

# **The No Bullshit Bible :** **Creating Web 2.0 Startups** **& Programming**



**Written by James Gillmore**  
**Edited by Holly Welch**



**FaceySpacey**

[www.faceyspacey.com](http://www.faceyspacey.com)

# Social Media Marketing



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### Non-Technical

#### Chapter 11

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## 11-1 SOCIAL MEDIA MARKETING | TWITTER vs. FACEBOOK

Social Media Marketing is about Twitter and nothing else. You may be wondering: “What about Facebook? LinkedIn? and Youtube?” Forget Facebook and LinkedIn. Those two are great when there is one specific person you must get in contact with. Search on google and find their Linked and Facebook profile. Message them on Facebook, and pay to message them through LinkedIn. Youtube is a different story--if you make video content, it's obviously a go to source. We'll cover that too. But for now for all intents and purposes, we're going to focus on Twitter.



Let's compare Twitter to Facebook to get a deep understanding of why it's all about Twitter. First off, Facebook doesn't let you follow anyone you want. Twitter does. But more importantly, Twitter let's you basically send a public message to anyone, whereas Facebook only allows you to send a private message to people you don't know. That dynamic, though seemingly small, changes everything. The psychology is that when you @mention someone on twitter (that probably isn't following you and has no idea who you are), they are more compelled to @mention back at you.

The reason is because your tweet is publicly available on the web. The recipient of your @mention knows that other people are possibly looking at your tweet, and is more likely to not want it to go unanswered. If someone you don't know sends you a private Facebook message, nobody else in the world besides you two know this occurred. If you're really busy, as most important online tastemakers/influencers are, you're less likely to respond to it. Nobody will know that you didn't give a shit about it.

This is similar to how Facebook comment wall widgets brings a lot more accountability to the comment posters. For example, before Techcrunch implemented Facebook comment walls, there were a lot more anonymous "trolls" writing garbage (and often hateful) comments. Facebook forces you to give up your true identity in your comment, and even links to your Facebook profile. So when Techcrunch implemented the Facebook comment wall widget, the quality of comments greatly increased because people had to represent themselves non-anonymously. So similarly because Twitter puts everyone right out there in the open, people feel a lot more obliged to write quality responses to your @mentions, and respond in the first place.

The net result here is that you can get the attention of anyone.

There are several other reasons here why you can get the attention of people better on Twitter than Facebook. Twitter's simple interface (and that of the various client applications like Tweet Deck) is about the stream and almost nothing else. This keeps people focused on 2 things:

### ***A) reading tweets***

### ***B) responding to tweets***

The interface is conducive to responding to people that @mention you. Therefore when you reach out to a famous influencer in your niche, they're more likely to respond to you. They almost feel it's their duty. Facebook is about private personal real in-

person relationships. Twitter is about getting yourself out there. People get themselves out there have a responsibility to respond to people that @mention them, just like celebrities have to sign signatures. On Facebook, it's almost taboo to spam/message people you don't know.

The last reason Twitter makes it so easy to get in touch with influencers is because of the deep ties between a twitter account and a blog/site. In the short description of a twitter profile, there usually is a link to a blog. People make these twitter profiles in the first place to promote their own blog. On the blog itself is often a stream of their most recent tweets. There are also widgets that list other tweets @mentioning you. This all contributes to the responsibility of the blog owner (i.e. an important influencer) to respond to @mentions. They are there on Twitter in the first place to promote their blog. If you @mention them saying you loved one of their articles, the blog owner will feel obliged to respond back to you thanking you for your appreciation. And of course your @mentions can be way more meaningful than that and ultimately lead to real relationships with these famous tastemaking influencers. capiche. That's where this is all going.

And I'm going to end this tutorial by repeating what I wrote above:

The net result here is that you can get the attention of anyone.



**C) Signup for an account on TwitterFeed.com:** <http://twitterfeed.com/> and wire it so your Tumblr blog's rss feed passes it your blog articles, and then sends your Twitter and Facebook profiles tweets/updates based on these articles. Here are some video tutorials on how to use Twitter Feed:

<http://www.youtube.com/watch?v=9Z4I6ITJL0E>

<http://www.youtube.com/watch?v=KbfgKd9atXc>

[http://www.youtube.com/watch?v=8GTUm\\_Y7F\\_I](http://www.youtube.com/watch?v=8GTUm_Y7F_I)

And you're done. Video is extremely important. I mentioned Youtube in the first Social Media Marketing tutorial as being near the level of Twitter in importance. These days, people want to watch videos, and more importantly they're dumb easy to create.

Armed with an iPhone with a video camera, you have no excuse to not be churning out videos non-stop. It's quicker and more natural than writing blog articles, and you can do it while you're out and about, and whenever inspiration hits you. The net result is that your content goes to 4 places with one simple action. You're not being spammy because everyone sends their blog articles to these 3 additional places. You just don't have to spend the time to post on all 4 places like everyone else does. Note: yes it's a

little weird that we start with Youtube, but if it was easy to post Tumblr videos from Tumblr to your Youtube channel, we'd do that instead.

Enjoy!

## 11-2 SOCIAL MEDIA MARKETING | TWITTER MARKETING vs. OLD SCHOOL SPAMMING

Back in the day, you'd collect lists of emails to spam. You could (and still can) do this in various ways. There are tools to scrape email addresses off web pages for example. Similar techniques also exist in the social media world--though i wouldn't call it social media marketing, but simply spamming social networks. There are bots (i.e. desktop and server side applications) that can friend request tons of people on Facebook, Myspace (which is dead), Youtube, etc, and then send them messages and comments once you're friends, etc. Honestly, I'm not opposed to such techniques if used wisely and tastefully, and perhaps aiding more genuine contact with lots of people. There's not much to say about it, just google for example: "youtube bot" and you'll find a desktop application that will help you spam Youtube.



So how do you do more genuine and personal social media marketing? And how is this better than reaching out to 100k people all at once? That's the main question that needs answering here. Besides the fact that Old School Spamming gets lower and lower conversion rates over the years as gmail and social networks get better at filtering out spam, Social Media Marketing is all about reaching a select few people who will share your message with tons of people and so on. This is the so called "network effects."

Imagine the Wall Street Journal covers you. Through one contact (the Journalist you know) you got tons of marketing value. So similarly, you need to use Twitter to find the next best thing, i.e. mini Wall Street Journals, i.e. influencers in your niche with a large following. Obviously get the biggest fish you can to @mention you on twitter. However, it's not always so clear who these people are. And it's also not so clear how to get them interested in you when all you can do is write 140 character comments to them. We'll cover those in the following tutorials.

FINAL NOTE: an added bonus that you'll get on Twitter, that you won't when the Wall Street Journal covers you, is the followers of these influencers can easily pass along the message via a retweet or a new @mention. And it's customary to do so, which is why the "network effects" are very real on Twitter.

## **11-3 SOCIAL MEDIA MARKETING | FORMULA TO FIND INFLUENCERS**

So, as you should get by now, the power of Twitter is that you only need to get in contact with a few people to do some real marketing damage, unlike with email spam for example where you have to procure a list of 100k+ people and then annoy them by spamming them. Therefore, the most important thing is that you find the best people to contact.

How do you define the best people to contact? The best people to contact are individuals (not usually companies) that have a large and engaged following, who are not so important/famous that they won't be interested in you and never respond to your @mentions. You're looking for experts that are out there repping their knowledge who feel a responsibility to respond to people that @mention them (provided you send a genuine, thoughtful and insightful @message to them). We'll cover how to @mention and generally interact with these tastemakers in the [next tutorial](#).



Ok, I got it, the first thing I must do is build a list of these people, but where do I find them? Let's run through an entire example, and then we'll summarize it.

My friend, Emilio Santana, is a funny guy right. He does funny Youtube videos and the like. Here's his site: <http://www.emiliotelevision.com/>. He's hoping to eventually get picked up by Hollywood Agents and get professional acting or sketch comedy writing jobs.

So we need to find the employees of these agencies. Finding the agencies themselves isn't enough. That will just allow you to mail them your kit, which most of the time won't even get opened. So the goal will be to find these agencies, and then pinpoint their

employees.

**1) Let's start by finding the agencies. Here are some example google searches:**

<http://www.google.com/search?sourceid=chrome&ie=UTF-8&q=hollywood+actors+agents>

<http://www.google.com/search?sourceid=chrome&ie=UTF-8&q=list+of+hollywood+agents>

Adding "list of [...]" is the key takeaway that you can apply to the specific job position you're looking for. Here are some more examples of keyword phrases you can search for:

*"list of entertainment manager"*

*"list of actor managers"*

*"list of of comedy production companies"*

*"list of comedy agents"*

*-etc*

**2) Grab the URLs of the the pages that list the agents. Here's 2 examples of 2 such found pages:**

Acting Agents:

<http://www.actorspages.org/agent.php>

Writer Agents:

<http://www.wga.org/agency/agencylist.aspx>

### 3) Now here's how you find the employees at those agencies:

SEARCH: *Amatruda, Benson & Assoc site:linkedin.com*

<http://www.google.com/search?sourceid=chrome&ie=UTF-8&q=Amatruda%2C+Benson+%26+Assoc#sclient=psy&hl=en&source=hp&q=Amatruda%2C+Benson+%26+Assoc+site%3Alinkedin.com>

SEARCH: *Amatruda, Benson & Assoc site:twitter.com*

<http://www.google.com/search?sourceid=chrome&ie=UTF-8&q=Amatruda%2C+Benson+%26+Assoc#sclient=psy&hl=en&source=hp&q=Amatruda%2C+Benson+%26+Assoc+site%3Atwitter.com&pbx=1&oq=Amatruda%2C+Benson+%26+Assoc+site:twitter.com>

Notice how these people are found on Twitter and LinkedIn saying they worked at the agency, Amatruda, Benson & Assoc. The precise trick was to write your keywords in the google search, and filter the results to just results from [twitter.com](http://twitter.com), for example, by appending to the search phrase: “[site:twitter.com](http://twitter.com)”.

I know I mentioned this was all about twitter, but LinkedIn is very good at keeping a record of who works where, and from there you can generally find links to twitter profiles, or simply search for a person's name on twitter or again on google while appending after the name “[site:twitter.com](http://twitter.com)” again. Another trick is to put the agency name or employee full name in double quotations so only results that have the complete name you're looking for come up. That's very important.

### 4) Now make a google spreadsheet of all these influencers you're finding like this:

[https://spreadsheets.google.com/spreadsheet/ccc?key=0AoURnKZh8J-SdFMydHhGdnNud3ZicTFFUUIhX0QxV1E&hl=en\\_US](https://spreadsheets.google.com/spreadsheet/ccc?key=0AoURnKZh8J-SdFMydHhGdnNud3ZicTFFUUIhX0QxV1E&hl=en_US)

In this case, the columns to use in that sheet are:

-Agency

-Agent Name

-Twitter URL

-LinkedIn Url

-Other URL (e.g. personal blog)

-Noteworthy Tweet URL (often you'll find one important tweet that gives an idea who the person is)

-Misc

**5) Consider other data you may want to collect.** For example, in that sheet you will see I also added an “actors” sub-sheet. That sub-sheet was not originally part of the plan, but I realized that while searching for all these agents, that it may be useful to find actors at these agencies, as they can also offer in an “in” to getting picked up by one of these agencies. Getting to know these actors on Twitter will also give you an idea of what agencies will be the best match for you. In essence, you’re doing spy work to get to know the entire terrain of the niche you’re interested in, not just pinpointing good contacts. The better you know the people in your niche and its inner-workings, the more informed you will be about how to interact with everyone in the niche and who to focus on, which I’ll describe in the next tutorial. So feel free to add as many sub-sheets to this spreadsheet as you want to collect any data you learn along the way that is also relevant. Use the spreadsheet and its sub-sheets to learn and document your niche.

**6) And finally, you can also cut right to the chase using sites like Listorious.com which provide categorized lists of Twitter users.** Here are several lists of industry peeps Emilio may be looking to interact with:

<http://listorious.com/jamesdburch/film-and-video-people>

[http://listorious.com/Cj\\_McGinnis/industry-peeps](http://listorious.com/Cj_McGinnis/industry-peeps)

<http://listorious.com/jamesdburch/film-and-video-entities>

Those lists specifically have the links to these people's twitter profiles with their bios right there so you can immediately decide if they're worth adding to your spreadsheet.

And here's what I searched on [listorious.com](http://listorious.com) to find those lists (check the right column):

<http://listorious.com/search/people?rpp=25&q=acting+agents&submit=Search>

So that's the technique for finding these influencers. There's so much going on over there in Hollywood. If you're looking for an agent as Emilio is in this example, you're going to want to sniff it out, and know your niche on twitter in and out, until you know exactly which agents will want you. In 2011, you're armed with info you didn't have even just 3 years ago. Before it was near impossible to take a look into these important companies--because their employees had no where to share their involvement with them. For instance, you can see all the tweets of the actors that sign with them, and the agents working for the agencies. Previously it would be hard to find out their whole roster of actors and agents. In general, you can do a lot of spy work here that wasn't possible in previous years since everyone is stating their involvement at these companies on their blogs, twitter accounts, linkedin accounts, facebook accounts, etc.

Let's summarize the technique: basically you're looking for back-doors in your niche to find real people involved in it. You're looking to pinpoint pockets of them. Those pockets will be companies (e.g. Agencies in the above example) that will definitely have tons of real people in your niche, and those pockets might straight be a Listorious list, or other list listed on some blog/website. The trick will be what you do when you find a pocket, or in this example a company, but that pocket/company doesn't actually list all its members/employees. In Emilio's example above, we went and found people that were posting they worked at agencies in the list. In short, we did a new search working backwards. And then sometimes, you may not find the user's twitter profile, but some other profile (such as one on Facebook or Twitter), in which case you need

to then search their full name within double quotations followed by “site:twitter.com” and boom you have their twitter profile you were looking for (if it exists).

I’ll repeat the secret trick one last time: work backwards by finding the trail people leave on the web. You’ll know what keywords the people you’re looking for will be saying across the web. Search for those keywords, filter the results to a social network like Twitter, and you’ll find the people associated with them. That’s the trick here in a nutshell.

## 11-4 SOCIAL MEDIA MARKETING | INTERACTING WITH INFLUENCERS

So you’ve built your list of influencers (in the case of the previous tutorial, acting agents). What next? Obviously, start following all these agents first. Twitter has limits on how many people you can follow per day, so depending on your list size you may want to only follow 50-100 people per day.

Once you’ve followed them, their tweets will appear in your twitter stream. Simply keep a look out for tweets you can write slick things back. “Slick” can be defined as something that is:

***-appreciative***

***-insightful***

***-provocative***

***-funny/witty***

***-offering a favor***

Look for a way to add value in those 140 characters. Give back to the influencer. I won’t go into that whole thread, but the whole thing about social media is giving before asking/taking. Ping the influencer a piece of information/knowledge that will improve their day. And if you see any opportunities to offer a favor they’d be interested in, do it.

For example, if you're a video editor, and someone put up an unedited clip of themselves at some conference, offer to edit it for them. Favors are easy to come up with. You're going to need to really learn about these influencers by reading not just their tweets, but their blogs (where many of these tweets originate from). Once you get to know them, you'll know what to say to them that will add value to their day and what favors to offer. That's the trick here.

Other than that, keep it casual. Don't always be on the hunt to "give" hoping to get back. Build a rapport with people that exudes there is no expectations if you communicate with me. So sometimes say basic things, e.g. that you really enjoyed an article of theirs, and that's it. This way they know you, and when you do offer a favor or say something witty, they know you are one of their most valuable followers and are worth retweeting, etc.

After that, rinse & repeat this process of casual communication followed by insightful/witty tweets, and an occasional favor offer, and eventually there will come a natural time where you can ask for something you need. You'll find that you build actual relationships with these people and get to know them. So just like in real life, at the beginning of getting to know someone isn't the best time to ask if they can help you get a job. But eventually later you may be out drinking and your now old friend is talking about how they're hiring. That would be a natural time to interject that you'd like to apply. Times like this will come up, and you should wait for them, rather than force them prematurely. It's like being a good boxer: you want to wait for openings to hit your opponent when they throw a punch at you. So be patient and poised and wait for your openings, rather than scare the influencer away by jumping the gun all pepped up. You know! Just like real life.

## 11-5 SOCIAL MEDIA MARKETING | WHAT YOU GET OUT OF SMM

To wrap the Social Media Marketing tutorials all up, we'll bring it full circle.

All the communication I described in the previous tutorial is publicly happening. Any @mention you get from these influencers means there following is clicking links to visit your profile. That's yet another reason to keep your communication non-aggressive (i.e. over-market) and more casual instead. You're getting value out of publicly having these conversations and other people learning who you are, clicking your Twitter link in their stream to your Twitter profile, and then ultimately clicking the link in your description to your website. Capiche. It's not just about a blog article you may eventually ask them to write about you.



You should be publicly talking to lots of people. Enjoy it. Do it for kicks. Have something to say. Have a point of view. Stay consistent with it, and you'll draw like-minded people to you. Through network effects, the more people you bring to yourself, the more you'll get exponentially. But you need to stay on it. Some people are there day in and day out conversing with people. You need to be someone all these other talkers can depend on to get an @mention back from. Like, your presence needs to be known.

You're on your way to becoming an expert in your niche yourself. The word will spread that you're out there helping people out in your niche as you become one of the sought after tastemakers yourself. And when that happens, now people will be building lists of influencers with you in it and the like. That's the point here. That's also why you need to learn from all the influencers you initially follow. Master your niche so you can have a voice that fits into the niche (i.e. makes sense as a character in the playingfield of your niche), and also sticks out.

The final super important thing that will happen is that you'll get blog articles written about you once you're considered an expert. Once you get to that level, and probably far sooner than that, you'll have people following your tweets to your blog articles, and reblogging them, or somehow covering what they learned from your blog articles. In other words, it's not just traffic you'll get from all your tweets, retweets, and so on that move across twitter, but you'll end up with other serious tastemakers linking to you in their full-fledged blog articles. Their blogs are highly trafficked. Links from them not only send a lot of direct traffic (off of twitter), but also provide a lot of SEO value in the high quality link juice they provide, giving you better rankings in search engines.

So through getting to truly know a handful of influencers in your niche, you're going to get some serious PR as a result. That will lead to lots of traffic, and you didn't need to spam hundreds of thousands of people. Communicate via twitter publicly and eventually through blogs publicly with highly-trafficed influencers and you'll drive serious traffic without spamming. But you need to take the time to truly get to know people. You need to be interested in it. It's not a job. You're passionate about your niche. You need to want to learn from your fellow tastemakers. You need to be psyched when they @mention back at you. This isn't something you fake. If you're not passionate and obsessed with what you're working on in your niche, don't even bother all this. For people that are, you're going to fall in love with all these interactions with experts.



Final Thoughts: it will be hard to get started. You'll follow all these people, and nobody will be @mentioning you. However, as you start to get @mentioned more and more, you're going to fall in love with Twitter. Everyone loves attention, and you're going to love all this attention from experts and people that appreciate you. So stay on it, participating, even if you don't get much back (i.e. @mentions) until you start to get a few. That will fuel you to keep at it, and so on until you have too many @mentions to deal with. And don't forget, each @mention is potential traffic to you, especially when from an influencer with tons of followers. Keep your @mentions insightful and you may inspire famous influencers to blog about you. Got it!

## 11-6 SOCIAL MEDIA MARKETING | SIMPLE BUT DEADLY BLOGGING COMBINATION

So you read the previous tutorials which focused on all the fluffy "give back" social media communication, but you're wondering: "Hey there must still be some somewhat spammy techniques I can use to automate things?" Well, there is, and it's not super spammy, which is the point, but save you a lot of time.

First setup the following accounts:

**1) setup a tumblr blog (on your own domain)**

**2) setup a twitter profile (with a vanity URL that matches your domain)**

**3) set a facebook fan page (with a vanity URL that matches your domain)**

**4) setup a Youtube account and channel.**

**5) make sure you have an iPhone 4+**

Next, do the following things:

A) Take videos of yourself sharing your expertise. Upload the video from your iPhone to your Youtube channel, which the iPhone standard Camera and Photos apps make very easy.

B) Download the following PHP script I made and trigger it as a cron job on your server or computer every hour (if you don't know how to, refer to our Cron Jobs Tutorial) :

[<insert script link here>](#)

The script will look for new Youtube videos on your Youtube channel that came in within the last Hour, and post it to your Tumblr blog via the Tumblr API. It will embed the Youtube video nicely, with its title as the blog article's title, and its description as the blog article's body content.

## Conclusion & Further Reading

We at FaceySpacey hope you've enjoyed our FaceySpacey Bible, and are coming away many times more ready to succeed at your next software startup. At the very least, you should have a birds-eye-view of what you need to do to get your startup, and have quelled a lot of insecurities you may have had regarding how you should execute it. That said, I will point to you to what you should do next.

As promised, the following is a list of the precise books I read to master web development using HTML/CSS, Javascript, PHP & MySQL. They are presented in the best order to most efficiently learn the subject at hand. It's similar to the order I read them in, but enhanced based on what I learned and the order I wish I read them in. Good luck:

### HTML/CSS:

#### **CSS Mastery: Advanced Web Standards Solutions**

<http://www.amazon.com/CSS-Mastery-Advanced-Standards-Solutions/dp/1430223979/>

Before you start coding PHP, Javascript, etc, understand how HTML works. This is where you start. HTML is easy. Read this book in combination with studying the HTML & CSS tutorials on w3schools.

### PHP & MySQL:

#### **PHP & MySQL For Dummies, 4th Edition**

<http://www.amazon.com/PHP-MySQL-Dummies-Janet-Valade/dp/0470527587>

This book--well an older edition--I read a year before I got serious about learning to code. I read it and didn't actually code anything i learned, but what it did was plant seeds in my head with regards to what programming is all about and what databases are all about, and how to connect the two. It assumes very little in what you may

already know, and is an excellent start in your journey to becoming a master programmer.

## **PHP Object-Oriented Solutions**

<http://www.amazon.com/PHP-Object-Oriented-Solutions-David-Powers/dp/1430210117>

This book is where I learned what OOP is. I didn't get the hang of it until reading the following book. Don't worry if you read this and have a hard time with it. This book and the next each have introductory chapters that go over how OOP works. It took me reading basically this book and the next book about the same stuff to get it. This book is a lot less complicated than the following and dives into practical examples & problems, whereas the next is a lot more theoretical.

## **PHP Objects, Patterns and Practice**

<http://www.amazon.com/Objects-Patterns-Practice-Experts-Source/dp/143022925X>

After reading this book, I basically mastered OOP. It's a very hard book to get through if you're new to OOP, and goes into some very advanced stuff, specifically tons and tons of "design patterns." The design patterns are presented in as basic of a form as possible, but they weren't very practical like examples from the previous book in that you probably will never actually need any of the code used in the book. Either way, this is my favorite Programming of all time because it taught me how to think like a coder and how to solve complex problems with concise refactored solutions. It really showed me what is possible with OOP. You don't know PHP unless you've read this book.

## **Pro PHP: Patterns, Frameworks, Testing and More**

<http://www.amazon.com/Pro-PHP-Patterns-Frameworks-Testing/dp/1590598199>

I read this book too just to solidify my experience with PHP, and cover all my bases. Check it out. It's optional.

## PHP Functions Essential Reference

<http://www.amazon.com/Functions-Essential-Reference-Torben-Wilson/dp/073570970X>

At some point during my study of PHP I found this book and decided just to learn every PHP function available so that I could better understand the examples in the above books. Start reading this early on, and complete the whole thing. You'll quickly learn patterns in how PHP functions are named, and as a result be able to guess what a function does within the context of the examples in the above books--even if you don't remember precisely what it does.

## Agile Web Application Development with Yii 1.1 and PHP5

<http://www.amazon.com/Agile-Web-Application-Development-PHP5/dp/1847199585>

I read this book in combination with reading the Blog Tutorial and Definitive Guide on YiiFramework.com. When you're done studying all these materials, you'll be amazed with how much power you have. This book isn't hard to read either. You'll love it if you reach this stage!

## Javascript & jQuery:

### Learning jQuery, Third Edition

<http://www.amazon.com/Learning-jQuery-Third-Jonathan-Chaffer/dp/1849516545>

jQuery is a framework built on top of the native browser language of Javascript. Usually one would recommend you learn the base language--Javascript--before learning an abstracted framework on top of it--jQuery. However because of the nature of jQuery and how comprehensive it is and because of how quirky Javascript is coming from PHP, I found it best to jump to jQuery and immediately start accomplishing the DOM manipulation tasks I needed. And ultimately because of syntax similarities between PHP and Javascript I was able to get productive in Javascript without studying a single book just on Javascript. One thing I did different

when studying this book from the PHP books is I did every single tutorial as I read it. The reason is because when I learned PHP, I was learning my first real programming language--so it took me a lot of time to just digest things before I could code a single line, which is why I just read PHP book after PHP book before I got started until it all made sense. However, by the time I got to Javascript & jQuery, I understood how programming in general works and found it helpful for memorization purposes to immediately start doing the tutorials.

## **jQuery 1.3 with PHP**

<http://www.amazon.com/jquery-1-3-PHP-Kae-Verens/dp/1847196985>

With this book I didn't do all the tutorials like I did with *Learning jQuery*, but what reading this book did for me is taught me precisely how Ajax works and what it's all about. After reading it, coding features that required Ajax using Yii and PHP was obvious and a no-brainer.

## **JavaScript: The Good Parts**

<http://www.amazon.com/JavaScript-Good-Parts-Douglas-Crockford/dp/0596517742>

This book gave me a deep understanding of the Javascript language and what it's truly all about. After reading it, many hours of debugging and head-scratching when coding Javascript & jQuery were removed from my schedule--because I finally learned the quirks of the Javascript language I needed to know.

## **Pro JavaScript Design Patterns**

<http://www.amazon.com/JavaScript-Design-Patterns-Recipes-Problem-Solution/dp/159059908X>

Now this book took my Javascript game to the next level, gave me an idea of how jQuery was built, taught me how to do things similar to how you would in a "classical" OOP language like PHP, and completely ended any remaining head-scratching I was having with Javascript, particularly with how "scope" works in Javascript.

## Linux:

### **The Official Ubuntu Server Book, 2nd Edition**

<http://www.amazon.com/Official-Ubuntu-Server-Book-2nd/dp/0137081332>

Note: by the time I read this book I had already learned Linux through blogs on the internet. The best thing I can recommend you do is install Linux on your computer from the Ubuntu website, and start navigating around the command line, practicing Linux commands you learn off the web. Just google "linux tutorials" and you'll be off to a running start. That said, by the time I got proficient in Linux and after I read this book, I felt confident that I really knew what I was doing and had practical solutions for the most common problems you'll face at the command line.

### **Apache Cookbook: Solutions and Examples for Apache Administrators**

<http://www.amazon.com/Apache-Cookbook-Solutions-Examples-Administrators/dp/0596529945>

This book I treat like a pocket reference and still refer to it often since it's impossible to remember all the different Apache configurations, given how comprehensive this web server application is. I did read it through when I first got it. I kinda skimmed it though-- just to get an idea of what is possible. Getting an idea of what is possible without mastering a subject matter is so important in programming because you'll know where to look when you face a challenge that the subject matter can solve.

### **Pro Bash Programming**

<http://www.amazon.com/Bash-Programming-Experts-Voice-Linux/dp/1430219971>

This is a little advanced for readers of the *FaceySpacey Bible*, but I'm putting it here because it really took my Linux skills to the next level.

## NON-TECHNICAL BOOKS:

### Smart and Gets Things Done: Joel Spolsky's Concise Guide to Finding the Best Technical Talent

<http://www.amazon.com/Smart-Gets-Things-Done-Technical/dp/1590598385>

If you plan to grow a small application into a large company, this book is a must. It's short. Read it.

### SEO Book.com

<http://www.seobook.com>

This obviously isn't a book, but I read their entire site like a book, and its creator, Aaron Wall, expects you to read it like a book. When I was done reading it, I felt I was completely up to speed regarding what SEO is, how search engines work, and practical techniques to get better rankings in search engines.

*For daily Startup Wisdom, checkout [FaceySpacey.com/blog](http://FaceySpacey.com/blog) daily. And don't forget to download the entire No Bullshit FaceySpacey Bible or more individual chapters here:*

<http://www.faceyspacey.com/resources?section=book> .

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