

## INTRODUCING: CustomCurriculum

**Knowledgewebb.net members now receive personalized digital media training consultations and custom learning plans.**

Aug. 4, 2009: We've all been there. You know that you lack certain skills and that you're ready to start training...but you're not sure how to get started. Worse, you're not even sure *what*, exactly, you need to learn.

Today, we're launching CustomCurriculum, a new service for our entire Knowledgewebb.net community. We've taken the guesswork away and now provide you with a clear path to learning. Are you starting a new website? Do your employees suddenly want you to use social media? Maybe you're just trying to stay ahead of your students, who all expect copies of your lessons via podcast?

Knowledgewebb.net members now have access to **individual learning consultants** who create **customized learning plans** to help them with all of their immediate and long-term digital goals.

Think of it as having a personal trainer right there with you, prescribing the best learning tools based on your personality, career goals and work style. As a member, you first complete a short email questionnaire. Then, our learning consultants outline which Knowledgewebb.net lessons and experts we think will help with your immediate needs. We'll also suggest social media as well as blogs, podcasts and other websites that we think will best suit your interests.

Lots of websites offer lessons, live chats and webinars. Knowledgewebb.net is the *only* place giving its members all of that *plus* direct access to experts *and* a customized learning plan. CustomCurriculum is a one-of-a-kind service and is available to everyone in our Knowledgewebb.net community **at no additional charge**.

Through CustomCurriculum, we create an ongoing relationship with our members. Approximately two months after we issue a member her first CustomCurriculum report, we offer a follow-up for further assessment. At that point, we make additional recommendations and suggestions for her.

Our goal at Knowledgewebb.net is to help our members thrive while they adapt technology for their everyday lives. With CustomCurriculum, we're providing even more personalization and support.

Please see below for an example of our CustomCurriculum report. For more information, please contact us at [info@knowledgewebb.net](mailto:info@knowledgewebb.net).

**Don't sweat the tech.**



**CustomCurriculum For: Robert Smith**

**Date: August 4, 2009**

**SUMMARY:** Robert, based on your responses to our consultation survey, we recommend the Knowledgewebb lessons listed below. We know that you're busy working at City Hall. Given how soon you'd like to start your new website, we strongly recommend that you dedicate at least an hour every day for the next few weeks to mastering these self-directed lessons. We're also recommending specific social media as well as podcasts and blogs. This will help to engage your interests while reinforcing the material you're learning at Knowledgewebb.

**EXPERTS FOR ROBERT:** [Amy Webb](#) and [Joshua Hatch](#) are the Knowledgewebb Experts who are most familiar with the kind of multimedia and social networking projects you're interested in trying. Both host live chats throughout the month. Please check our [online calendar](#) or your Knowledgewebb member newsletter to find their chat schedules.

You can also post your questions to the [Social Media](#) and [Multimedia](#) Smart Rooms where Amy and Joshua are moderators.

**RECOMMENDED LESSONS:** Robert, we recommend that you start with the Knowledgewebb lessons listed below as soon as possible. Once you finish, we hope that you'll continue your learning in our many other lessons and webinars.

- **Tech Terms Glossary.** This is our popular 8-page glossary of essential Web/ tech terms that you need to know, defined in plain English.
- **Managing Information Overload.** How can you possibly keep track of all the new trends an use social networks in a meaningful way? We'll show you!
- **Intro to HTML.** This is a great place to start for those new to the Web. We'll give you an easy-to-understand primer on HTML and get you using it right away!
- **Intro to CSS.** What are cascading stylesheets, and do you need them?
- **Starting a Web-based Business.** Everything you need to know to set up shop online.
- **Starting a Web-based Business: The checklist.** Download this form to help you stay organized.

In addition, we recommend that you complete all of the lessons in our **Special Six-Part Series: Your First Website Project.**

- Getting Started.
- Picking Your Platform.
- Design: Where to Start.
- Hiring a Developer.
- Domains and Hosting.
- Good Enough is v1.0.

**Don't sweat the tech.**

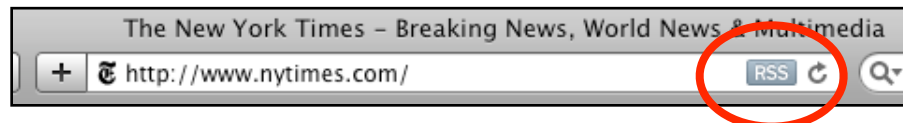


**CustomCurriculum For: Robert Smith**

**Date: August 4, 2009**

**RECOMMENDED SOCIAL MEDIA:** Robert, based on your interests and goals, the following Twitter, blog, podcast and other resources should inspire and engage you while you learn.

We know that you don't currently use an RSS reader - the tool that will help you aggregate and keep track of the resources we're recommending. Since you're primarily a Windows Vista user, try getting started with Google Reader (<http://www.google.com/reader>). To subscribe to one of the feeds, simply look for the little RSS icon which will be listed either in the top of your browser's window or somewhere on the page. Icons may vary, so we've listed a few examples below:



#### **TWITTER**

- @NeimanLab
- @Gartner\_Inc
- @steверubel
- @Foodimentary
- @slashfood

#### **BLOGS**

- Simple Spark Catalogue: <http://simplespark.com>
- Startup Meme: <http://startupmeme.com>
- Mashable: <http://mashable.com>

#### **PODCASTS**

- Adobe Photoshop Quicktips (Video)
- LearnFlash.com Video Podcast

**FOLLOW UP:** Robert, we'd like to know how you're doing! Please email [ideas@knowledgewebb.net](mailto:ideas@knowledgewebb.net) on or around October 4, 2009 and tell us what areas you think you've improved as well as where you still think you need work. At that point, we'll help you reassess your skills and we'll provide a second list of recommendations for lessons, social media and other resources. If you have any questions or would like additional information, just send us an email message. We're here to help!