

# Apex Academy: Absolute Beginner's Guide to Coding in Salesforce

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WHAT'S IN IT FOR ME?



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# Overview



Introduce myself

The Apex Academy mission statement

Five things you didn't know Apex would do for your career

Can anyone really learn to code?

Prerequisites





Google's Salesforce Technical Architect

Two-time Salesforce MVP

Six Salesforce certifications

World's most popular Salesforce blog –  
[SFDC99.com](https://sfdc99.com)

Consulted over 50 Salesforce orgs

Many Dreamforce sessions, official  
Salesforce webinars & articles, user group  
presentations, Trailhead, and more!



# Apex Academy's mission:

Teach *anyone* to code at  
the level of a full-time  
Salesforce developer.



# Five Things Apex Will Do for Your Career

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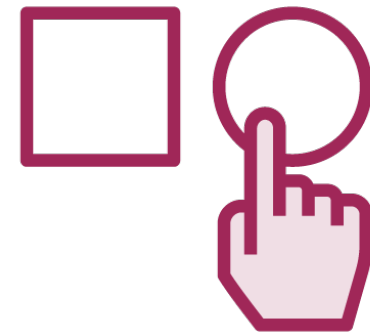


# Things you didn't know Apex would do for your Career



**\$130,000+ average base salary**

*Source: Careers in the Cloud: Take your developer career to the next level*



**Increase your worth within your company**

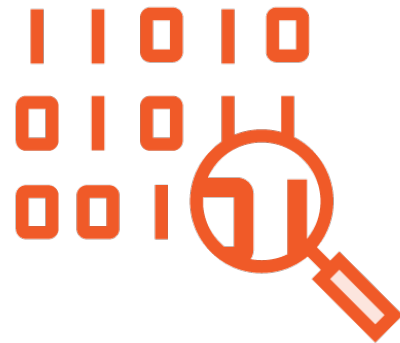
**...even if you don't master Apex!**



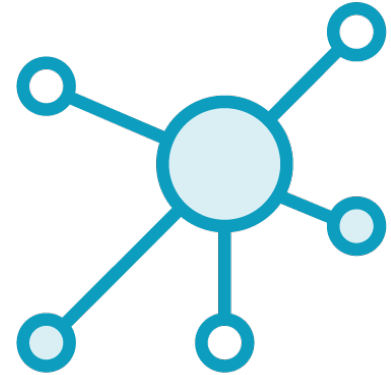
# Things you didn't know Apex would do for your Career



Coding will make you  
a more creative  
problem solver



You had no idea you  
knew so little about  
Salesforce



Build a transferrable  
life skill



“Can I really learn how to code?”

- Your brain





# It Has Been Done, Many, Many Times Before!

Me

Salesforce MVPs

50% of my  
coworkers

Bartenders,  
historians, violinists,  
call center agents

India, Philippines,  
Korea, Canada,  
France, Belgium,  
Germany

Women and men  
of all ages

In-depth stories and examples can be found at [SFDC99.com](https://SFDC99.com)!



Persistence, NOT  
intelligence, will determine  
your success in this industry



# Prerequisites

## **Basic Salesforce administrator knowledge**

- Salesforce Trailhead
- Udacity: Intro to Point & Click App Development

## **No coding experience necessary**

## **Salesforce developer org**

- [developer.salesforce.com](https://developer.salesforce.com)



# Summary



You have to be crazy not to learn  
Salesforce development

It's common for developers in the  
Salesforce industry to have no coding  
background

You can code, too!

