUT THE INTERNET!

Everything is covered step-by-step and we refer you to loads of free tools, resources, and additional free training if you're interested.

Everything you need to crush the competition and attract lazer-targeted, highly valuable customers is included in this course.

Look, I know what you may be thinking now... "Boy, do I really have the skills and knowledge to utilize all the valuable information in this course?" ...

YES, you do.

AND, in case you're still in doubt about this... We're going to show you step by step how to outsource everything if you want to. Outsourcing can be frustrating, and sometimes expensive. Unless you've learned how from us that is. We're going to show you the best places to find quality, trustworthy resources for the lowest prices imaginable. And no, Elance isn't the place, just in case you've heard that before.

So there you go... we are going to show you everything you need to know in order to kill it online. I promise, you'll leave this course knowing you can do this, and ready to profit from it immediately.

Oh, and I almost forgot one of the most important parts... We are going to have LOTS of fun while we're at it.

So, please join us for this exciting opportunity. You don't want to miss this (your competition may be there... You don't want them to have a leg up on you, do you?)

Now, let me just say... I don't like hype or scarcity tactics, and I know this is going to sound like just that, but its not... what I'm about to say is 100% true.

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We have already received A LOT of inquiries about this class and when we were going to offer it again. So for that reason, plus the simple fact that this is just such a hot topic... This class may not be open for very long.

AND, space is limited (we want to keep it fairly intimate so we can give 1 on 1 attention and feedback).

So sign up today, and get ready for search engine domination!

Make it a great day! We hope to see you there!

About the Instructor

Shane is a successful Internet Business Coach and Entrepreneur doing business online since 1998. He has been involved with web technologies from Blogs to Big Business, from Mom-and-Pop to the Enterprise, and from Design to Marketing. Today, Shane focuses on Personal Coaching and Teaching. If you need help with Marketing, SEO, or Building your own Business... Shane is your guy.

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