Michael McCallister

Writer/Author at ProTek Writing Services

Greater Milwaukee Area, WI, US

Technical Communicator. Author Platform Builder. Book Author: WordPress, Linux, open source software

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Biography

Mike McCallister is devoted to the idea that technology need not be feared, and can be mastered by anyone. After all, he grew up in the days when computers filled entire rooms, and spent 13 years as a civil service clerk doing nothing more technical than recording WordPerfect macros. Technical communicator with experience in software documentation, online help and book publishing. Freelance technology writer with many credits. He writes for, and on behalf of, users from the freshest newbie to the experienced professional. He is devoted to making computing easier for the full spectrum of user levels and experience. As a technical communication consultant, freelance computer magazine writer, and book author, he understands that ordinary people can and should make the most of their tools. Besides Linux and open source software, interests include tools for communicating via the Web (blogs, social networks, wikis, and the like) and bridging the digital divide.

Availability

Panelist, Workshop, Author Appearance

Industry Expertise

Writing and Editing, Internet, Social Media, Computer Software, Publishing, Information Services

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Areas of Expertise

Wordpress, Blogging, Author Platform, Open Web, Open Source, Linux, Technical Writing

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Affiliations

National Writers Union UAW Local 1981, Society for Technical Communication (Senior Member)

Sample Talks

Helping Make WordPress, Whether You Code or Not

So you've been using WordPress as your web platform for years now. Maybe you think it's time to give back to the free software community that builds and updates your home on the web. But hey, maybe you don't know the difference between PGP and PHP! Maybe you do know the difference, but can't code either one. What can I do? In this session, I'll give a tour of the Make WordPress site, and with some good fortune, find a place for you to contribute.

Event Appearances

Learning From the WordPress Sites
WordCamp Milwaukee 2012

WordPress, HTML5 and CSS3
Milwaukee WordPress Meetup: Wordpress 3.4 Meets Web Standards: How Did It Do?

Building Authority and Audience with WordPress and Google Authorship
WordCamp Milwaukee 2013

Building Your Author Platform Through Google Authorship
WriteCamp Milwaukee

Writing Good Content with WordPress
WordCamp Milwaukee 2014

Unlocking LinkedIn: Finding Your Dream Job or Client
Society for Technical Communication, Wisconsin chapter meeting

Learning from the WordPress Sites
WordCamp Milwaukee 2016

Education

University of Wisconsin-Milwaukee
B.A. History

Accomplishments

#57 in MindTouch List of "Most Influential in Technical Communication and Content Strategy"
Based at least in part on my longtime participation and skill in social networking.

Co-Author (with Carole Jelen) of "Build Your Author Platform: The New Rules"
With hundreds of thousands of books being published each year, building an audience before your book is published has become a necessity. Authors must realize now that it?s not only great writing that makes a successful book. This book is an easy to read, actionable collection of the steps, techniques, strategies and best practices used in working with successful and prolific published authors.

Contributor, WPMUDev Blog
1.6 million WordPress Superheroes read and trust our blog. I contribute posts on web standards, tutorials on useful WordPress plugins and features, and security.