

Vision 22

Guy Kawasaki, (Apple Evangelists), limits his presentations to 10 key point. I am nearly there I am stopping at 11. There will be other communications where we talk about bespoke development and hosting your own server - but that is advanced and far away from what we are aiming to achieve here.

In two hours you will change your life and your view of the WWW - it will become a tool to drive your business. I have not given you the names of any web sites here - I expect you to show some initiative and use google. If you struggle do not hesitate to contact me.

What we are trying to achieve is the conversion of a community that currently undervalues the WWW. They may already have a web page but this has been constructed and is maintained at cost. The power of the www is therefore underutilised. Some have recognised that they need to be dynamic and have implemented Facebook and Twitter - good, a move in the right direction but a mere scratch of the barrel.

What we will do here is open up your world to free enterprise which I named Structured Social Networking - long before Facebook arrived. The story started with the first Microsoft blog, circa 2005, where I grasped that changes were ahead. In ten years there has been many advancements - here are our current standards.

(Tomorrow there will be something new so watch this space!)

Getting Started.

Step 1.

Introduction to the cloud.

Register for a GMail this will give you access to space in the cloud. Use this space to secure some of your important files. But Primarily you need a Gmail account to register for sites and to expose documents to the WWW.

When you create a Gdrive document you will be able to share it - the system will present you with embedded code which you can introduce to your content management system and website.

Step 2

Register for your Content Management - CRM solution - Protopage....

This is your work horse, here you will develop you public and private areas. Plan your workload, manage your favorites and document your procedures. It does not contain documents but you

can develop and render existing web pages. With features like the clock, sticky notes and to-do-lists it helps you manage your load. Use it as a diary / notepad, your best friend.

Step 3

Facebook Registration

Self Explanatory - if you are not aware of Facebook you are dead.

Step 4

Twitter Registration

As Facebook

Step 5

WIX Registration.

Here you will create your primary web site - it will remain as a WIX site for as long as you wish. You should find a small budget and make it a .com site.

Developing your own website is simple - you do not need to pay hundreds of pound for one.

When you grow into your CRM site and Cloud Computing you will realise that keeping it simple is simple.

Step 6.

Wordpress Registration

Whilst WIX has a blog you should only use it for major events - Wordpress is the animal for the active blogger. Register and update daily, as you Facebook and Twitter.

Step 7.

Register for Prezi

This new style presentation package will impress

Step 8.

Register for MailChip

You will be able to create MailChip registration pages in your system - get your community to register then send them mailshots. Tell them about latest sales / offers.

Step 9.

Get familiar with your applications.

These have been selected for their ease of use and value. Grow to love your environment as your best friend.

Step 10.

Register for YouTube

Create your own videos / channel - you can earn money from it. Expose your videos in your systems.

Step 11.

Manage your time.

Dedicate ½hour per day promoting yourself. Make yourself valuable - open up your resources to serve your community (i.e. Social events / team matches), prove your worth, gain respect and people will use you.

Boom !