

## **It's Madness**

**What was I thinking? Building online courses for creating websites using Notepad. Sheesh!**

**First: who wants / needs to create a website?**

- + People starting a new business**
- + Non-profit organizations**
- + Hobbyists (collectors, geneologists, artists)**
- + People who want to get out / share their message**

**Second: Who prefers to do-it-themself instead of using ready-made templates or hiring a company or consultant?**

- + People who want to be able to extend the template or paid-for site (maybe continuing maintenance is a possible problem)**
- + People who like to understand and craft their creations**
- + People who want to keep sizes small, free of clutter, and performance fast**

**Third: Why choose my courses instead of alternatives on the Web or YouTube already?**

- + The series of courses fit together in a natural progression, steadily evolving in a natural manner: it's all one story not a set of unrelated events**
- + The tone is quiet, focused; not loud, abrasive, or aggressive**

- + There are plenty of real-world examples, and labs that provide reinforcement of the lectures**
- + Transcripts of the lectures are available as are links to related papers and documents**
- + Hard copy summaries of content are available at each stage, each including all the content of the previous**