

Becoming Technical

Build An Amazing Career In Tech Starting At Square Zero

By Andrea Goulet and Jocelyne Morin-Nurse

Why do so many smart and accomplished people immediately discount their abilities and call themselves “non-technical”?

Software isn’t magic. It’s a skill. One that can be learned — if you have the right mindset. The problem is that almost all the career resources on the market today have baked-in and assumed knowledge. A career switcher, who is used to being able to master skills quickly, feels overwhelmed, anxious, and blocked before they even get started.

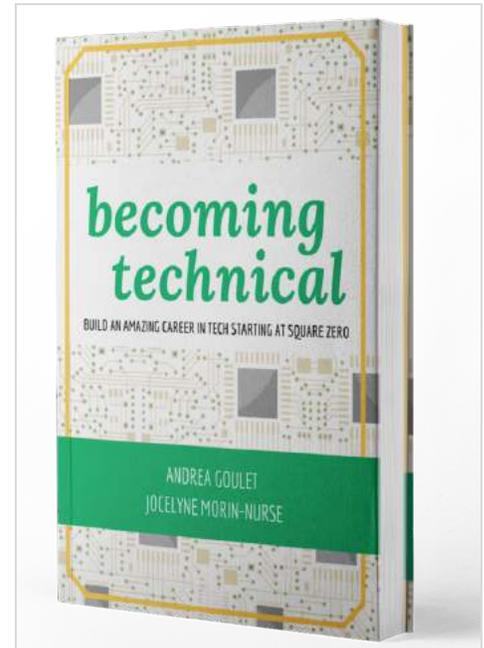
Yet, there is a way to overcome this inertia and become proficient in the technical skills that are so critical for today’s jobs. You don’t have to go to a fancy school, spend thousands of dollars, or move across the country. This knowledge is available to you no matter where you live and no matter what industry you come from. All you need to do is change the way you think. You need to start at square zero.

The concept of “square zero” mirrors a common attribute of most programming languages — zero-based indexing. When you’re creating a list of items, the counting system starts at zero, not one. Novice programmers often forget this concept, resulting in frequent errors. Forgetting about square zero when you’re transitioning to a career in tech can cause similar frustration.

Shelves are filled with business and career books that just don’t hit the mark for this audience. They’re either too broad (such as Richard Bolle’s *What Color Is Your Parachute?*) or have too much assumed knowledge (like Martin Kleppman’s *Designing Data Intensive Applications*). What’s worse, the market is filled with books that teach children programming fundamentals but there are practically no such books for adults. When a reader is searching for help, they’re constantly reminded how they don’t have the needed skills for the best jobs and how the upcoming generation is poised to be so much more prepared. They feel despondent. It doesn’t have to be this way.

The format of this book could be best described as a combination of David Allen’s best selling book *Getting Things Done* and Sheryl Sandberg’s recently released *Option B*. It’s filled with timeless and practical advice that develops a specific and critical skill set which can be broadly applied. Woven through the narrative, the reader will also learn about how to be resilient and empowered, even in the face of incredible difficulty.

Becoming Technical is poised for success. It is highly relevant to a wide audience, has little competition, and is written by an industry expert who has an established international marketing platform.



About the Authors



Andrea Goulet

Andrea Goulet is the CEO of [Corgibytes](#), a software development shop dedicated to maintaining and modernizing software applications and has been named by LinkedIn as one of the “Top 10 Professionals In Software” under 35. She’s the founder of [LegacyCode.Rocks](#) and [hosts a podcast](#) dedicated to changing the way we think about legacy code. You may recognize her from prominent industry publications such as the [First Round Review](#), [Hanselminutes](#), [Software Engineering Daily](#), and [Developer Tea](#). Andrea is a sought-after keynote speaker for conferences around the world. You can recognize her by the JavaScript tattoo on her wrist.

Here is a partial list of her credentials:

- Co-Founder and CEO of Corgibytes, which earns over \$1M in revenue each year ([fewer than 2%](#) of women-owned businesses achieve this status).
- Named as one of the “[Top 10 Professionals in Software](#)” in LinkedIn’s 2017 Next Wave.
- Regular keynote speaker at national and international conferences including XP2017, .NETFringe, and the National Association of Telecommunications Officers and Advisors.
- Featured [Skillshare teacher](#), promoted frequently with Seth Godin, Guy Kawasaki, and Gary Vaynerchuk. Classes are highly rated and have attracted nearly 10,000 students and generated significant revenue.
- Winner of Startup Nation’s Top 100 Leading Moms in Business in 2014.
- Guest on several prominent business and software podcasts and blogs, such as:
 - [First Round Review](#) (article hit #1 on HackerNews, a major achievement)
 - [Private Equity Funcast](#)
 - [Dev.To](#) (recurring guest)
 - The Entrepreneur Way (due for publication in July 2017)
 - [Women Taking The Lead](#)
 - [Hanselminutes](#)
 - [Free Code Camp](#)
 - [Software Engineering Daily](#)
 - [Developer Tea](#)
- Established Social Media Presence
 - LinkedIn: 67,000 followers
 - Twitter: 2,900 followers
- Vice Chair of [RVATech](#), the largest and most influential technology group in Central Virginia.
- Magna Cum Laude and Honors Program Graduate of Virginia Commonwealth University, receiving a B.S. in Marketing and Business Law.



Jocelyne Morin-Nurse

Jocelyne Morin-Nurse is the Director of Accounts and Content at [Corgibytes](#), a software development shop dedicated to maintaining and modernizing software applications, and a seasoned professional writer. Jo has an uncanny ability to keep track of multiple elements at the same time. Working closely with the developers and the CEO (Andrea), Jo translates the value of the highly-technical work her colleagues accomplish into language CFOs and CEOs can use to make informed decisions. Jo also leads content and marketing projects to showcase the team's expertise and reach clients who need Corgibytes to alleviate their technical pain points.

Here is a partial list of her credentials:

- Developed her first website – for a university department – 14 years ago, teaching herself HTML, site structure, etc.
- Kept up with basic technical skills through blogging and ghostwriting technical blog posts.
- Deepened her technical knowledge at an accelerated pace when joined Corgibytes as Office Manager and continued those technical skills in her role as Lead Content Whisperer and, now, as Director of Accounts and Content.
- Has been working as a professional writer for over 15 years, writing speeches, virtual reality video scripts, articles, blog posts, and more.
- Was a reader for a prestigious international screenplay competition based out of the U.S.
- Was a story editor for a French TV show.
- Her first feature thriller earned high praise from a professional reader (and former head of the story department at Cruise/Wagner Productions): “Without question, your work in this element is easily in the top 5% of writers I’ve read (and I’ve read well over 3,000 scripts).”
- Her second feature thriller qualified for Spec Scout, which promoted it as one of the “Top Available” projects, a high-scoring project within its genre, and a “Top Unrepped Script.” It also placed in the quarter finals of the Austin Film Festival Screenplay Competition, which is roughly the top 1,000 of 8,600 submissions.
- Working privately with L.A.-based screenwriting career coach, author and consultant with the Universal Writers Program and NBC International, Lee Jessup.
- Completed an Honours BA with Specialization in Translation (University of Ottawa).
- Completed a Certificate in Film Writing (UCLAEx).
- Completed the Professional Program in Screenwriting (UCLA).

Competitive Analysis

There are many best-selling business books about evolving business skills and attitudes, such as:

- *Option B* by Sheryl Sandberg and Adam Grant
- *Grit* by Angela Duckworth
- *The Third Wave* by Steve Case
- *The Way We're Working Isn't Working* by Tony Schwartz
- *If I Understood You, Would I Have This Look on My Face?* by Alan Alda

Becoming Technical is well positioned and first-of-its kind because it:

- Provides the foundational and fundamental “square zero” mindset shifts that must occur in order for someone to pursue a career in tech.
- Debunks the myth that technical business opportunities are only accessible to an elite few.
- Can be immediately implemented for technologists at any phase of their career — not just the beginning. The scope explains the journey from novice to practitioner, expert, and eventually influencer.
- Discusses technical topics in an accessible and engaging way. The authors are recognized as experts within the software industry for their ability to distill technical topics into easy-to-understand prose and storytelling.

Marketing

We are fully prepared to promote this book through the following activities:

- Develop a Skillshare class to accompany the book launch that will be immediately marketed to an estimated 100K students in the Business and Technology tracks.
- Maintain a website at becomingtechnicalbook.com with updates, speaking schedule, email opt-in, and unique video and audio content.
- Present at national and international conferences and conduct back-of-the-room sales.
- Guest blog on at least twelve well-respected platforms to accompany the launch.
- Proactively reach out to podcast hosts to pitch ourselves as guests.
- Purchase at least 200 books to generate word of mouth and give to key decision makers.