

## Lockergnome: The Synopsis

<http://www.lockergnome.com/>

As an online technology content provider, we believe (as do advertisers and readers) that our content is different from your run-of-the-mill Web site. This audience has been groomed to be extremely active, sending Web server logs spinning out of control; this is a nice "side effect" from being featured in a Lockergnome publication. We only feature the best of the best, and have been doing it since 1996. Several years later, our e-mail newsletter network has expanded to nine separate titles. Breakdown: over 8.5 million unique impressions per month.

## Lockergnome: The Audience

Windows Daily: 132,000 Subscribers

Tech Specialist: 59,000 Subscribers

Digital Media: 50,000 Subscribers

Penguin Shell: 16,000 Subscribers

Bits and Bytes: 33,000 Subscribers

Apple Core: 6,000 Subscribers

Webmaster Weekly: 23,000 Subscribers

Exclusive Focus: 12,000 Subscribers

Windows Digest: 146,000 Subscribers

Web site (Monthly): 1.2 Million Unique Visitors

## Lockergnome: The Conference (Gnomedex)

<http://www.gnomedex.com/>

You don't need an outlet to channel electricity - just a few hundred friends enveloped by a wireless Internet connection. Gnomedex isn't about technology as much as it's about the people who welcome technology into their personal and professional worlds. We carry with us an undying passion for a digital lifestyle, and when we sit together in the same room, it's an energy that can power an entire city. For the third year in a row, that city is Des Moines.

On July 25th and 26<sup>th</sup>, we're doing it again - Gnomedex, the convention designed for those who want to learn how technology can be used to improve their businesses, their careers, and their lives. Gnomedex 3.0 attendees include a wide range of backgrounds including IT professionals, business owners/managers, and enthusiasts from all over the world. Speakers include: John C. Dvorak, Tim O'Reilly, Jim Louderback, and Slashdot's Rob Malda. Sponsors include: four Microsoft divisions, Google, Zone Labs, and NVIDIA. Iowa partners include: CrossPaths.net, i-Spot Access, and the Greater Des Moines Partnership. Estimated attendance for 2003: 1,000.

This isn't a convention where you get lost in the hallways; it's a conference where you get lost in the conversations. With the walls that keep us from connecting with new folks and old friends; you've entered a live chat room, ready to listen to stories and solutions that continue to make the Web spin. Scheduled presentations will keep you captivated, and surrounding peers will keep you motivated.

Plug in, charge up.

## Lockergnome: The Tutorials

<http://tutorials.lockergnome.com/>

Non-fiction, tip-based PDFs fill this digital library. Each title sells for \$7 or more. This resource had generated nearly \$5,000 within the first six hours of operation. With countless sales occurring every day, six months later, it was able to generate revenues reaching \$10,000 in a single weekend. Content is either licensed from outside sources or repurposed from previously distributed Lockergnome e-mail newsletters.

## Lockergnome: The Force

"The mention in Lockergnome brought more visitors to my site - and resulted in more downloads - than I got from CNet's Download.com two-week exclusive on TopStyle's release." ~ Nick Bradbury (author of HomeSite), Bradbury Software

"In March, when we started uploading software, we had 318 page impressions. After Lockergnome reviewed us in April, we had 8216. And then, on May 1 alone, when Lockergnome featured us for a second time, we passed 7,000 impressions in a single day." ~ John Cattelin, Radsoft

"I received your congratulatory e-mail, thinking to myself: 'What a joke.' I didn't believe I would see any increase in hits. My software has been written up in industry magazines, newspapers, e-mail newsletters with millions of readers, and a few CD-ROMs. But your readers are different; they believe in what you write. My site hit count has more than doubled thanks to Lockergnome. A few of your subscribers have told me: 'If Chris thinks it's good, then it's good enough for me.'" ~ Guy Young, Easy Desk Software

"I'm very impressed - we've had our utilities selected as Microsoft's Shareware pick-of-the-week and announced in their 'Exploring Windows' and 'Windows Technology' e-mail newsletters, but the traffic generated by your reference in the Lockergnome newsletter has been significantly stronger. Thanks for the plug." ~ Mark Russinovich, System Internals

"Chris, frankly, I must admit that I did not know of your publication before, but you have certainly gotten my attention. At 5AM this morning (Central time), things got very busy here and stayed that way all day. In the past, I have had two mentions on ZDNet, two in *PC Magazine*, and one in *Computer Shopper*, and as far as I could tell, life did not change in any way then. But boy, something sure changed today. Only one e-mail has mentioned your newsletter, but it's very clear that something has happened. You have a very strong impact." ~ Wayne Fulton, ScanTips.com

"I'm in charge of advertising and site promotion for CoolText. I am aware that you've run a feature on us in the past. In fact, I hear at the time you ran it, you brought our server to its knees. Thank you again." ~ Evan Thomas, CoolText.com

"You know that CNet (that big company) featured [our site] in their e-mail newsletter, and the response from yours was much bigger. Thanks again." ~ Rob McCormack, ReadPlease.com

"Normally, I have 600 visitors per day; in the early evening, we have logged over a thousand people to the site - and the night is still young. I have been mentioned in *USA Today* (1800 visits) and a nationally-syndicated tech radio show (1700 visits), but I believe your recommendation will break these records." ~ Martin Zwernemann, Timeticker.com

"In the past couple of days, due to our appearance in the Lockergnome mailing list, we received a very high amount of traffic that caused an overload in our servers." ~ Administrators, CQExpress.com

"Well, I expected some interest in the Business Card Wizard; it did exceedingly well... too well, in fact. My Web site bandwidth exceeded its limit by over 7 gigabytes; I had to stop people from downloading it. Thanks again for giving me a head start." ~ Julian Ross, Soft-ware.co.uk

"Just wanted to let you know that the write-up in Lockergnome brought OnlineHomeBase more users than any other media report about the service. 14% of my frequent users cite Lockergnome as the place where they heard about OHB. *The New York Times* is a close second with 13.6% of frequent users citing it. So, you're more influential than *The New York Times*!" ~ Marc Fest, QuickBrowse creator

"As you can see from the attached spreadsheet, around 60,000 subscribers look at the Windows Daily every day. From my understanding, 10-15% is a considered good number for a daily newsletter. So, you guys are way ahead at 30-40%." ~ Jon Lal, Capital Intellect Software

## Lockergnome: The Audience

"I've been a Lockergnome reader for 5 or more years, under several e-mail addresses. After buying, learning how to use, and falling in love with my first computer, Lockergnome was the first tech newsletter that I subscribed to. And I've stayed subscribed, all of these years, for the same reasons that I subscribed in the first place. I have always enjoyed the context of Lockergnome newsletters. They are a wonderful mix of friendly, homey, geeky, and funny." ~ Georgia O.

"I receive your e-mail newsletters every day and all the information and links to more information has helped me tremendously in furthering my knowledge to retrain myself in various skills to be able find a technical job when I am able." ~ Martin B.

"Chris is an extremely busy person. For him to still offer personal feedback is a huge testament to his willingness to help others. I, for one, am eternally grateful." ~ Robert W.

"I know you are a busy, busy man - but I just wanted to tell you that two years ago, I didn't know how to turn on a computer. I didn't have a living soul who I could ask for help. Somehow, I stumbled upon you... THANK GOD!!!!!" ~ Michelle T.

"My wife and I decided to do a temporary separation. Suffice it to say, up until today, I have been as low as I have ever been. One thing that kept me sane was the Lockergnome newsletters in my Inbox. My wife and I are back together again. All I have to say is: thank goodness for Lockergnome, and for you, Chris." ~ Michael M.

"You though have made technology FUN and easy to learn. You have gifts that many people dream to have: a great imagination, the willingness to remember what it was like to learn something new, and how to teach what you know. When you are having a tough time at work or in life, just take the time to sit back and think about how many people you touch and teach on a dally basis." ~ Glenn B.

"I would like to thank you for formally sparking my interest in computing. Thanks to you, I have a fantastic job, and am basically setting up my future while only a student in high school." ~ Michael A.

"I just want to tell you how valuable this newsletter has been to me over the years. I love your writing style and sense of humor. The information is user-friendly to all level of geeks of all ages. It never ceases to amaze me how I almost always find some tidbit of information that expands my skills or a download that enhances my love affair with computers." ~ Cheryl R.

"I cannot tell you what it means to those of us who are not 'computer-gifted' - to have someone to talk to us as if we are not dummies, but merely uneducated." ~ Ken E.

"I'm the tech coordinator for a private school in Missouri. Thanks for finding useful tools that make my life easier, and indirectly enrich the opportunities I can afford my students." ~ John S.

"Jerry Pournelle, the science fiction novelist and PC computer 'experimenter,' had a way of sharing information that was very effective. I find that your writing style is very similar to his." ~ Marshall G.

"People like you are appreciated for passing on your knowledge to people like me, in order to enjoy the great benefits of owning and operating an electronic ball of string." ~ John L.

"I just wanted to thank you for taking time to answer everyone's problems. What would we do without you? Probably take a sledgehammer to the computer." ~ Neil G.

"I just wanted to drop you a line to let you know how much I appreciate your work and to let you know that you have been instrumental in my decision to get into a networking career after I retire from the Army." ~ Richard B.

## Lockergnome: The Conference

"Just wanted to let you know that I had an absolutely amazing time and can't wait to do it all again in a year. Thank you so much for being the cool geek get-together dude that you are!" ~ Laura B.

"So when does pre-registration [for next year's event] open?" ~ Dean M.

"Just wanted to say how much I enjoyed the conference. Great audience, great questions and conversation." ~ Dan Gillmor, Journalist for SiliconValley.com

"I wanted to extend a thank you for inviting us to perform at Gnomedex 3.0. The event was a blast and we really enjoyed meeting you all! It seems like a tight group that has a lot of fun in whatever they do. Thanks for making us a part of it, we really felt welcomed!" ~ Soulmine, Blues and Funk Band

"I look forward to seeing everyone next year and every year after that!" ~ Todd E.

"It was a blast, great contacts, information and just good fun. Saturday night was the best time I had in a long time. I'm really looking forward to next year." ~ Mitch V.

"It was great; thanks for hosting such an interesting and fun conference. I'm definitely attending next year!" ~ Aaron V.

"Thanks for the picture, and thanks for the memories... Great 'Dex..." ~ Jim H.

"Great conference. After growing up in Des Moines, was very cool to see something like this here. The weekend was outstanding " ~ Ryan T.

"I had an absolute blast at Gnomedex! I would love to get involved with the next Gnomedex, whether it is calling speakers, managing the lists, or any miscellaneous tasks." ~ Justin Porter, University of Minnesota (Carlson School of Management)

"There's still no better conference out there for connecting with people who are doing interesting things, or just people who share common experiences with me, with whom I can share my own info or bounce ideas off." ~ Mike M.

"I wanted to thank you for another great Gnomedex experience. I really had a lot of fun and I already can't wait for next year. It was well worth the drive from Cleveland. You make me proud to be a geek. Good luck in your upcoming ventures. I hope to see you back on TV someday." ~ Joe D.

"Thanks for your kind invitation to appear next year, but either way, definitely count on me as an attendee of next year's convention." ~ D. Clark, Stand-up Comedian

"I just wanted to encourage you to keep moving forward. I think you've got some capable people with you." ~ Mike C.

"I just wanted to let you know that Gnomedex exceeded my expectations, and I had a great time." ~ Nick Bradbury, Author of HomeSite (the world's best-selling Web page editor)

"Gnomedex renewed my faith in technology, and people." ~ Matthew W.

"It is difficult to describe the nature of 'community,' but you have created a unique and fun environment for computer tech-heads and wannabe-techies. Gnomedex was a novel 'zone' of folks intent on sharing their knowledge base without the crass commercialism you normally find at trade shows." ~ Greg S.

"You have a very keen sense of humor. You should be very proud of what you have accomplished..." ~ Doug B.

## Chris Pirillo: The Story

In the race for digital dominance, corporations have poured millions of dollars into the creation of elaborate and seldom-visited Web sites. What is the key ingredient that many of these businesses are missing to make themselves truly powerful players in the networked economy?

Chris Pirillo, best-selling author and creator of the award-winning Locker gnome e-zine, has found the answer to harnessing the complete potential of technology. Profiled by such publications as *The New York Times*, *Fortune*, and *Inc. Magazine*, Pirillo has made the corporate and electronic elite stand up and take notice with the technical tips and trends contained in his Locker gnome newsletters. With no marketing budget, Pirillo attracted over 350,000 confirmed subscribers, including some of Silicon Valley's highest profile innovators - and found advertisers in thought leaders, including Google and Microsoft. Now, he's bringing them to the world.

Ask yourself: "How did Chris Pirillo parlay Locker gnome from a single Windows-centric newsletter into a series of daily tech-related mailing lists, best-selling books, digital how-to guides, a revenue-generating meme, radio show, annual conference, television gig, top ranking on Google for his first name, and a well-trafficked blog?" He didn't do it alone, and some of those secrets will be revealed at the third-annual Gnomedex, a technology conference that attracts enthusiasts and businesses the world over to Des Moines, Iowa.

Pirillo divulges how corporations can make e-publishing work for them in his best-selling book, *Poor Richard's E-mail Publishing*, which pre-sold more copies than any other computer book in Amazon.com history at the time. Covering everything from building an Internet brand and driving site traffic to tapping into the constant desire for relevant and quality content, Pirillo humorously and clearly explains how any organization can create a high-profile presence that keeps customers informed and interested.

What Pirillo did for Locker gnome, he's also doing for other companies. Drawing on his own experience and constant research, he's now offering a wealth of insight into setting companies apart in the marketplace through his Brain Trust at Pirillo.com. His marketing strategies have shed new light on the possibilities of technology for both established online entities and businesses just looking to get their foot in the door.

In addition, Chris is a foremost commentator on the newest innovations that are expanding the limits of technology and our imaginations. For a year, he hosted a weekly "technology" show on AM 1040 WHO, Iowa's premier talk radio station on the Clear Channel Communications Network. With 50,000 watts of pure Pirillo presence, he kept listeners "infotained" with local and national guests. His shows were recorded live and archived on the Web for international coverage. He moved on to host a daily television show in San Francisco; with his guidance, TechTV's "Call for Help" survived three layoffs. Chris is currently the chief software columnist for *Computer Power User* magazine, published monthly.

Chris is now co-authoring a book with industry kingpin, John C. Dvorak. *Online!* will be published by Pearson Technology Group in October (2003). His personal online journal (Weblog) pulls in an active audience as he continues to create successes that work in conjunction with the evolving Locker gnome brand. He speaks to professional organizations large and small, in person or via the Internet, and his media career is about to go into overdrive. If people haven't heard of Chris Pirillo before now - they will soon.

## Chris Pirillo: The Clicks

<http://www.pirillo.com/>  
<http://ask.pirillo.com/>  
<http://chris.pirillo.com/>  
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1.888.472.0604

Chris Pirillo's Brain Trust  
Personal Consulting Portal  
Personal Weblog / Online Journal  
Successful Online Marketing Experiment  
Personal / Professional E-mail Address  
Business Phone Number

## Chris Pirillo: The Entrepreneur

"Chris, I have been a member of your Brain Trust for four days. Already, I have seen an increase in my sales, and have made high-level contacts that just never would have happened outside this list and the camaraderie it fosters. Thank you so much for taking the time to put all of us together." ~ Jodie Gastel, Founder, Score Brownie Points

"I just joined The Brain Trust in the last week, yet with the information that is available, I have already come up with an idea for a new business that I hope to launch soon. Thanks again Chris." ~ Rob Serfozo, Owner, SRLNet.com

"Thanks to Chris and his Lockergnome Tutorials series, we turned *The Wireless Networking Starter Kit* into an electronic book that brought in a few thousand dollars with almost no effort. We should listen to him more often!" ~ Adam Engst & Glenn Fleishman, Authors of *The Wireless Networking Starter Kit*

"I just received a titled position and was invited to participate in a high level R&D part of the company. None of which would be possible without your help." ~ Des Moines local, Ron Keener

"It's one thing to know how the Internet works; this guy knows how to work the Internet. I've been active in online advertising and marketing since 1995, and there are very few people who have done what Chris has. His ideas have merit beyond monetary value." ~ Adam Boettiger, Founder of I-Advertising

"Each of his ventures has been inspirational, to say the least. A relationship with Chris has certainly given my business credibility, but his shining example of how to leverage online community to achieve success has proven invaluable." ~ Mike Chandler, 2Xtreme Media Founder

"Chris Pirillo is a man who knows how to take an idea and turn it into a viable business, seemingly overnight. Pay attention to this man - he gets things done." ~ Anne Mitchell, CEO of Habeas, Inc.

"What I like best about Pirillo is how he's constantly got his shoulder to the envelope. He's always exploring different ways to use the Internet, different ways to get information across, and different ways to build community. He's got nerves, a great sense of humor, and a very strange, creative mind." ~ Tara Calishain, Editor for ResearchBuzz.com

"I've enjoyed watching Chris open new doors and do new things - making money with virtually everything he touches. If you listen respectfully to his advice, leaving only to practice what you have learned, you will succeed. Whenever I hear, 'It can't be done,' I know that Chris will do it with great success." ~ Michael Worth, Managing Member for Crew Tags Int'l, LLC

"Chris Pirillo's energy and creativity are contagious. That's why there's always a crowd waiting to see what he's going to say or do next. On the topic of online business, Chris doesn't just 'get it,' Chris 'pushes it.'" ~ Barbara J. Feldman, Syndicated Columnist, "Surfing the Net with Kids"

"Quite simply, Chris is the most sensitive radar on the Internet. He's constantly detecting the next hot thing when it's still far beyond the horizon. By the time a few early adopters are just starting to play with something, he's already a guru. Besides that, he's a big ball of energy that you can't help but be inspired by." ~ Steve Loyola, Founder / CEO of BestWebBuys.com

"It's not what you know, it's who you know, and Chris is keeping envious company. It is one of those times where I hope my competitors don't see this list." ~ Brett Tabke, WebmasterWorld Owner

"Chris Pirillo is the hands-down king at converting what's in his brain to something for his wallet, and I've stolen many a trick from him over the years. Not only is this guy always ahead of the curve, he has half the Internet watching to see what his next move will be." ~ Chris White, TopFive.com Creator

"Working online, sometimes you feel like you're the only person doing this. I've looked to Chris Pirillo for inspiration for several years. Always on the cutting edge, he keeps me informed of 'what's next' in such a way that I get just as excited as he does about it." ~ Cathie Walker, Sillygirl Productions

## Chris Pirillo: The Technologist

"Chris Pirillo is at the center of the digital universe." ~ Robert Scoble, Technology Evangelist, Microsoft Corporation

"I've long admired Chris Pirillo's infectious enthusiasm and sense of fun." ~ Tim O'Reilly, Founder and CEO of O'Reilly & Associates (the world's leading computer book publisher)

"Pirillo is looking to the future..." ~ *Inc. Magazine*, August 2003

"Chris Pirillo reminds me of Oprah. He is pretty damned brilliant and makes the word 'entrepreneur' sound like some slow-moving, washed-up, has-been word. There must be a better word that includes the 'whirl' feeling Chris's brain gives off. So, what I'm trying to say is that if you don't think Chris will be famous, like WAY famous one of these day, think again." ~ Halley Suitt, Writer for the *Harvard Business Review*

"Whether you knew it or not, your audience was about 200 people and they all stayed for your entire presentation. It was really a fun change from the usual boring speaker talking about economic forecasts and so on! We had many great comments on the deal." ~ Barb H.

"I handle media relations for Amazon's Web Services initiative. I'm writing to see if we could use your innovative use of AWS as a case study, should a reporter need one. Could we reference you?" ~ Jeff Hardison, Amazon.com

"I admit to not having heard of you previously, but a bunch of fans of yours cited it as the main reason they came to buy stuff from our Web site over weekend. Now that I have seen it, I think it's great (being a big geek myself). " ~ Richard Hsu, Singer for Da Vinci's Notebook

"You know how when you meet someone in Real Life and you just sort of know 'This person is really cool, and I'd have a good time hanging out with him?' Well, [you're] like that." ~ Wil Wheaton, Actor

"We may be able to work together someday..." Steve "Woz" Wozniak, Co-Founder, Apple Computer

"It was great meeting you in person tonight. You came across as a genuine guy, and I respect that (greatly)." ~ George Alfs, Intel Corporation

"[Chris is] a hyperkinetic wunderkind who is slowly but surely building a business of rallying people around and subsequently helping them with technology. With Pirillo firmly ensconced as a trusted source who methodically creates a community of believers for his opinions and ideas, we are naming him Evangelist of the Month." ~ Wabash & Lake, Marketing Agency

"With the TV show, he sells Brand Pirillo again and again - then links it to everything that he touches. Conversely, he seems to have cross-marketing agreements with scores of other... sites and products." ~ Andy McCaskey, Client Solutions Manager, Agilent Technologies

"Chris is a great guy, and great for the industry." Philip "Pud" Kaplan, Creator of F--kedCompany.com

"I've followed your 'progress' from Lockergnome to 'Call for Help.' I am originally from Trinidad, but live in LA. I am a multiple-medalist Olympic sprinter by trade, but I am also very much a tech junkie. As I've told you before, you are exceptional on that show." ~ Ato Boldon, World Champion Sprinter

"It was a pleasure talking with you... at the Waterside Conference. I am very impressed with what you have accomplished. I am even more impressed with your energy and passion, which are the foundation of your success." ~ Allen G. Taylor, Author of Several Technology "Dummies" Books

## Chris Pirillo: The Leader

"Sure, Chris is a topnotch geek, but they're a dime a dozen. What makes Chris unique is that no one has stayed so in tune with the enthusiasm of the plain ol' user... and the Lord must love them, because He made so many of 'em. Everything Chris does, from his best-of-breed book to his insanely popular daily newsletter - sounds, tastes and smells like him: a lovable wise-guy who knows 'everything,' is 100% trustworthy and is a kick to be around." ~ David Weinberger, Author and Correspondent for NPR

"The one influencer in technology who 'got it' first about what we were trying to do with vpr Matrix PCs as a premium private label brand of Best Buy's was Chris Pirillo. Chris understood that the technology opinion leaders who followed him eschewed a mass retailer like Best Buy. He was tremendously insightful in helping us to reach his audience." ~ Kim Garretson, Director of Emerging Media, Strategic Development, Best Buy Corporate

"Cities can't shine without citizens. When Chris isn't in Des Moines, there seems to be one ray of sunshine missing." ~ Chris Coleman, Mayor Pro Tem and City Councilmember At-Large, Des Moines, Iowa

"It's hard to imagine anyone loving technology more than Chris Pirillo. His undeniable, ever-enthusiastic dedication to share with others the considerable tech knowledge he's gathered living life in the cyber world is what makes him special." ~ Blaine Flamig, Editor, *CPU Magazine*

"As a multimedia engineer and part-time teacher, your commentaries do carry weight in what I recommend we buy and use. Also, sometimes your comments have a bearing on my opinions as subject material for my students. So, let me say this, your newsletters are very important and your influence (for better or worse) are very far reaching in many ways." ~ James Dwight, San Antonio College Library

"In the past, as the head of the Technical Architecture team at the Home Shopping Network, I made it a requirement for all of my team members to subscribe to Lockergnome. It has been the only newsletter that I have faithfully read on a daily (well, almost daily) basis." ~ Roland L. Jacobs, Senior Vice President, Technology, Topica

"I have been an IT professional since CPM and IBM mainframe days. We professionals are tired of the plain approach to knowledge; as long as you continue to make it fun, I am sure that you will be a hit." ~ Perry Halbert, Director of Information Services / CIO, Jesscom

"Chris Pirillo continues to keep his finger on the pulse of all things digital media, serving as an unbiased and unwavering consumer advocate for his readers and friends. His energy, passion, and enthusiastic desire to just help others understand technology is infectious. As a business associate, Chris has been a great help in providing solid and qualified product feedback that is carried in high esteem by our product development team." ~ Sean Alexander, Lead Product Manager, Windows Digital Media Division, Microsoft Corporation

"Chris is always on the cutting edge of where technology is going, particularly in the areas of media, Internet and how they are merging. He's a true visionary." ~ Jim Louderback, Editor-in-Chief for Ziff-Davis Media's Internet Group (ExtremeTech, pcmag.com, eweek.com)

"As a computer networking professional and community college faculty member, I constantly recommend [you]. I took an informal poll Saturday (42 students) and they all agreed that they enjoy the descriptions you give - it saves them time investigating the things they don't need, and gives them insight into what is available." ~ Michael P. Henry, Webmaster, Napa Valley College

"I really like Chris, and I can certainly relate [to him] - being a short, loud Italian geek myself. I've spent the last 20 years of my life trying to overcome my geekiness and 'fit in,' but I must say how easy it has been for me to just relax [around him] and be at home with my own strangeness." ~ Dave McClure, PayPal Developer's Network Director / eBay

"Protonic.com is about to enter its third year of operation. Its success in helping over 40,000 clients, answering over 80,000 questions by our 1,051 technicians, is in no small part due to you." ~ Rick Streeter

## Chris Pirillo: The Television Personality

"Chris Pirillo takes his passion for all things technology with his quirky comedic style and turns it into a high-energy, informative romp through the bits and bytes. He's the real deal." ~ Cathy Brooks, Former Director, TechTV Talent & Booking (currently VP, Business Development, Porter Novelli)

"Chris is a digital combination of Columbus, Edison, and Dear Abby. [He is] an invaluable asset to any one who uses a computer. Praise the 'Lockergnome.' In the land where information rules, Chris is the king." ~ Charles Fleischer, Actor (best known as the voice of Roger Rabbit)

"I'm a TV writer / producer living in L.A., and [I'm] not a exactly a techie - but I find myself having become a recent convert to your show and, I admit, have become positively addicted to it. I'm just so impressed that you, so firmly a part of the tech establishment, are willing to go out on a limb for your readers / viewers. That passion - mixed with a rare kindness seen on TV - really comes through on your show. And, well, I guess just wanted to congratulate you. " ~ Rick M.

"From a long-time Gnomie in Canada, I just wanted to say you're doing a great job on TechTV. It feels like I'm watching someone I know..." ~ Ted C.

"You're great on TechTV. Anyone who has such a broad understanding of tech with the talent to communicate it is a welcome addition. A rare combination..." ~ Tom C.

"I'm impressed with your knowledge and command on a wide range of issues, and how easily you seem to be able to switch gears from subject to subject. I'm also impressed at how 'at ease' you appear to be in front of the camera. Having done some live radio, I am a little familiar at how anxious someone can be in that type of situation." ~ Jeff D.

"I've always known that you had a flair and a passion for what you do, and it comes through fantastically on the tube. Keep up the good work; you're doing great, and you are definitely going to make it there." ~ Brett B.

"I've been watching 'Call for Help' again since you started. I thought the show was going to the dogs. You have breathed life into the show. Love your humor!" ~ Gary M.

"Chris, it is both delightful and satisfying to receive responses to questions asked. I have asked several questions over the years and this is the only answer I have ever received. For this, I thank you." ~ Tom E.

"I wanted you to know I appreciate your STYLE; it makes learning FUN." ~ Dennis C.

"I've been watching CFH for 2 1/2 years, and you are the best thing that has happened to it. Your knowledge is incredible. Are you really a robot!?! " ~ Sandie F.

"You have brought life to 'Call for Help!' Thanks... I like your down-to-Earth style and humor... just the right mix... I am a father of seven, and have five computers in my household to deal with. So, you can see why the show has helped me upgrade and save money at the same time." ~ Ed W.

"I am an Information Systems Officer who loves to watch your show. Sometimes I already know the tips and suggestions that you give, but that only reinforces the information and other times I just soak up the new bits of knowledge for future use." ~ David M.

"I didn't know what to expect, but you do have a way of getting people's attention. Sort of a cross between Bugs Bunny and Robin Williams. Thoughtful and intellectual, but still zany enough to make people laugh." ~ Steve L.

"My spouse is continually disgusted when I turn on your TV segment and sit there giggling at your inane jokes and witticisms, scribbling down your countless tips, and expressing awe at your computer knowledge. She doesn't know who needs to grow up more - you or me. " ~ Stephen M.

## Chris Pirillo: The Book Author

"[Chris] advises readers to make top-quality content their first priority, build brand names, and provide excellent customer service. Perhaps most important, the book explains the difference between spam and legitimate mass mailings." ~ Amazon.com

"Chris has stepped forward to share his experiences via this very useful, well-written book, with a step-by-step tutorial that shows the right way to join in the e-mail publishing fun." ~ Michael S. Dunn, CTO, Dell.com

"If you currently publish an e-mail newsletter or are thinking about starting one, this is the one resource you must have next to your computer." ~ Damon G. Zahariades, Editor, *Web Business Today!*

"Chris makes the process of online newsletter development understandable and removes the fear of launching a new project." ~ Kendall Hanson, author of *Writing for Trade Magazines*

"Outstanding. Extremely readable, totally understandable." ~ David Deeson, Founding Editor, *Home Business*

"So many books are written by people who think they know what they're talking about, but who have never actually done whatever it is; it's so refreshing to hear from someone who has done it!" ~ Jean Hollis Weber, Publisher, *The Technical Editors' Eyrrie*

"I have read many marketing e-books and courses, but none have come close to *Poor Richard's E-Mail Publishing* for details, examples, and links to useful sites pertaining to e-mail publishing." Eva Almeida, Publisher, *Optimal Health Newsletter*

"Pirillo began using the Internet before 'www.' was invented, and refuses to yield to the Web's flashy seductions." ~ David Walker

"Since Chris Pirillo has 'been there, done that,' I thought his book might answer many (if not all) of the questions I would have. Well, it delivered! Now I have a Web site and newsletter that makes me proud." ~ Dan Gaskell, SurfBits.com

"As the author of 113 books and over 500 magazine articles, I highly recommend Chris Pirillo's book to anyone who is in business." ~ Dan Poynter, ParaPublishing.com, Amazon.com Top 500 Reviewer

"Pirillo's book is like having a friend in the business who leads you step-by-step through the treacherous minefield - and the potential goldmine - of the Internet. *Poor Richard's E-Mail Publishing* is the most clear, straightforward, and information-packed book you'll find on the subject of setting up and running an e-mail newsletter." ~ *Midwest Book Review*

"This book is highly recommended for anyone desiring to promote an online or off-line business, a non-profit organization, or who simply wants to share information about a particular topic. This book is easy to read, it's packed and highly informative, and it will enhance one's marketing efforts!" ~ Jim Moran, Amazon.com Top 1000 Reviewer

"When I began The Machinist Information Exchange Web Site, I thought that if I built it they would come, like in the popular movie (*Field Of Dreams*). Well guess what? They didn't! Learn from the man that is a great success at doing what he is writing about. Chris Pirillo is the publisher of Lockergnome, one of the largest e-mail newsletters of all time." ~ Gary Pinson

"Chris tells it like it is - no flowery words or high-falutin' language peppered with all the associated Buzzwords O' the Day! No, sir! Chris puts in all in humorous every-day language that doesn't alienate either the layman or the veteran." ~ Karl Erikson

"Not surprisingly, just as in his newsletter, Chris has succeeded in giving lots of info and tips in an entertaining fashion." ~ Tom Winn