

Each and every one of us are capable of becoming successful, but it's easier to fear the journey than work for success. As an entrepreneur, your biggest competition is yourself. You and your doubts will always pose as obstacles that keep you from achieving your goals. In this newsletter, we've taken the chance to help you overcome your fear. Starting with Managed Service Providers and how they can help alleviate some of the responsibilities that you might be responsible for as an entrepreneur.

## HOW MSPS HELP ENTREPRENEURS



Hiring a Managed Service Provider (MSP) can be a difficult choice to make as an organization. You need to guarantee an elevated level of customized administration for development and effectiveness, without using up every last cent. If you're thinking of working with MSPs, here's a list of the roles of Managed Service Providers and how they can fulfill your tech needs as your partner.

### **On Running Your Business**

MSPs can assume 100% responsibility for your IT condition. You don't need to invest your valuable energy battling innovation and guiding the IT division to have a key spotlight on business objectives. MSPs guarantee that your technological needs are met to move your business forward.

### **On the Rate of Profitability**

With Managed Service Providers, your organization approaches a better understanding of its technological needs. MSPs are formed with a group of IT experts with explicit and top capabilities. They also have cutting-edge accreditations. Furthermore, MSPs will make assets accessible to you and you can utilize these assets with the help of a Managed Service Provider.

One of the main roles of a Managed Service Provider is to be at the front line of your IT department.

### **On Business Goals and Growth**

More importantly, a Managed Service Provider's role is to break down your business needs impartially and build strategies from what they think you need to support the IT department. They will ask you about your business objectives and in what manner should innovation serve your business. Afterward, they will prepare arrangements to serve you with the best technological efficiency and practices.

### **On Access to a Variety of IT Services**

Managed Service Providers are experts in IT. They can comprehend what clients require and build up the IT administrations required to serve what they need. For instance, they have a clear understanding of organizational needs to move away from on location physical servers to a cloud situation. In this sense, MSPs understand organizations need access to administrations they may not typically have at a smaller scale. For example, two-factor validation and dashboard checking, are extra IT administrations Managed Service Providers can handle for you.

## ENTREPRENEURSHIP: RISK AND REASON



Entrepreneurship is all about taking risks. You have to be able to trust your own judgement because no one else will make decisions for you. There's a momentum to success, and it starts with you taking the first step towards a decision-making process of continuously trusting your own decisions. Deciding, back and forth, whether or not entrepreneurship is for you won't help this. Entrepreneurs are certain. Entrepreneurship is a choice – a well thought out choice.

**So, I'm going to ask you, are you willing to take that risk?**

Moreover, the feeling of waking up in the morning wanting more will never go away. People don't go into entrepreneurship because of the money. They do it for something bigger than financial problems. Entrepreneurship is a burning passion of making an impact. The tech giants you see today did not go into entrepreneurship because they feel constricted by tiny offices, tiny desks, and tiny paychecks. They do this because there's an impact only they can make. Financial stability is a bonus.

So, if you're feeling the burning passion right now to make a change in other people's lives, go for it! Study all you can about starting a business and growing it. You don't have to leave your job right now, but you can start working on your idea. Network with entrepreneurs around your area, and learn about entrepreneurship.

Here's why people choose to become entrepreneurs. I know you think entrepreneurship is the most viable option to materialize your dreams. With all the first page news about entrepreneurs like Bill Gates, Jack Ma, Larry Page, and more, regarding their increasing wealth, entrepreneurship sounds like the easiest way to get financial and creative freedom. I understand that there are days their stories inspire you to open your own startup. However, these stories only talk about the tip of the iceberg.

I hate to break it to you, but entrepreneurship isn't for everyone. If you're getting cold feet and hesitating about leaving your job, then don't. Stop for a moment and think extremely hard about this. Will it be worth it?

I get it. You've had dreams of becoming a successful entrepreneur, lining your dream company up with the tech giants of the world. You're tired of working your 8 to 5 job; feeling constricted by four office walls and a desk too tiny for your aspirations. One morning, you wake up and everything is just as you want it to be, and the next morning you wake up wanting to change every aspect of your life. Suddenly, it feels like you're running out of time and walls are closing in. You start looking for reasons to take the next step, but go back and forth on the idea because you're scared.

And you have every right to be scared. Everyone has felt, one way or another, the need to change the course of their life. But if you're hesitating, then don't do it. Don't leave your job, and don't make sacrifices you're not willing to make.

Know this, though. You are going to fail, a lot. About 99.9% of entrepreneurs get it wrong the first time. And it has nothing to do with misfortunes or wrong timings. The people who make it through the gritty part of entrepreneurship, are the people who worked for it through the good and the bad. And learning isn't just part of the process, it's all of it. For the first few months of your journey, you'll be learning most of the work yourself.

So, if you're scared of taking the risks, now's not the best time to leave your job just yet. Learn more about your idea and industry more than anyone. Master your solution and identify the exact reason why you're doing this. If it's a burning desire – a burning passion – that you can't live without, go ahead, become an entrepreneur and chase your dreams. Don't worry, you're in good company.

## THE EVOLUTION OF CUSTOMER NEEDS



Top brands have changed within the flow of time. They've adapted and evolved their strategies to follow the needs of the fast-growing field of the digital era. But how exactly can small businesses thrive in this era, especially now that there are emerging customer needs from technological innovations?

### **As easy as 1,2,3**

The traditional way most companies transact is changing. Businesses used to sell products at a physical market, and let their consumers run wild to purchase them. This approach used to be taken advantage of by malls and stores way back then. However, business traditions are being disrupted by modernization. Especially now that the power of the internet is taking consumers by storm. Online shops are dominating the digital era because of how easy it is for consumers to purchase products and services online. It's as easy as logging in to your account, choosing the product or service, and expecting its delivery after a few days or a few seconds.

### **Customers are always right**

Not only is it the motto of most companies, but it is also a phenomenon that needs to always be satisfied

as well. When you say the customers are always right, it also means that if they want the products to be sold online for their convenience, then you, as a business, should follow through. Times are changing and at a very fast pace. Not only can you order items on the internet, but you can also get different services online. Anything you can think of is being offered and can be purchased online. Since the demands are changing it is up to the companies to adapt to the nature of the emerging customer's needs and find new platforms to sell their products.

### **Spirit of Competition**

Since most businesses are migrating onto the digital market, not only does it encourage more fields of expertise, but it also entices the spirit of competition. People are now maximizing the use of the internet, not only to promote their products but to sell it online as well. It opened various job opportunities for people. Small businesses are also able to think of other ways for their products to reach their customers - delivery and transportation services for example. The digital era has produced not only a faster connection between the producers and consumers, but it also paved the way for several other kinds of opportunities.

## TIME MANAGEMENT: WORKING HARD VS WORKING SMART



Time Management can make or break your startup even before you launch. If you don't meet your goals by the end of the deadlines you've set for yourself or for investors, you can say goodbye to everything else. But what do people mean when they say, work smarter not harder? This means you can meet your goals without working yourself to exhaustion with proper time management as an entrepreneur. Try this: Stop and compile all of your pending and current tasks. How long is the list? Which tasks have you had for days now, but haven't completed?

The entrepreneurial journey will leave you with a list of to-dos longer than what you've had working for a company or for someone else. You'll have a larger set of responsibilities, especially at the beginning. This is why if you think entrepreneurship is the easy way out, then it's best you turn your back on this life now before you disappoint yourself even further in the future. However, if you're down to get your hands dirty, then here's a list of proper time management tips that can help make your entrepreneurial life easier.

### Start Early

Jumpstart your day with a work routine every morning, right after getting out of bed. Here's what you can do first thing in the morning – check your tasks list and emails, then go make coffee. This will allow you to breathe in and visualize what your day will be like today. If there are early emails, you can think about how to respond while you're heating up coffee. Plus, reading through your pending tasks will allow you to

pinpoint which of the tasks need to be prioritized, without having to sit at your desk.

### Prioritize Wisely

You know what they say about finishing the easy tasks before getting to the hard ones? It's a good way to burn through your list, but through your list. If you always gnaw at the easy ones, you'll keep leaving the harder tasks at the bottom of the list. And you don't want to have to extend your time working because the easy tasks have taken up most of your day. Harder tasks will always consume more time, so don't expect to be able to finish them with one hour left in the clock. Do a balanced and realistic rhythm of working on both easy tasks and harder ones.

### Get Rid of Distractions

The digital age is accommodated with innovation and distractions. Social media networks have never been both more connecting and disconnecting at the same time. If you're not careful, the digital age can delay your dreams or at most, put them to a complete stop. Ease out of this dilemma by eliminating these distractions and focusing on what's important – your goals. Moreover, the online world isn't the only distraction you need to worry about. Distractions can include time requested by your peers and family. But of course, this doesn't mean you shouldn't enjoy the company of friends and family when you need to. Leave a designated time and schedule for your social life.



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