

# Frank Bravo

Bay Area technologist and podcast host who turns confusing tech into simple, actionable advice for non-technical people.

#EverydayTech · #DigitalSafety · #PracticalTips · #TechMakeover · #OnlineSafety

[YourTechMakeover.com](http://YourTechMakeover.com)

**30+**  
YEARS IN TECH

**50+**  
EPISODES HOSTED

**CTO**  
CURRENT & FORMER

**Plain**  
ENGLISH ALWAYS

## ABOUT FRANK

Bay Area technologist, podcast host, and IT consultant. Principal of Bravo IT Consulting (San Carlos, CA), current CTO of ProLegal, and former 30+ year CTO of Embarcadero Media (*Palo Alto Weekly/PaloAltoOnline.com*). Host of *Your Tech Makeover* — practical, jargon-free guidance on online safety, phones, passwords, smart home, and subscriptions. Experienced interviewer who understands the format and comes prepared.

## AUDIENCE FIT

- Daily smartphone/laptop users without a clear mental model for why things break or bill them.
- People alert to money leaks and scams — not looking for panic or sensational content.
- Listeners ready to follow 2–3 concrete steps when told where to look.

## SIGNATURE TOPICS

### Your Passwords Are Probably Fine — Your Habits Aren't

*Why most password advice misses the real problem, and what actually keeps accounts safe.*

Hook: "Stop Blaming Your Password Manager"

### The Scam Didn't Fool a Fool — It Fooled a Busy Person

*Why smart people fall for scams and how to recognize the real mechanics.*

Hook: "Why Smart People Get Scammed"

### Your Phone Is Doing Too Much — Without Your Permission

*Which settings to change and why most defaults are not set in your favor.*

Hook: "The Phone Settings No One Told You to Change"

### Tech Overwhelm Is a Design Problem, Not a You Problem

*Why tech feels complicated on purpose — simplify without buying anything new.*

Hook: "Why Technology Feels Hard (It's Not an Accident)"

### The Subscription You Forgot Is Still Billing You

*A repeatable system to audit and cancel the charges draining your account.*

Hook: "How Much Is Your Digital Life Actually Costing You?"

## PROVEN EPISODE ANGLES

"how to cancel subscriptions" — practical money-saving angle

"are qr codes safe" — scam awareness, no fear-mongering

"passwords vs passkeys" — timely sign-in changes, plain English

"travel tech tips" — seasonal hook — summer / holidays

## FRAMEWORKS

### Three-Question Tech Audit

① Is this setting working for me? ② Do I actually use this? ③ What's the worst that happens if I change it?

### Aware, Not Paranoid

Awareness beats anxiety. Practical beats perfect.

### The Plain-English Test

If Frank can't explain it in 1–2 sentences a non-technical person understands, he keeps working.

## SUGGESTED INTERVIEW QUESTIONS

- Most people assume they're not a scam target. Why is that the most dangerous assumption right now?
- QR codes and gift card scams are everywhere. What should people actually worry about?
- Passwords vs passkeys keep showing up in the news. What should everyday people do?
- What does a realistic, low-effort approach to online safety look like for a busy person?
- A lot of people feel embarrassed that tech overwhelms them. What do you tell them?
- Public Wi-Fi has a bad reputation. Is it actually as dangerous as people think?
- Subscription creep hits everyone. What's the simplest way to take back control?
- You host your own podcast. How has that shaped the way you talk about technology?
- What's one thing someone could do today to make their digital life meaningfully safer?

## CORE TALKING POINTS

1. Tech overwhelm is a design problem, not a personal failing.
2. The biggest risk isn't a hacker — it's a distracted moment and an unfamiliar link.
3. You don't need to understand how tech works to use it confidently.
4. Plain-English advice isn't dumbed-down — it's the hardest kind to give well.

## WHAT PEOPLE SAY

*"His approach is pragmatic and tailored to the needs and capabilities of his clients."*

— Margaret Warren — San Carlos, CA

*"Resolved all my issues and provided explanations on a level I could comprehend."*

— Dianne L. — Belmont, CA

*"Professional, patient, and has extensive experience in many areas of IT."*

— Kristin H. — Emerald Hills, CA

## TECHNICAL SETUP

- Mic: Shure MV7+ · Camera: Logitech MX Brio 4K
- Internet: Gigabit · Dedicated home office
- Platforms: StreamYard, Zoom + more

## FOR YOUR LISTENERS

"You can find Frank and all of his free resources at [YourTechMakeover.com](http://YourTechMakeover.com) — plain-English episodes, guides, and tips you can use today."

[YourTechMakeover.com](http://YourTechMakeover.com)

## BOOK FRANK

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