



# Building a Profitable Internet Business with IOVC Technology and Strategy

## Success Through People

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<http://www.iovc.com>



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*Building a Profitable Business with IOVC Technologies and Strategies*

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IOVC  
Strategy  
and  
Technology

Helping People Succeed through  
the Use of Internet Technology

*Dedicated to:*

*The business person within you. Never give up.*

*Favorite Quote:*

*Find a job you love and never work a day in your life again*

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## People - How to Ensure Success through People



### The People Strategy of IOVC Technology

IOVC technology should be used to help you become a success. But, one thing that must be clear is that regardless of the bells and whistles of technology, and the excitement of getting started, it is people who run the business, so let's first ensure your success through keeping you motivated.

If you are a small business owner, non-profit or solo entrepreneur in this ever changing, fast paced world of business, you need to keep up with the latest technology and trends to keep your business profitable, expanding, and ahead of the competition. Internationalization has changed the world we know. How we work with each other and ourselves has changed. Technology changes rapidly. Sometimes it changes every few years and other times, it dramatically changes in the same year. This can lead to stress, feeling overwhelmed, procrastination, avoidance, and perfectionism. These are all simmering daggers in the heart of your internet business.

To help you maintain positive progress and continued success we recommend completing a two step process.

1. Perform self evaluation
2. Maintain your motivation.

### *What is your Personal Motivation Process?*

To survive we need to be clear about our motivations and why you like to get the job done. In my role as a small business technology coach I urge all my clients to identify their true motivations toward work and business. I encourage

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you to do the same thing. Work and play may not be the same thing for you. To some people, business is work. To others who love what they do, work is fun. Which are you? If you want life and career satisfaction and want to learn more about your individual strengths and motivations toward work, then I suggest that you take an online or in person [motivational assessment of your personal performance](#) to find out your top motivators and job areas. This will ensure that starting an internet business will become a life changing event.

The reason we recommend this is that for some of you, an internet business model signifies that you may need extra drive because you are working from home. You may be working alone many days, so loss of energy is common. If you are an existing business you may be overwhelmed and procrastinate a lot because you don't get your gratification from your personal involvement with people and from seeing immediate results. If you do nothing else taking a [MAPP](#) and getting real feedback will make a success of you and your business.

Now that you know why you do what you do, let's discuss how to keep motivated and how to overcome procrastination.

### **12 Steps to Overcome Procrastination**

You need to get into the right space mentally, so in addition to [self evaluation](#) we just discuss, the following steps are suggested as ways to help you stay motivated when working your new business model.

1. **Write it down, Write it down.** There are many details that you have to remember in any given day when you run an internet business. Do not try and keep it all in your memory. The very moment you remember something needs

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to be done, the best thing to do is to get it to your daily log or notebook of activity. Then, just when you need to recall it, it will be available for you in an instant.

2. **There Can only Be One!** Keep track of it all in one place. Once you have developed the habit of writing everything down, your next step will be to keep your writing/recordings/ideas all in one place. Otherwise, you are going to spend valuable time procrastinating. Notice as you tend to search for your notes, you conveniently procrastinate more as you engage in a number of elaborate preparatory activities. On the web there are a million offers and websites to keep you engaged, if you start spending time on those, no matter how much you learn all along the way, all you are doing is avoiding success.

3. **Stay fit, stay healthy.** A keen memory is a well-nourished mind. Eat healthy; get plenty of sleep and lots of good exercise. These will all see you through to having the energy to do more and to having a good memory that stays focused and keeps your internet business on track.

4. **Get it out of your head.** Record your every thought. You might find yourself driving when a good idea comes to mind or you might recall something that you really need to write down. No need to pull over and start writing, record the idea instead on that wonderful MP3 player or IPOD that you received for the holidays. If yours does not record, well get one! This way you will be able to capture every idea that will help you develop your business and nothing gets lost.

5. **Deliver advance notice to yourself.** When you are away from your business, ideas will come to you. If you are at a place where you can't stop and type it up, call ahead and leave your self a voicemail. Record the idea when you get to your office.

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6. **Have confidence in yourself.** Avoid the perfectionist mode. Not everything has to be perfect. You will notice the world is very imperfect and it has survived. The web is very imperfect but it works. If you keep thinking I have to get it perfect, you will lose. Taking action works in this business. Remember, some procrastination is purely a lack of self confidence that is being covered over with the perfection syndrome. You end up feeling you can't get the job done, so stop the excuses and have faith in yourself and stay motivated.

7. **Build email reminders.** You can type in what you want to remember, such as a six websites you need to come back to, or the next special class that your favorite business person will deliver. You will receive an e-mail reminder when the date is approaching. This is a terrific way to jog your memory by using internet technology and for those always on the road, incorporate web mail not just outlook into your business.

8. **Love those sticky notes.** Want to remember something prior to leaving your home or you have a deliverable that should be the first thing you do when you awake or return? Just mark it down on a Post-It Note and stick it to the inside of your laptop or on your screen. Get the ones with the bright, neon colors; post them where you have to see them. Need to make an urgent customer call first thing in the morning? Leave a Post-It Note on your telephone.

9. **Keep the dream alive.** Create visual memory joggers. Visual reminders will help you remember and stay focused. Use visual reminders for remembering your goals. If your goal is to take a trip to a Barcelona or Tahiti in a few years, when you have a seriously successful internet business, then keep a magazine photograph of Barcelona right on your desk or on your monitor.

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10. **Use timers and alarms.** Take advantage of all the electronic technology that you carry with you. Who doesn't have an alarm on their cell phone? Do what I do, set alarm clocks and timers throughout your day. Have a 30 minute activity; make sure it doesn't run over its allocated time for the day. Want to leave for the evening business meeting by 6 p.m.? Set your cell phone to beep a few minutes before it is time to go and jog your new 'no procrastination mindset'. Make sure you get to the next family activity on your schedule and do not let the internet business take over your life.

11. **Multi-task better.** Not enough time in the day, but you need to get more done. The key to successful multi-tasking is to plan two activities in advance and avoid giving precedence to the more interesting, easier, and less urgent task. Look at your to do list and combine activities. As mentioned in step above, set your alarm and read that great PDF you just downloaded and exercise on that treadmill at same time of the day. The key is planning not random multi-tasking.

12. **Do not forget that as in business, in life "time is money".** Time is a precious commodity so remember that the reason your working is to use time to make money and feel a sense of accomplishment. Stop waiting until the very last minute to start working. Why not make the most efficient use of time and improve your chances of making more money on the internet in less time. Build success through the use time and money will follow.

Procrastination is deadly to the growing of your business so we strongly suggest you use the above tips to overcome lost of motivation during the development of your internet business.

*"Remember motivation not procrastination is the key to success."*

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## *What's in it now for the Small Business Owner?*

**Staying Motivated - Avoiding Procrastination** - Remember that people even if it's just you, drive your business. People are your employees, your vendors and of course your customers. Sometimes people keep you up and sometimes they take you down. However you are what your people buy into when they buy your product, so it's imperative that you stay passionate and motivated and maintain your true sense of clarity as to why you are in business. If you understand what motivates you, you will become unstoppable. We recommend you take a self evaluation assessment because when clarity and passion mix your internet business grows and soars to unbelievable heights and that will set you apart from your competition.


Success in your online business is like any other business, it means learning to take advantage of what's available to help you to succeed. Let your family, your friends, your colleagues and most importantly yourself help you stop procrastinating. We need to force ourselves to use the tools and technologies of the day to help support us in reaching our business goals. Take a [self evaluation](#) assessment; get detailed results of your motivations and or get a [coaching buddy](#) if needed.

*"Concluding advice, do whatever it takes."*

Now that you have a bevy of ways to sustain your motivation, you understand that regardless of your business model, it is made up of people, process, products and projects. Your ability to handle it mentally is the key. We now turn our focus to building the business and understanding how the remaining IOVC technology and strategies can help you.

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*"Know the foundation of your internet business is you, people"*

<p><b>Taking Action – People Motivation</b></p>	
<p>Develop your plan for overcoming procrastination and lack of motivation?</p>	

List 5 Tactics from the Motivational Tactics that you can start working on today.

Tactics to Do	Motivational Tactics to Pick from
<p>1. _____ _____</p>	<p>1. Take a short <a href="#">self appraisal program</a></p>
<p>2. _____ _____</p>	<p>2. Take a motivational assessment of personal performance <a href="#">MAPP</a></p>
<p>3. _____ _____</p>	<p>3. There are many details to remember so write it down</p>
<p>4. _____ _____</p>	<p>4. Write it down and keep track of it all in one place.</p>
<p>5. _____ _____</p>	<p>5. Gain a keen memory by staying fit and healthy.</p>
<p>6. _____ _____</p>	<p>6. Record your every thought and get it out of your head.</p>
<p>7. _____ _____</p>	<p>7. Step into the future and deliver advance notice to yourself.</p>
<p>8. _____ _____</p>	<p>8. Avoid the perfectionist mode and have confidence in yourself.</p>
<p>9. _____ _____</p>	<p>9. Type in what you want to remember and build email reminders.</p>
<p>10. _____ _____</p>	<p>10. Want to remember something then use those sticky notes.</p>

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	<ol style="list-style-type: none"><li>11. Keep the dream alive and create visual memory joggers.</li><li>12. Use electronic technology and use timers and alarms.</li><li>13. Not enough time in the day then multi-task better</li><li>14. Improve use of time and your chances of making more money</li></ol>
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*Next Steps*

Now paste the above list where you can see them daily.

*Focus !!!*

To Your Success



*Gregory L. Burrus*

Gregory L. Burrus  
November 2007

And Remember - [Success Is Mandatory Now!!](#)

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### What's Next

If you enjoyed these chapters from *Building a Profitable Business with IOVC Technologies and Strategies* why not [order](#) yourself a copy?

Gregory's business philosophy is based on solid business sense based on many years large business corporate experience combined with a true small business focus that makes the difficult easy and able to be accomplished. The true end-to end holistic approach can make it real for you.

The *Building a Profitable Business with IOVC Technologies and Strategies* methodology will give you:

- Specific overviews of the IOVC strategy and technology
- Stimulates your thinking about your current IOVC processes
- Many, many benefits of use IOVC Strategy and technology
- Helps you determine if you can profit from IOVC technology
- Ways for you the small business owner to profit from these strategies
- Provides a recommended set of products and services
- Defines how to build these tools into your day to day business
- Proven techniques on how to apply the above strategies and get results now
- Step by Step reminder workbook to implement strategies now

Read an overview of the resource at the end of this document. The use of IOVC Strategy and Technologies will change the way you do business.

In addition to the above we ensure your success by providing the following bonuses when you purchase the complete IOVC Strategy and Technology guide:

- Access to an ongoing IOVC Strategies and Technologies newsletter worth \$79 in value.
- Free 30 minute analysis of your business to determine the best way to use IOVC Strategy and Technology. We will specifically discuss it in terms of your business. Worth \$250.00
- An ongoing subscription to updates as we refresh content and update IOVC implementation solutions. We refresh content and add you on to receive the latest documents freely when we turn up our membership area. Valued at \$500 a year.

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**Ann Devere - San Diego, California - What Ann says -** *Marketing is all about understanding your customer. When you know what your customer wants – you are in the unique position to develop a marketing message that addresses their wants and needs and easily walks them through your sales process...* " <http://www.anndevere.com>

*My Review - I joined Ann's program and I can tell you, she really brings it to the class. She delivers per a direct and focused real world strategy. The program works*

**Travis Greenlee Steamboat Springs, Colorado - What Travis says -** *" In Less Than 90 Days... I'll Show You How To Implement Your Very Own Practice-Building Machine... Harnessing the Internet to Systematically and Automatically Generate More Clients - and Cashflow - Every Single Month."* <http://www.virtualpracticebuilder.com>

*My Review - I have taken the program, it's fast paced, it's accurate , he over delivers and he makes sure you have all the tools you need to build a business. If you follow the program he lives up to his words and you will have an operational business. I highly recommend Travis and his program.*

### **Emma Crabtree**

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*My Review - Great to work with, easy to get along with, makes the process friendly and easy. Helps free up valuable time to let me concentrate on other business activities.*

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**TERMS and ACRONYMS**

4 Ps	<p>People - Why you do it</p> <p>Process - How you will make it happen</p> <p>Product - What you will use to make it happen</p> <p>Project - When you will make it all happen</p> <p><i>See Tips and Techniques and Recommendations sections for products and tools associated with each area.</i></p>
BPI	Business Process Improvement
BPM	Business Process Management
GCN Programs	Get Clients Now Program
Internet shopping	A group of people is walking down a digital avenue looking for your products and service. The group that wants your product is the group you need to capture to buy your services.
IOC Strategy	Concepts and Methods to ensure success
IOVC	Internet, Office , VOIP and CRM
IOVC technology	Technology used to ensure integration and synchronization
<a href="#">LAMPS</a>	5 step process, Learn about the situation and gain usable knowledge. Activate the process of working within the situation, Motivate the team to realize the value of the current situation, Participate in the planning, design and deployment of the solution and Success is recognized due to a situational learning approach.

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<a href="#">MAPP</a>	Motivational Appraisal Personal Performance
Q&A	Question and Answer process
RBOC	Regional Bell Operating Company
VRE	Virtual real estate of the internet

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Additional Website References from within the Book

To spread the word about the book via email, visit:  
[www.techoss.com](http://www.techoss.com) click the tell a friend link on any page. Thank you

To get recommendations for systems, tools and resources that will help you  
build your own IOVC knowledge and tools  
<http://www.techoss.com/recommends.htm>

For more information and coaching on IOVC and just motivation in small  
business then review <http://www.successismandatory.com>

To get information about joining TechOSS IOVC, please  
<http://www.techoss.com/newsletter.htm>

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**About the Author**

<p><b><i>Gregory L. Burrus</i></b></p> <p>Small Business Owner, Technology Consultant, Internet Business Development Coach, Article Writer and E-Book Publisher.</p>	
<p><b>Helping People Succeed Through The Use of IOVC Communications Technology</b></p> <p>Gregory L. Burrus, the founding member of TechOSS has one goal in mind: To help you the entrepreneur, get your business venture operating efficiently with the proper use of IOVC strategy and technology. Greg, who has also been dubbed the 'technology expert', believes that in order for your business to survive successfully in this very competitive environment, it must properly use and integrate technology into its day-to-day activities. With a strong focus on internet, office, voice, and customer focused technologies, he drives your business towards a competitive set of business process improvement functions that will be able to cope with the growth of your business.</p>	<p><b>Greg's Immediate contact info</b></p> <p><b>Phone (Toll Free):</b> (877) 858 -4998 (AM/PM)</p> <p><b>Office Phone:</b> (973) 954-4042</p> <p><b>Fax Line:</b> (973) 761 4553</p> <p><b>Email:</b> <a href="mailto:publicity@techoss.com">publicity@techoss.com</a></p>

There was a time when these technologies were only available to large companies, and were not necessarily affordable to the small and medium sized business markets. With Greg's systematic approach to the proper use and integration of IOVC strategy and technology into your business, not only is optimizing your business more affordable, but he makes the whole learning curve a breeze!

**Technical Office Services and Solutions Mission**

Greg has experience with, and is focused on providing small business owners, non-profits and solo-entrepreneurs the capability to make profitable use of the latest in IOVC Strategy and Technology. As he states,

*"Working with start-up entrepreneurs, especially women business owners and non-profit organizations, and guiding them through the process of designing*

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*and building the internet technology platform that drives the business of their dreams, is both my mission and my passion. "*

Greg's list of clientele spans all across North America, from Hawaii to Atlanta, and from Vancouver to Montreal. He provides a diversification of technical business development solutions ranging from an online magazine to a catering service, from a life coach to support for a real estate appraisal firm.

Greg uses a unique situational learning approach that makes it easy for his clients to grasp the concepts behind IOVC strategy and technology. Within moments of working with Greg, his clients immediately start to see how the use of IOVC technology as a tool that can help enhance their business, render it more efficient, attract more clients, and generate more revenue. All this is achieved through Greg's business sense, his up-to-date knowledge of the latest in technology and his capacity to fully understand his client's needs. Greg's sincerity, commitment, dedication, and passion to improve the current and future business environments of his clients, really comes through when he takes on their business goals as his own.

Greg is known for his very straightforward but insightful, coaching and consulting style. His patience, enthusiasm, and eternal optimism both inspire his clients and help them get on track. Once on track, Greg helps his clients stay focused and motivated while building their business. He provides them with the confidence that he will be there, when needed.

#### **What makes Greg Burrus a Technology Expert?**

Greg's vast experience in a diverse set of business venues, has earned him the title of 'Technology Expert'. While working as a corporate manager for over 20 years at Verizon, Greg was responsible for working on, and developing telecommunications solutions to implement both inside the company and for external customers. He worked on numerous technology solutions, including delivering the first ever implementation of voice mail for Verizon. In his role as Director, Operational Support Systems, Greg was responsible for directing teams in numerous business process reengineering projects that were budgeted at 100 million dollars and more.

During his time as a consultant and contractor for a number of telecommunications companies within the US and Canada, Greg was recognized as being the service order delivery systems expert. His love for travel, prompted him to take consulting assignments in various major cities. In Canada alone, he completed projects in Vancouver, Edmonton, Ottawa, Toronto, Montreal, and St. Johns. In the US, Greg worked as Business Systems

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Analyst, Project Manager and Operational Support System Deployment Specialist. These roles, took him all over the country, consulting for such major telecommunications companies as AT&T, Bell South, Sprint, NextTel, New South Telephone, KMC Telecom, Accenture, Deloitte and many other CLECS.

As the founder and Managing Director of Technical Office Service and Solutions (TechOSS) for the last 5 years, Greg has brought together his 20+ years of large IT company and telecommunications experiences to bring forth a way to make large company business process, internet technology and telecommunications solutions affordable and available to small and entrepreneurial businesses of all sizes. He has shaped and framed this as IOVC Strategy and Technology. Greg has also developed a very dynamic and appealing business focused website development solution that is effective in attracting more customers, and therefore increasing his client's bottom line.

#### **Associations and Community Support**

Greg, a lifelong member of the Black Data Processing Associations (BDPA), also serves as the solutions chair member of the Association of Business Process Management Professionals (ABPMP), to keep abreast of the latest changes in business process and technology.

Greg is a strong believer in Toastmasters International is a member of the International Coaching Federation.

Closer to home, Greg is an active member, promoter and volunteer of the New York City Manhattan Chamber of Commerce. He is an active Member of the New Jersey Based South Orange Historical and Preservation Society. He is the organization's technical and media specialist, supplying internet marketing, web site development and media distribution support.

Greg is a published writer, who has written articles on a range of IOVC Strategy and Technology solutions from website development technology to staying on course by avoiding procrastination. He is also the author of "How to Build your Business with IOVC Strategy and Technology", a special report recently released in the 1<sup>st</sup> Qtr of 2007.

Greg is online everyday and can be found at [gburrus@techoss.com](mailto:gburrus@techoss.com) - Yahoo, MSN and Skype.