



TECHNICALLY
SPEAKING





small business

small business **paid resources**

small business **boring lecture**

small business **confusing link**

small business **virus download**

small business **conference 3000 miles away**

small business **paywall**

small business **male advice**

small business **article 2015**



JULES SHERRILL

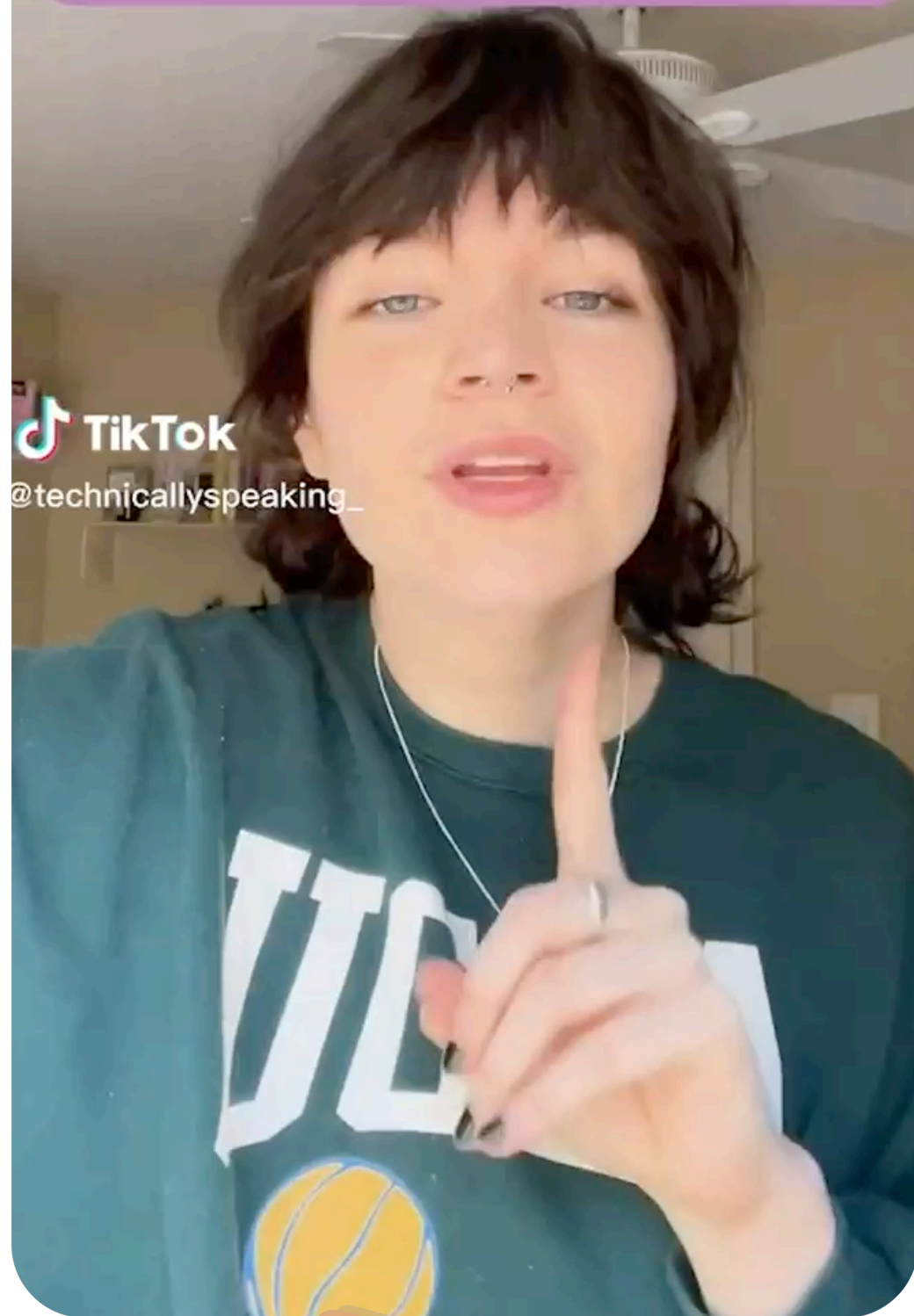


SYDNEY AMLING



TARA ANASTASOFF

Adobe Illustrator Gradient Hacks

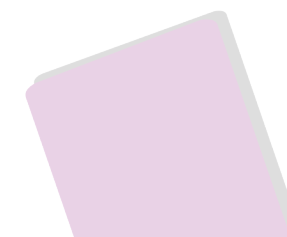
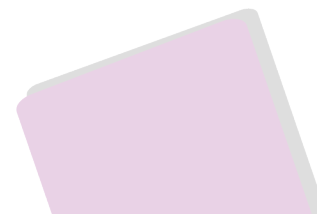
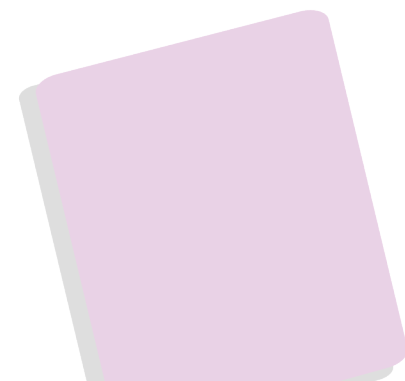
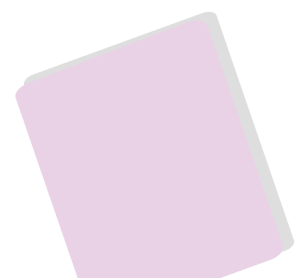


WHO WE ARE

an open-source, educational resource hosted on TikTok aimed at teaching small business owners everything they need to know to establish their business's digital presence.

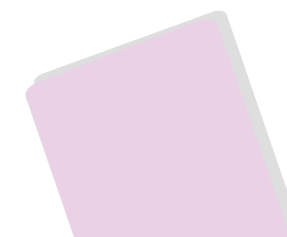
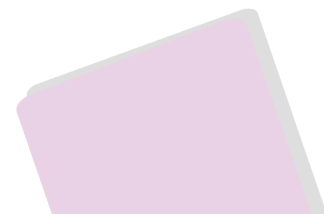
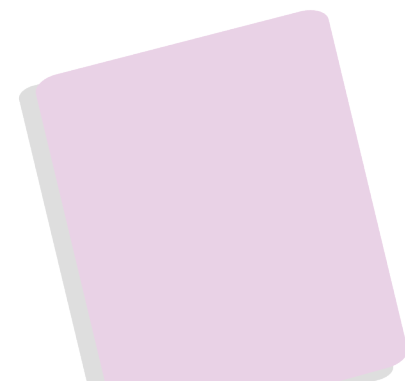
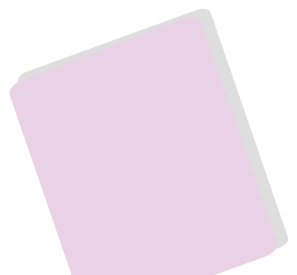
1

WEBSITE



12

WEBSITE PLATFORMS

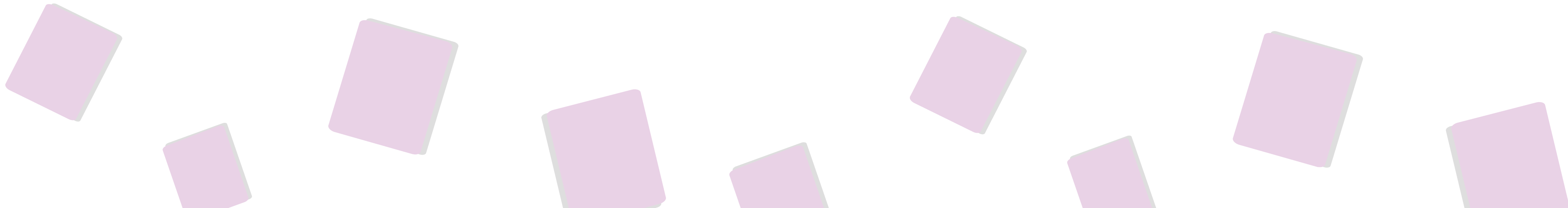


1 2 3

WEBSITE

PLATFORMS

COOL HOSTS



1

WEBSITE

2

PLATFORMS

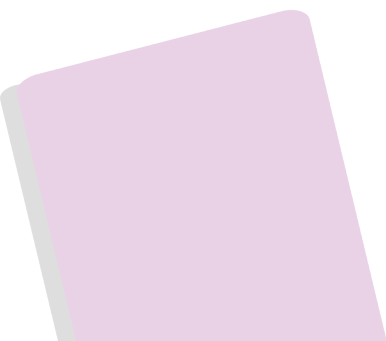
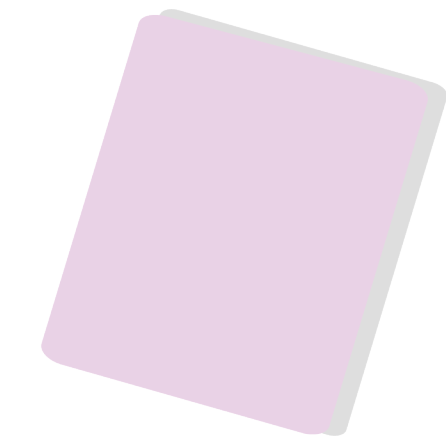
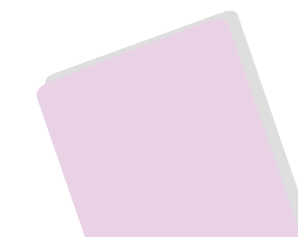
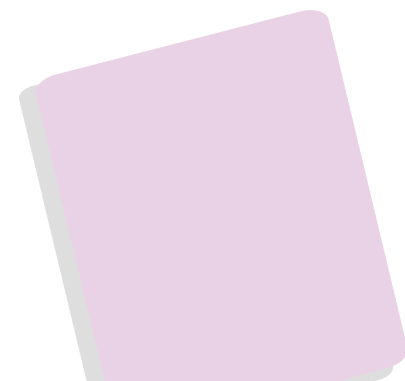
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COOL HOSTS

4

AVERAGE VIDEO LENGTH

5



Intro to Visual Brand Guidelines



Z & F Patterns

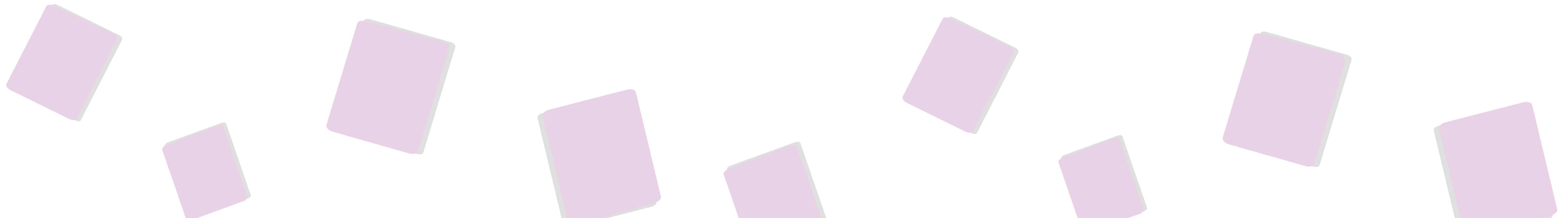


Instagram Bios



30 VIDEOS

ASPIRATIONAL INSIGHT
TOPIC RESEARCH
SCRIPT WRITING
FILMING + EDITING
UPLOADING SCHEDULE
VIEWER INTERACTION



TARGET MARKET

ZILLENNIALS

**LACK OF ACCURATE
DIGITAL PRESENCE**

**MUSIC PRODUCERS
CLOTHING RESELLERS
PAINTERS**

INTERVIEWS

01

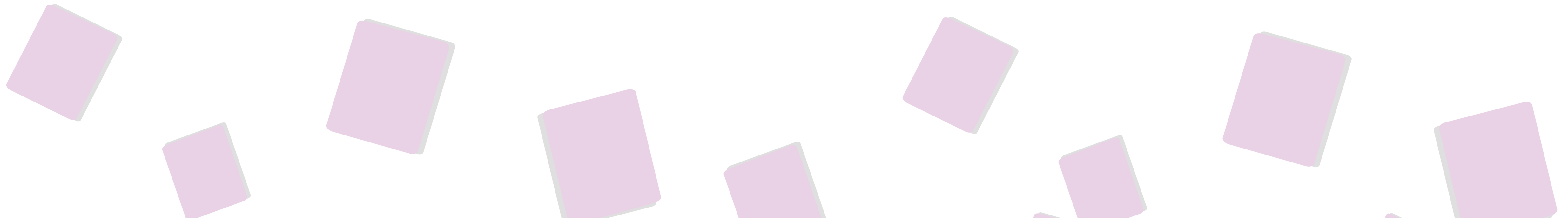
RESTRUCTURE WEB NAV

IMPROVE BIO CREDIBILITY

02

03

CONSISTENT VIDEO COVERS



Let's Talk Tech

Bite-sized lessons to help you establish your digital identity. Technically Speaking is designed with small business owners at top-of-mind.

[Start Now](#)



CHOOSE YOUR DIRECTION



omg idk how to use the
illustrator tool that
left

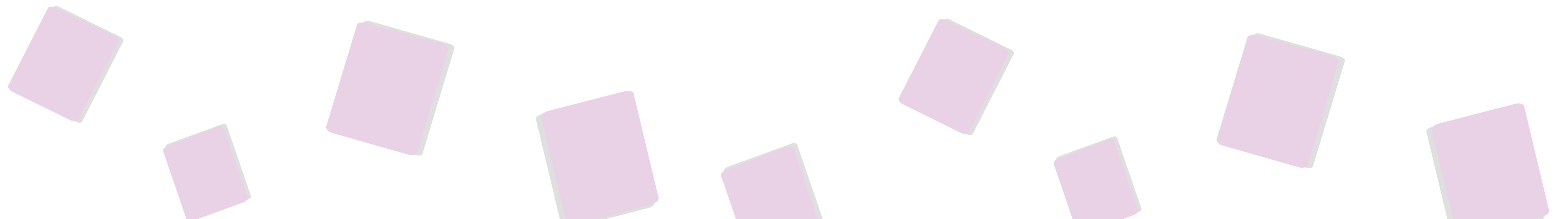


ok so i'm feeling alright
about this
but what



hiiii! could you show
how to use shopify's
new css feature?

totally! we'll get
started on that for you!





LET'S TALK QUESTIONS

technicalyspeaking.cool
[@technicalyspeaking_](https://twitter.com/technicalyspeaking_)