

InTech *Intelligencer*

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"



"As a business owner, you don't have time to waste on technical and issues. That's where we *shine!* Call us and put an end to your IT problems finally and forever!"

- Leia Shilobod,
President & I.T. Princess of Power

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Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone

Jesse Itzler is a man of many talents. He spoke at a recent conference this past fall and brought a lot of great business insight with him. Itzler got his start as a rapper in the early '90s. He worked with artists including Tone Lōc, wrote a song that made it to the Billboard Hot 100 ("Shake It Like A White Girl") and wrote and sang the New York Knicks theme song, "Go NY Go." He then went on to write the theme songs for over 50 other professional sports teams.

But it turned out that as much as he loved the music business, it wasn't his true passion. Itzler was an entrepreneur at heart. He had a lot of ideas he wanted to turn into reality. One of those ideas stemmed from his short music career. In 1996, he founded Alphabet City Sports Records with a friend. The business served pro sports teams and

remixed songs for their use. In 1998, Itzler and his friend sold the company.

Then in 2001, Itzler moved on to his next major venture: Marquis Jet. This company would quickly become one of the biggest and best-known private jet companies ever. They offered prepaid access to private jets, and it became wildly popular. In fact, in 2009, Warren Buffett's Berkshire Hathaway bought Marquis Jet (Berkshire Hathaway is also the parent company of NetJets, which offers fractional ownership in private jets). Itzler didn't stop there. He founded 100 Mile Group, a brand incubator. He partnered with ZICO Coconut Water, which exploded in popularity and was acquired by Coca-Cola. And to top it all off, he lived with a former Navy SEAL and

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wrote a book about the experience: *Living With A SEAL: 31 Days Training With The Toughest Man On The Planet*. All these accomplishments only scratch the surface of Itzler’s professional life.

Itzler accomplished all of this over the last 30 years because he wasn’t complacent. He routinely pushed himself out of his comfort zone and made choices to get to the next level. It’s not an easy thing to do, but he knew that if he wanted to be successful, he had to push himself. It’s something we all have to do.

One major piece of advice he offered to the Producers Club crowd was to differentiate. He used a great analogy: “Your brownies have to be different from all of the other brownies on the market.” This was in reference to a brownie business he worked on in college. You must ask yourself how you’re going to stand out in the market, because chances are there’s another guy out there offering the same thing you are. You have to set yourself apart. This is why Itzler got out of the rap game and started producing music for sports teams – he set himself apart.

Another strategy to fight complacency that he recommends is this: You need to put yourself in a position where luck will find you. You have to put yourself out there. Early in his career, Itzler was cold-calling all the way to the top. He’d cold-call CEOs to get their attention when he was working on his music career.

Later, when he was running Marquis Jet, he was getting himself in front of celebrities like Matt Damon and Ben Affleck. He took major risks getting his name and company in front of influential people, but by being willing to take those risks, luck, as he put it, found him.

Another of his strategies that really stood out to me was when you have momentum, you have to double down and “hit the gas.” For instance, when you accomplish a goal, go after even bigger goals. Complacency is what happens when you don’t hit the gas. On top of that, you can’t negotiate your goals and change them because you don’t want to put the effort into doubling down. It’s okay if how you get to the goal changes, but the final goal shouldn’t change. After all, you set goals for a reason – you do want to push yourself; you just have to put in the effort.

“... he knew that if he wanted to be successful, he had to push himself.”

**Free Report Download:
Questions You Should Ask Any IT "Expert" Before Letting Them Touch Your Network**



How can you tell if you are going to receive poor or substandard service? How do you know if your computer guy or network consultant is doing everything possible to secure your network from downtime, viruses, data loss or other frustrating and expensive disasters? Could your current provider actually be jeopardizing your network?

This valuable Free Report helps you avoid common pitfalls of choosing an IT Provider. Download yours today!

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Shiny New Gadget Of The Month:



Oral-B Genius X Rechargeable Power Electric Toothbrush

Believe it or not, electric toothbrushes are all the rage right now — and they're more advanced than ever! Electric toothbrushes have gone past just cleaning your teeth. Now, they connect to your smartphone and actually give you a report on your brushing!

The Oral-B Genius X is a toothbrush for the connected era. The Genius X learns your brushing habits, and, through your smartphone, wirelessly offers personalized tips to brush in certain spots for longer, to apply more or less pressure or to spend more time brushing. With sensors built into the brush head, it can tell how well you're brushing. It's like having your own personal dentist right there in your own bathroom. The Oral-B Genius X is available now from most major retailers.

6 Time Management Tips For The Busy Entrepreneur

Face it, there will never be enough hours in the day to accomplish everything you need to do. But if you methodically review how you spend your days and instill focus and discipline while completing daily priorities, you will soon find more time to work on the long-term

4.

1. CONDUCT A TIME AUDIT.

Sit down and review three months of activity. The data from the analysis will show where you spent your time (which projects, tasks and priorities demanded your attention) and with whom you collaborated to get the work done. The audit will also shed light on areas where you were distracted, where you were the most productive and which tasks/projects took more (or less) time than anticipated.

2. ELIMINATE TIME DRAINS.

These are the kinds of things that sneak up on you and steal time and can be better put to use growing your business. Look for these time drains: not delegating tasks, not managing meetings efficiently (Tip: always have an agenda!) and spending too much time writing/responding to e-mails. If you've done your job as a leader, members of your team can handle a majority of meetings and e-mails. You hired great people. Now let them do their jobs.

3. TAKE CONTROL OF YOUR CALENDAR.

Remember: you drive your schedule; don't let others drive it. Block time throughout your day and guard against changing your schedule to work on tasks that are not important or urgent. The way you allocate your time has a direct correlation to your effectiveness as a leader and, ultimately, the performance of your business. Prudent calendar management will also send a strong signal to your team that you take this seriously.



4. PLAN YOUR DAY.

When you know your priorities for the day, you will be better prepared to reset your work schedule if the unexpected comes your way. Once your schedule is set, block off chunks of time to work on your priorities. I recommend 90-minute blocks so you can concentrate on big-picture items or work on a group of related tasks. Stay disciplined and don't allow yourself to go over that allotted time.

5. LIMIT INTERRUPTIONS.

Now comes the hard part. Once you start working on each priority, you need to remain focused. Close the door and don't answer the phone unless it's a critical issue. Avoid checking e-mail. Don't let distractions slow you down.

6. HOLD YOURSELF ACCOUNTABLE.

Share your tasks, priorities and deadlines with a colleague. Meet with that person at least monthly to review how well you managed your time. The probability of success increases when you have someone watching your progress and coaching you across the finish line.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

Need NIST 800-171/DFARS Compliance?

For businesses in the DoD Supply Chain who need to comply with DFARS/ NIST 800-171 Security Protocols, InTech provides Risk Assessments, Security Audits, Compliance Audits, Plans of Action, and Remediation to bring YOU into compliance and assure you keep your contracts. Start the process today with a free, no obligation survey to get an idea of what you need to do to come into compliance. Go to www.intechit.net/NISTassessment and take just 5 minutes to jump start compliance.

Who Else Wants To Win A \$25 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 Visa gift card Ready?



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The keyboard layout designed by Sholes is:

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- B) YUIOP
- C) SHOLESLAY
- D) QWERTY

Email us right now with your answer!
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"The Founder Of Netflix Told Me What You Need To Be Successful"

It seems like Marc Randolph, founder of Netflix, comes up with some great ideas that instantly make a ton of money. However, when I met him last month he intimated that the success you see at Netflix is the highlights reel and there have been major challenges that spurned his sage advice he gave me that day.

Did you know that in 2002, his three year old company was just closing the year with \$5M gross revenue... and forecast to LOSE \$50M? Did you know when he made the jump to stop selling movies and go pure rental that he gave up 90% of his revenue OVER-NIGHT? He's got legit battle scars so when he told me the **3 Things You Need to Be Successful** I listened.

What does Marc Randolph say you need to be successful?

First, you need a **tolerance for risk**. You need to be comfortable starting down a trail without being able to see what's around the corner. If you overthink where you're going you're not going to go anywhere.

Second, you need an **idea**. But not just ONE idea, you need a TON of ideas. You need the capacity to generate thousands of ideas! They don't have to be BIG, they don't need to be ORIGINAL, but what you need to do with these ideas is test them, and test them quickly. You need a system and culture of testing lots of bad ideas. The more things you try, the more success you have.

Finally, you need **confidence**. You have to believe you can make it happen. Because every day you're going to have people at every turn tell you "that will never work" and most of the time they are going to be right! But that can't stop you from iterating and testing again.

For those of us in the great game of business the risks might be high, but the rewards of success can be great if you keep going.

To Your Success,



Marc Randolph, founder of Netflix and our CEO, Leia Shilobod focusing on success