

Sublime Technology Times

"Insider Tips to Make Your Business Run Faster, Easier and More Profitably"

When The World Gives You Lemons, Make Lemonade

My oldest daughter is finishing her first year of college from home, and my youngest daughter is finishing her sophomore year of high school from home. My wife and I are both working from home..... We have the benefit of having healthy relationships all around. However, everyone has to find their space. It is a good time to catch up on some TV. Maybe it would be better to watch less TV? It is an even better time to play some games together or take the time to talk. It is a good time to read and think as an individual. If you were considering starting your own business, then maybe you could start writing that business plan. Perhaps you could learn something that would help your work. Maybe you paint, draw, write poetry or songs. Be creative. Maybe you know an older or less able person who could use your help. We Americans and entrepreneurs are guilty of not stopping to smell the roses. Make good use of this time and do the things to keep your neighbor and yourself healthy.

- Adam



5 Steps To Rise Above The Fear Of COVID-19 And Focus On Growing Your Business

In a matter of just a few short weeks, we have gone from living how we've always lived to changing just about everything we do. Schools are out for weeks if not months. Cruises have stopped sailing, and air transportation may be next. Bars and restaurants are closing, sporting events are nonexistent and so many people are now unemployed. If you watch the news or follow social media and see the number of infected keep rising, you can't help but wonder when (or if) life will return to normal.

As a result of these unprecedented life changes in such a short amount of time, so many people today are frozen in fear. They don't know what they can do and what they can't do. They're numb, fearful and questioning everything.

I believe that the accomplished and

determined business owners in our world are facing a unique brand of fears: Will I lose sales and revenue due to the coronavirus? What if I have to lay people off? How can I keep my team and keep them working hard? How will I continue to provide for my family? How long will this last?

Here are five steps you can start taking now to stop being frozen in fear and move forward with your business, your family and living your life.

Step #1: Communicate Often.

You should make an effort to constantly communicate with all of your stakeholders. From your employees to your customers to your partners and vendors, stay in communication with them to share how your business is doing and how you can continue to serve them.

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This monthly publication provided courtesy of Adam Bell President of Sublime Computer Services.

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

While in-person visits may not be ideal at this time, you can always resort to the good ol' phone, e-mail, videos or webinars. You can bet that if your customers aren't hearing from you, they are hearing from your competitors.

Step #2: Be a Valuable Resource.

While money is always important, now is the time to be a trusted resource and friend to your clients and prospects. People today need bold solutions. If you're actively bringing solutions to your clients, you become a valuable resource. If they're simply writing a check and never hearing from you – especially in today's environment – you'll be first on the chopping block when they have to cut expenses.



Step #3: Lean on People.

It's ironic that the one time we need people more than ever before, we are supposed to socially distance ourselves and stay in our homes. Through video conferencing and web conferencing, work together with

your team, your partners and your Accountability Groups to lean on one another. Because nobody has gone through anything like this before, nobody has all the answers. But as a collective group, you will find most every answer you need.

Step #4: Be MORE Than a Businessperson.

They may be your employees, your colleagues and your clients. But they are PEOPLE first. And just about everyone you interact with in your business world has endless stresses when the workday is done. Their kids are home from school all day getting into who knows what. They're worried about going to the supermarket and if there will be meat and toilet paper. They're concerned about keeping themselves and their family healthy.

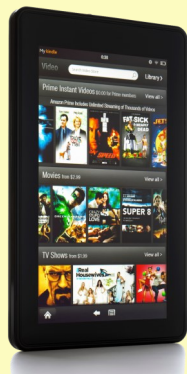
When your clients and prospects start to see you not just as an IT services provider, but as a friend and someone who truly cares, that's when they want to do business with you for life.

Step #5: Be Informed But Not Obsessed.

People were glued to their TVs for weeks after 9/11. As a result, although they were informed, they were also more stressed, depressed and fearful. Don't do that to yourself. Yes, it's prudent to know how to "flatten the curve" and protect your family, but watching too much news or social media right now can dominate your thinking and actions. That can negatively impact your business.

During this otherworldly pandemic, it's good to have a little fear. To keep us safe. To keep us making good decisions. However, if you want to ensure your business is stable and growing, to help your family cope and get through this, you should take these steps to rise above the fear.

Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of April.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply call us at **615-942-0850** or e-mail us at contact@sublimecomp.com with your referral's name and contact information today!

Shiny New Gadget Of The Month



NexOptic DoubleTake Binoculars

Binocular technology has remained the same for a long time – and for good reason! It works well. But now, one company has decided to bring binocular optics into the 21st century and give it a technological makeover.

NexOptic's DoubleTake blends binoculars with common smartphone technology. With 10x digital zoom and a wide field lens, DoubleTake delivers outstanding 4K video and high-resolution photos. Plus, it's packed with a powerful imaging processor to ensure your videos and photos look fantastic every time, and its compact size makes it ideal for travel.

DoubleTake's battery provides three hours of continuous use, meaning it will last most people several days or more before the next charge. Images are saved to an onboard memory card and can be sent over WiFi to your phone or other device for easy sharing or personal use. Learn more at NexOptic.com/doubletake.

Anticipating Customer Needs

What is the best way to create a loyal customer base and, therefore, a more profitable business?

Anticipate Customer Needs.

Anticipating needs is the best way to let your customers know that their success is your priority. When you deliver something customers need without asking, you create a sense of ease and let them know you have their best interests in mind – a proverbial “I have your back.”

The most effective way to anticipate the needs of your customers is to know them well. How else will you know what their expectations are? You have to create a relationship with them to identify what their demands are and fulfill them before they even know what they wanted. So, how do we go about this? Here are just a few examples.

Establish A Relationship.

In most of my books, I have a call to action. I ask readers to e-mail me to make their commitment to improving their businesses. Developing this dialogue with readers is an act of accountability on both of our parts. Moreover, it is a big leap of faith for some, and I am honored they trust me. They tell me why they are committed, and I let them know I am here and interested in helping them succeed. My hope is that they feel less alone in their struggles as business owners and more motivated to make the necessary changes they need for a successful business.

Exceed Expectations.

The responses from readers when they receive e-mails or videos from me has been overwhelmingly positive. It seems that most assume their e-mails will go into a black hole,



never to be answered. Not only do I answer, but I also include a ton of resources that basically equal free coaching. There is an FAQ, links to my *Entrepreneurship Elevated* podcast, links to find a Profit First Professional and become a Profit First Professional, links to Clockwork resources, links to Pumpkin Plan resources ... You get my drift. And while it could be interpreted as marketing, anyone who knows me knows I am out to empower others and help their businesses become more profitable. I often get e-mails from readers who are pleasantly surprised – they are getting answers to questions before they even knew they had them. See? Anticipating needs!

Ask For Feedback.

I often request reviews of my books. Is this because I want to hear how great they are? No. I ask for reviews because I want that honest feedback. How the heck else will I know what to write next? How will I know what problems need solving and what business solutions entrepreneurs are seeking if I don't ask? Getting reviews enables me to focus on these key areas where business owners are trying to improve.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called “the next E-Myth!” For more information, visit MikeMichalowicz.com.

Client Spotlight: American Development Corporation



American Development Corporation has been in business since 1996. They currently serve over 500 water and wastewater treatment facilities in the United States and in Canada, delivering on their commitment to provide customers a premier service relationship through innovative approaches, system solutions and chemicals in any quantity, from one gallon to a tanker load.



315 W Main St STE 32
Hendersonville TN 37075

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Do These 4 Things To Improve Your Business

Read. There are always new things to learn or perspectives to gain. The top entrepreneurs in the world read every single day. Read books, blogs, articles, anything – but always be reading.

Listen To Podcasts. Podcasts are more popular than ever, and there is a podcast for just about every topic. This is a great way to hear from industry leaders on issues that are affecting them and may be affecting you.

Continue Your Education.

How can you improve yourself? Take a class or a seminar! Keep your skills and knowledge base sharp by incorporating continuing education into your year.

Be Open-Minded. Be willing to give and receive feedback and critique on how you work, manage or anything else you want to improve on. The more open-minded you are, the more

comfortable your team will be in giving you feedback – and the better you will be at applying it. *Small Business Trends*, Dec. 30, 2019.



“I either need a shorter title or a longer desk.”