CRACKING THE CONTENT EDITING CODE

A Case Study with Dr. Adrian Rosebrock, *PY Image Search Gurus*

For author, Ph.D., and entrepreneur Adrian Rosebrock, the launch of his online course teaching coding for open source computer vision programming would require skilled editing support for the more than 2,000 pages of content.

What could be more challenging than being on the cutting edge of open source coding and programming evolution and application, writing a book about it, and then developing a detailed course for other young coders and entrepreneurs?

Advanced computer coding runs our world today and is present in all aspects of our lives. On the cutting edge of that technology is computer vision and image processing, which is used in everything from retail and law enforcement to gaming, robotics, manufacturing, healthcare, and beyond.

The young entrepreneurs leading this emerging field are working hard to pave the way for others to follow. One such entrepreneur is Ph.D. and entrepreneur Adrian Rosebrock who spends virtually all of his time studying computer vision, machine learning, and image search engines.

As the founder of the PyImageSearch.com blog, Rosebrock has published over 100+ tutorials and articles aimed at teaching computer vision, image processing, and image search engines. He is also the author of *Practical Python and OpenCV*, which has been featured on the official OpenCV.org website.

The evolution of this new open source programming language has been fast, which means that there are few sources of education as well as competitors. These pressures have propelled Rosebrock to quickly develop his online course in order to grow the field, educate young entrepreneurial programmers with product/solution ideas, and to manage his brand as a thought leader.

As he embarked on his latest project to launch an extensive online course, he knew that he would need skilled content editing support for the more than 2,000 pages of content the course would demand in a single year.

"At the peak of my writing schedule for the PyImageSearch Gurus course, I was writing 5,000-10,000 words per day, every day of the week," explained Rosebrock. "Dedicating that much effort to content creation was challenging enough; there was no way I could have possibly edited that content and done a good job."

PyImageSearch Gurus
13 modules · 168 lessons · 2,161 pages

Coding Is Easy, Editing Is Hard

Able to distinguish his weaknesses from his obvious talent as a programmer, Rosebrock also knew his limitation as an editor. "From previous experience writing my book, one of the most challenging aspects was editing my own work. I missed simple spelling and grammar mistakes, which eventually led to my becoming blind to my own writing style, so that I consistently missed clear and obvious issues."

After coming to the conclusion that he would need expert help, Rosebrock reached out to other entrepreneurs to find suggestions for a firm that could address his needs. The highly technical nature of the course's content meant that it would require editing support from someone who had experience dealing with highly technical subject matter.

This was made doubly hard by the fact that the Python and OpenCV programming languages are still something of an outlier among programming languages. Consequently, the most notable recommendation came from fellow serial entrepreneur Rob Walling. Walling was a published author, application developer, and entrepreneurial startup educator working in the software-as-a-service (SaaS) startup space.

A high level IT course, and working with other entrepreneurs via education course offerings in the space, were closely aligned to what Rosebrock was doing. Rosebrock learned from

Walling that he knew some others who had found great success working with Craft Your Content (CYC), a content and editing firm that met all of his needs. "After talking with Rob about CYC, its founder Elisa Doucette, and the whole team approach from the company, I was sure that Craft Your Content would be an ideal fit for my needs as well," said Rosebrock.

The Process of Coding and Content

After discussions about what CYC could offer, founder Elisa Doucette worked with Rosebrock to develop a customized monthly content editing plan with clear expectations, processes, and goals. After establishing guidelines for dealing with the highly technical jargon of programming that would be foundational to the course, the editing process began.

At the beginning of each month, Rosebrock would submit a content batch of newly completed lessons that totaled anywhere from 15,000 to 20,000 words. CYC would edit the content and return the finished lessons to Rosebrock for review every three weeks, which became an ongoing schedule.

For Rosebrock, the ability to concentrate on writing and developing the course as well as being able to devote time to working with newly enrolled coding entrepreneurs was a major breakthrough. In addition, he explained that the high level of trust he had with the CYC team, as well as the streamlined process and communication, made it very enjoyable as they partnered to reach his goal:

> "Elisa is a rare-breed in that she is not only highly skilled, but is also highly personable and fun to work with. Basic correspondence emails regarding the content editing progress (which can sometimes be quite dry) from her and her team are often filled with humorous quips and honest comments on my writing style, which makes the process much more enjoyable. Ultimately, the quality and speed of the work was amazing, and it was always ready for publication when I received it from CYC, which took a tremendous weight off of my shoulders."

Realizing the Computer Vision

The quality and clockwork timing of content delivery by CYC enabled Rosebrock to release material as paid course and membership content on a drip release program of modules. This worked in conjunction with the use of virtual machines, which allowed students to take the course online at their own pace.

What made the scheduling possible was the fact that CYC is a team of highly skilled writers, content developers, editors, and PR/marketing professionals that share the same entrepreneurial values as their clients.

For Rosebrock, the entire journey has been about surrounding himself with young professionals who are working on the leading edge of an evolving world where the limitations of old business startup methodologies no longer apply.

This is evidenced by his journey of going from a successful Kickstarter campaign to launch the community and the course that would become PyImageSearch Gurus just over a year ago (253 backers pledged $34,882 to help bring this project to life).

With the support of CYC, Rosebrock is now filling up the course sessions that enroll new members every two to four weeks and continues to add to and update the course modules.

For Rosebrock, developing business relationships with the right people who share his vision and outlook has been crucial to his success. According to him, the relationship with CYC and Elisa Doucette has been foundational to the present and future growth of his business:

"Craft Your Content understood the very essence of what it was to 'create', and thoroughly understood the challenges faced by an entrepreneur-turned-writer," explained Rosebrock. "Their ability to handle editing big pieces of highly-technical content without having a prior experience in the field was nothing short of amazing. That saved me time, money, and my sanity, which is something you can't put a price on."

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