

MSP SUCCESS

MAGAZINE

*18 Laws Of Success
From 'Shark Tank's'
Robert Herjavec*

*Five Steps To Building An
'EXTRAORDINARILY'
SUCCESSFUL BUSINESS
AND LIFE*

**Sacrifice Is Worth
The Effort When You
Believe In Your Goals,**
Says Divergys CEO Dewayne Chappell



Special Edition: Spring 2023

MSPSuccessMagazine.com

Dewayne Chappell, CEO Of Divergys

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1. Compliancy Reporting

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2. Remote Access Controls

- Kill data immediately if a breach detected,
- Quarantine data until correct access can be confirmed.
- Easy-to-administer authentication controls.

3. Automated Security Responses to WFH Risks

A remote workforce inherently puts your clients' systems at increased risk. The time is now to provide a higher level of protection for your clients. Don't allow relaxed controls and additional vulnerability to lead to a successful exploitation of your clients' systems or data. Criminals are adapting their strategies to infiltrate WFH vulnerabilities.

SimplySecure Compliance Report by Techmanage IT for Physco Pharmaceuticals

Device name: FSN-DAN-HPWin10.Domain
Device type: PC, USB Storage, Phone
This report generated: September 21, 2019 3:33 pm PST

Incident Report

Date of incident (local): August 21, 2019
Hardware serial number: 9873245678-083274
Hardware's location in the possession of: Dan Johnson
Last logged in user: Chris@jmc234
Description of hardware loss: Employee was traveling and in San Francisco International Airport was called to urgent gate waiting counter with family. On return to seat, family had phone and computer was gone. Fragmented copies.

Last IP address recorded: 91.01.08 (recorded 2/14/19)

Encryption

EFS Encrypting File System: Enabled, protects all of local internal data. August 21, 2019 4:37 am PST

Access Controls

Password policy enforced by SimplySecure: Maximum password length is 14 characters, Maximum password age is 1 year, Passwords cannot be reused.

The following policies put in place: August 21, 2019 5:37 pm PST

Policy	Executed
Quarantine: at next check-in, SimplySecure will quarantine and prevent login, removing access to encrypted data if not remediated.	Executed: August 22, 2019 4:37 am PST
BitLocker encryption policy enforced by SimplySecure	Executed: August 22, 2019 4:37 am PST

Automated Defensive Actions

Five determined policy responses put in place: January 3, 2019 5:37 pm PST

Action	Executed
Time-Based Access Control: EFS encryption keys wiped after 2 weeks calendar time and 8 hours computer offline.	August 22, 2019 4:37 am PST
BitLocker encryption keys wiped after 2 weeks calendar time and 8 hours computer offline.	August 22, 2019 4:37 am PST
Preventative actions: BitLocker encryption keys wiped after 2 weeks calendar time and 8 hours computer offline.	August 22, 2019 4:37 am PST

Invalid Login Responses

Five determined policy responses put in place: January 3, 2019 5:37 pm PST

Action	Executed
Quarantine after 4 consecutive invalid login attempts	August 22, 2019 4:37 am PST
Quarantine the below after 4 invalid login attempts	August 22, 2019 4:37 am PST
BitLocker encryption keys wiped after 8 invalid login attempts	August 22, 2019 4:37 am PST

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CONTENTS

Special Edition:
Spring 2023

4

Letter From
The Editor

6

Five Steps To Building
An 'Extraordinarily'
Successful Business
And Life

10

18 Laws Of Success
From 'Shark Tank's'
Robert Herjavec

16

12 'Magic' Strategies
To Go From Basketball
Star To Billionaire
Businessman

24

9 Strategies
To Crush Obstacles
From The 'Toughest
Man On Earth'

27

Words Of Wisdom

14

MSP Success
Business Feature

Dewayne Chappell,
CEO Of Divergys



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Is Success Obvious?

"Action speaks louder than words," said Mark Twain. "But not nearly as often."

Twain was a brilliant writer about the obvious. "Clothes make the man. Naked people have very little influence on society." Also, "The secret of getting ahead is getting started." Brilliant, but obvious.

The concept of "secrets to success" has been around for ages, with countless books, seminars, videos, movies, and articles written on the subject. Yet, many in our society feel that real success is shrouded in mystery for the benefit and profit of wizards or only those with a special "success" ingredient they don't possess: luck, a willingness to take advantage of others, a skill or talent you were born with.

Truth be told, this is all nonsense. It's a lame excuse people use for their failure to achieve and get ahead in whatever their chosen endeavor is. Over and over again, as I interact with, interview, and study successful people, like this month's cover story on Magic Johnson, I'm again reminded how mundane, ordinary, and **obvious** the path to success in anything truly is.

Of course some people have advantages in certain ways. It certainly helps that Magic Johnson was tall, but that in itself doesn't guarantee he would be the stellar basketball player, athlete, and entrepreneur that he became. In the same way, it helps that I like to write, but it doesn't guarantee I'd build a multimillion-dollar business and media company from scratch, having the ability to write sales materials (campaigns) that have produced millions.

One of the most unpopular ideas in our society to utter is that some people deserve the miserable conditions they get. They



The Magic Johnson commemorative statue at the Staples Center in Los Angeles



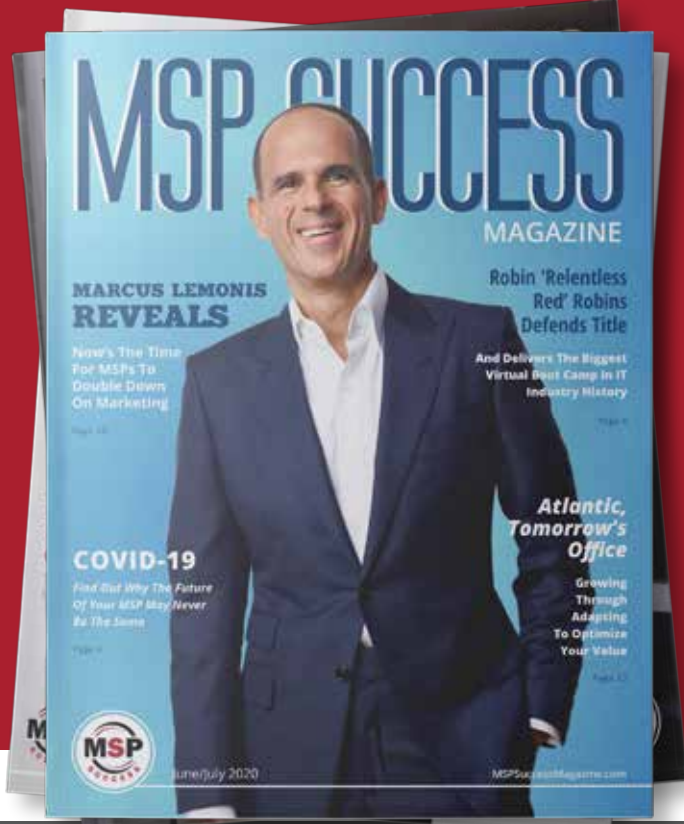
Robin Robins

**Founder And CEO,
Technology Marketing Toolkit, Inc.**

refuse to work hard, study, read, and apply themselves. No, not everyone has what it takes to be a Magic Johnson, but everyone certainly can do things to make their life, health, relationships, and finances better, but do they?

I've been in the "success" industry for over 30 years, 20 in the specific endeavor of helping MSPs with marketing, and here's what I can tell you. My biggest challenge is coming up with new "wrappers" or ways of discussing, presenting, and teaching OLD core principles of success. The truth is that there aren't that many "new" ways to succeed. New businesses? Yes. New innovations? Of course. But the core principles of marketing, selling, time management, leading a team, and providing service and value are all the SAME. This is why so many people jump from guru to guru and success book to success book seeking **the** path, but simply end up jumping around like a grasshopper with hemorrhoids getting nowhere fast.

If you want to achieve more in any area, have a look in the mirror. If you're jealous of others' success because you feel it was undeserved or that life has been unfair and held you back, be ashamed. Stop looking for a hack, a trick, or an easy path — get to work on **you**, doing the fundamentals, and you'll be shocked at the 'Magic'. ■



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5 Steps To Building An 'Extraordinarily' Successful Business And Life

“

“98% of America would rather be comfortable than be excellent; isn't that sad?”

—Dr. Nido Qubein

Amid a sea of sameness and ordinary, Dr. Nido Qubein, President of High Point University (HPU) gives the call to action: *“Choose to be extraordinary.”*

Advocating this guiding principle to students and entrepreneurs, Dr. Qubein believes whether you have an ordinary life or an extraordinary one is a choice *you* make each day.

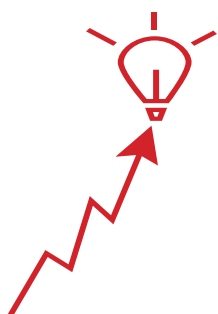
Dr. Qubein exemplifies what it means to transcend the ordinary. He transformed HPU from a small mediocre college into an explosively growing, vibrant university, leading the pack in academic excellence, innovation, and creativity. No obstacle holds him back. During the Great Recession from 2007–2009, HPU experienced tremendous growth. Philanthropic investors generously and eagerly provided funding and resources, with gifts over \$300 million. This wasn't a stroke of luck, either. In

2020, while navigating the pandemic amid one of the worst economic disruptions in history (college enrollment was down double digits nationwide), HPU had their largest enrollment ever and was up 6%.

Being extraordinary isn't just something Dr. Qubein preaches to others. It's a decision he makes for himself every single day. And what an extraordinary life he's led. After his father died when he was 6, he was raised by his single mother who had a fourth-grade education and “a degree in common sense.” When he was 17 years old, he came to the U.S. from Lebanon with \$50 in his pocket and little command of the English language. He supported himself with numerous entrepreneurial endeavors while attending college. His business ventures include growing a bank and Fortune 500 companies, serving as chairman of an international consulting firm, and serving on and chairing boards of national companies. He's authored a dozen books and delivered more than 6,000 speeches. As a philanthropist, he's served as director or chairman of many organizations. His awards, accolades, and accomplishments are far too many to list.

But he doesn't strive for excellence and to be extraordinary for recognition or to impress anyone. “I want to be best in class, not because I want to prove anything, but because I want to lay my head on the pillow that day feeling I gave it my very best,” Dr. Qubein said.

Here are five ways to strive for excellence and choose to be extraordinary.



Think Vertically.

"Don't you dare think horizontally," Dr. Qubein says. "If you want to strive for excellence, at a minimum, you've got to think vertically."

Horizontal thinking, the way average people think, is when people don't think about why something is the way it is. While touring the HPU campus, a horizontal thinker will observe, "Wow that's so cool that they play classical music on the promenade." Vertical thinkers demonstrate curiosity about why things exist. A vertical thinker would say, "I wonder *why* they play classical music?" Vertical thinking forces you to think beyond the surface, to dig deeper, and it helps you improve.

To take it a step further, diagonal thinking is when you connect the dots in such a way that you truly *understand* why something works or is successful. Diagonal thinkers "know so much in-depth stuff that it makes this perfect jigsaw puzzle," Dr. Qubein said. "That makes it hard for someone to imitate what you do."



Don't Seek Ideas; Seek Wisdom.

The biggest mistake anyone can make in today's environment is to focus on gaining more knowledge. "If all you have is information, people will use you and

discard you," Dr. Qubein said. "If all you have is knowledge, people will only call upon you when they *need* you. But if you have wisdom, they will always respect you. And if they respect you, they'll always do business with you."

At HPU, Dr. Qubein heavily promotes that every student has a success coach and a four-year Development of Life Skills. "Knowledge does not equal understanding," Dr. Qubein said. "The reason we *all* need to be coached, the reason we need heroes, role models, and mentors, is because we have to take knowledge — that is sometimes raw data — and turn it into understanding."

Whereas you gain knowledge and skills from a book, a speaker, or a bootcamp, using a system such as a mastermind helps you to gain wisdom. "What you don't get today, you get tomorrow," Dr. Qubein explained. "It's a continuum. It begins to penetrate your soul."





Always Be Better Than You Were Last Year.

If, today, the thing you are selling is the latest, the finest, and the best, then tomorrow, it may not be because things are continually changing. Aiming to be the best in technology, Dr. Qubein spent \$90 million on technology for the HPU campus. To stay ahead of other universities, he invests in new technology every year. "It's a continuum," Dr. Qubein explained. "I know I have to spend \$5-\$10 million every year, just to stay even. If you are just as good today as you were a year ago, you're worse off. You must be better than you were a year ago, just to stay even. That's the way the world really works."



Ask Yourself Every Day, 'What's So Special About Me And My Company?'

Prompted by the fact that there are a million people in the world who can do your job, Dr. Qubein asks himself every day how he can be more extraordinary, more inspiring, and more caring in each area of his life. (i.e., "What's so special about HPU?")

"What's so special about you?" he asks. You must constantly ask the question and constantly be changing. "If you don't do it fast enough, you become old," Dr. Qubein said. "You start making excuses. You stop taking risks."

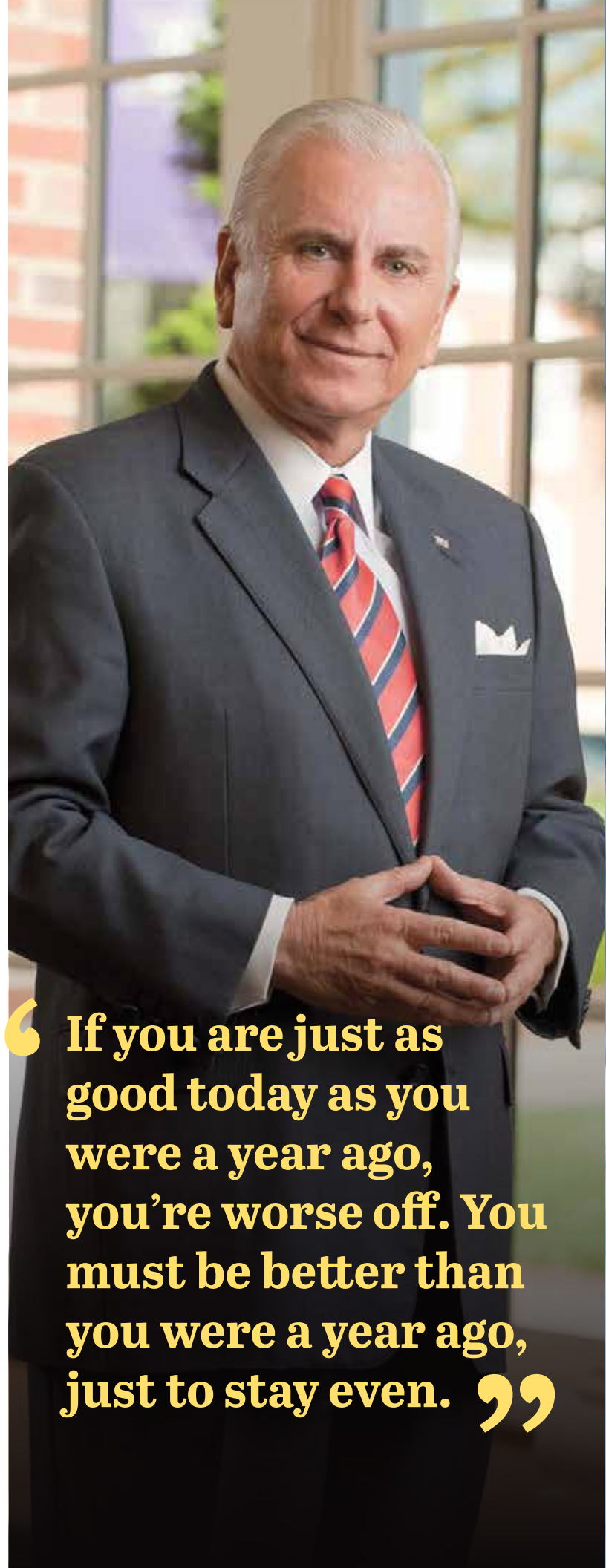


Develop A Growth Mindset.

Part of the HPU mission is that *every* student graduate with a growth and entrepreneurial mindset so they will have the confidence to overcome any obstacle and be willing to adapt. When schools started shutting

down, HPU figured out how to overcome this challenge. Knowing students are educated best in the classroom with live faculty, HPU didn't merely shut down and go online. They adapted by booking hotel rooms and changing the way their food operation worked to keep students safe. They prepared to quarantine and isolate students if they became sick. They built a new health services area and had separate insurance for people that thought they might be sick with COVID-19. There were challenges, but they persevered. Families responded positively and loved it. "This is a time for us to inform our clients, to involve our clients, to inspire our clients," Dr. Qubein said. "But mostly, it's a time to be agile, flexible, and resilient."

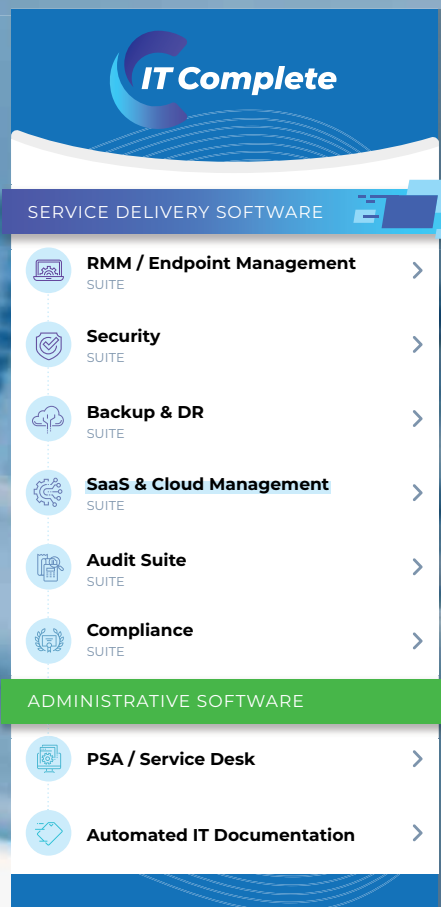
Extraordinary doesn't just happen. You must be vigilant, obsessed, and accept no excuses. You must relentlessly focus on being better and striving for excellence every day. You can't think horizontally and expect to get the best the world has to offer. You must *decide* to think vertically, adapt, and continually seek to understand. You must control your mindset despite the obstacles in your way. Dr. Qubein says, "You must raise the standards and *choose* to be extraordinary." ■



“If you are just as good today as you were a year ago, you're worse off. You must be better than you were a year ago, just to stay even.”

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18 Laws

Of Success From ‘Shark Tank’s’ Robert Herjavec

Serial entrepreneur, investor, television personality, and Ferrari race car celebrity Robert Herjavec has lived the classic rags to riches story. Today, he is one of North America’s most recognizable business leaders. But if you look at how the self-made multi-millionaire started off in life, you never would have imagined he’d end up where he is today.

Born in Eastern Europe, Robert arrived in Canada on a boat with his parents after escaping Communism in the former Yugoslavia. “My dad escaped from jail in a communist country and grabbed my mom and me, and we came to Halifax when I was 8 years old,” he said. Arriving with \$20 and one suitcase between the three of them, they took a train to Toronto and lived in a friend’s basement for 18 months.

In his new country, he experienced a difference in economic classes and discovered for the first time that compared to everyone else, they were extremely poor. He spoke no English and was often bullied for his accent and unstylish clothing. To earn money, he delivered newspapers and waited tables in the 1990s. From those early jobs, he discovered that the relationship with your customer is the most important relationship.

He credits Warren Avis, founder of Avis Rent-A-Car, for showing him his potential as an entrepreneur and for helping him realize that he couldn’t be successful without help from others. “He was the first person to tell me that I was way (and I mean WAY) off base in my approach to sales, and I’ve never forgotten the lesson,” Robert wrote on LinkedIn. “At the time, he took me to the window in our office and asked me to look at the hot dog vendor selling at the edge of our parking lot. He told me that I was acting like the vendor — pushing product and doing all the work to make a living. He followed that statement with, ‘You need to be the guy supplying the dogs to all the vendors if you ever want to scale.’” When Robert left Avis at 25 years old, he received a \$60,000 payout. It was the biggest check he’d ever seen, and at the time, he thought it was the most money he’d ever make.

He got his start in technology after applying for a job selling IBM mainframes for a start-up company. Although he had zero

qualifications, he convinced the founder to hire him by offering to work for free for six months. He eventually rose to become the general manager of the company. But when he was fired shortly after, he used that as his motivation to start his first technology company, BRAK Systems, out of his basement. BRAK quickly became the largest internet security firm in Canada, which he then sold to AT&T Canada (now Allstream Inc.) for \$30.2 million in 2000. After selling BRAK, he became vice president of sales for RAMP Network, where he helped facilitate the sale of RAMP to Nokia for \$225 million. Receiving options for his help, he became a stay-at-home dad for three years before founding the Herjavec Group in 2003.

Today, the Herjavec Group is recognized as a global cyber-security operations leader, specializing in managed security services, compliance, identity services, and incident response for governments and enterprises. A \$200 million company, his goal is to build it into a billion-dollar company.

Every book he’s written — “Driven,” “The Will to Win,” and “You Don’t Have to Be a Shark: Creating Your Own Success” — has appeared on the bestseller’s list. Millions seek his business advice as seen on TV, in print, on the radio, and in digital media — including as a LinkedIn influencer. He shares his business expertise with other entrepreneurs as a leading Shark on ABC’s Emmy Award-winning show “Shark Tank.” He also invested in “Dragons’ Den,” a Canadian reality show that’s similar to “Shark Tank,” and participated in the show for six seasons prior to becoming an investor on “Shark Tank” in 2009.

From a poor kid with broken English and nothing more than \$20 in his pocket who didn’t even know he could own a business to starting up technology companies worth hundreds of



Robin Interviewing Shark Tank's, Robert Herjavec, At The 2018 IT Sales And Marketing Boot Camp

“”

millions of dollars and bankrolling entrepreneurs' inventions, his drive to achieve has led him to the fulfillment of a better life for himself and his family.

We sat down with Robert to get his advice on how he did it and how you can, too. Here are Robert's tips on how to create your own rags to riches story.

1. **Use Your Failures To Pave The Way To Success.**

Robert attributes his success to learning from his own personal failures and being resilient, saying, "I'm a big believer in falling down seven times, but getting up eight." He also believes that you create your own success and that the only thing the world owes you is opportunity. "People always think success comes easy, but if you are an entrepreneur, you know how much hard work goes into your business," Robert said. "Being an entrepreneur always comes at a price. The key is to use every challenge that comes your way as a source of motivation."

2. Learn To Sell. The difference between really big companies that grow and really small companies that stay the same size is sales. "My biggest challenge when I started out was that I was a very geeky technical guy, and I knew nothing about sales," Robert said. "And I thought that as long as I was great at what I did, the world would beat a path to my door." But that didn't happen. Fortunately, when Robert was 23, his friend, Ross Marsden, who at the time was a global VP of sales for HP, took him aside and told him that despite knowing the

"Today we do what others won't so that tomorrow, we can accomplish what others can't."

-Robert Herjavec

technical side extremely well, if he didn't learn sales, he'd never be successful. "That was a wakeup call for me," Robert said.

3. Love What You Do. Building a business requires a lot of time and hard work. If you don't love what you do, you'll put off what needs to be done. Robert enjoys his work so much there's almost nothing he'd rather spend time doing. "Fundamentally, I owe my success in business to the fact that I really love what I do," he said.

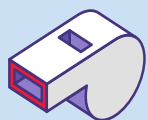
4. Show Up. While investing in yourself through coaching, attending events, and so on takes time, Robert says you must make the effort. "The key to success is to show up," Robert said. "If you don't show up, you can't win."

5. Put A Sales System In Place. Business owners who don't have a sales system in place will not be able to scale their business and are at risk for

going out of business. When looking to invest in a company, Robert takes the business owner out to dinner and asks them questions to see how good their business is. "One of the questions I always ask is how do you guys get customers? How do you guys find new business?" Robert said. "And if the answer is anything along the line of word of mouth, I'm like, 'Yeah, these guys aren't going anywhere.' Because you know who uses word of mouth or thinks that's how sales are done? It's people that don't know sales. Word of mouth is very difficult to scale, and it's not in your control. **Sales is not a foreign object that controls you. Sales is an extension of what you do.**"

6. Reject Mediocrity. To make a lasting impact in your field, the most important decision you can make, according to Robert, is to reject mediocrity. Robert says, "The road of mediocrity leads to failure," and "In the long run, 'good enough' is never good enough, whether in our personal lives or in our careers."

7. Outsource What You're Not Good At. If you're not good at making phone calls, outsource someone to do that. If you're not good at follow up, outsource it. Do the things you are good at and outsource the rest.



8. Get Sales Coaching. As the owner or CEO of the company, you must understand sales so you don't get taken advantage of by someone. The way to get better at sales is by getting a coach. "I used to race cars, and I was an okay race car driver, but I never won a race," Robert said. "I noticed that everybody who was winning races had a coach. How can you get somewhere if you don't know what good looks like? As soon as I got a coach, he got in the car with me and he said, 'Don't do that. That's bad.' And I'm like, 'But it feels good.' And he said, 'Well, do you want to feel good? Or do you want to win races? My job is not to make you comfortable. My job is to coach you.' And I started winning races. You've got to have a coach. You must get better at it. You can never outsource the knowledge of sales. You can outsource salespeople, you can outsource calling or campaigns, but you've got to know it to the degree that somebody can't con you."

9. Stay Hungry. As you become more successful, it's easy to fall into the trap of feeling comfortable and becoming complacent. Always remember that there is another company looking to take business away from you. "One of the hardest things about becoming more successful is success," Robert said. "Because you know what happens when you have a little bit of success? You're not that hungry young person looking to take on the world. You get to a point where you look around, and say, 'I love my Tesla. I love my house. My significant other loves me most of the time. Life is really good.' **Don't forget, there is somebody out there like you were many years ago who wants to take it away from you** ... The bigger you are, the bigger the bullseye is on your back."

To remind him to stay hungry, Robert has a granite sign in his office that he sees every day that reads, "Every day, somebody wakes up with the sole intention of kicking your ass."

10. Always Be Selling. One of the best ways to avoid becoming complacent is to make it a goal to sell something every day. "You can have the best accounting system," Robert said. "You can have the best CRM. You can have

the best tools, but nothing happens until you sell something ... so **if one of your top three tasks every day isn't to sell something, you're going to fail.** You may not fail tomorrow. You may not fail next year. But inevitably, you will."

11. Create A Sales Culture In Your Organization.

While quality and customer service are important, too much emphasis on these and not enough emphasis on sales can be a problem. Robert tells his entire company that every employee is a salesperson and continually repeats this message to keep it top of mind. "We seem to have permeated this culture where as long as we do a great job for our customers, it is just going to work out," Robert said. "And I'm like, 'WHOA, it's all about sales. Everybody in this room is a salesperson.'"

12. When Starting Out, Put All Your Energy Into Sales.

When Robert started his company, he made the rookie mistake of thinking his reputation would bring in business. If he were starting out today, his approach would be to make selling his No. 1 priority. "Our first year forecast was \$5 million in sales," Robert said. "And that was because I had sold the biggest security company in Canada and was a big guy in the security business. My head was this big. I figured, 'I'll put a shingle on the door and people will beat a path to us. We won't have to sell because people know who I am. It will be easy.' We sold \$400,000 our first year. It took us five years to get to \$6.2 million. In the next five years, we got to \$100 million. In the next three years, we got to \$200 million. If I was starting out today from zero, I would put all my energy on sales. I would try to really differentiate what I am and how I go to market. And I would have the confidence that once I got the customer, I'll take care of them."

13. Let Bad Experiences Be Your Inspiration, Not An Excuse.

It's not uncommon for people to shy away from something after having a bad experience. For example, some people say they hate sales or dislike selling because of a bad experience with salespeople. But Robert encourages you to use these experiences as your motivation rather than an excuse for why you don't have a sales system in place or why sales isn't a high priority. "I had a very negative experience when I was 12 years old when this door-to-door salesman sold my mom a vacuum cleaner," Robert said. "She didn't speak any English. She couldn't read English. So, she signed a contract for five years — a layaway plan. The layaway plan was more than our rent. It was really devastating for us." Robert vowed that he would never let his family be in the position to be taken advantage of again. Today, realizing that you'll be extremely limited on how successful you can be without a sales mindset, he uses it as a lesson about how people expect you to sell them something when you call on them. "One of the things we're trying to teach our people is when you call somebody, they know you're there to sell them something," he said. "It's on a subconscious level, but that's why you're calling them."

14. Don't Lose Momentum.

You must keep moving the ball forward and driving revenue. "Only the road to success leads to greater success," Robert said. "And you cannot go down that road without sales." On the days where he is struggling with a lot to do and

none of the things on his list are sales, he has a mantra to motivate himself. "One of the mantras I always say to myself is 'Constant forward momentum, constant forward momentum, constant forward momentum,'" Robert said. "The only momentum in a company is sales ... There are multiple ways to drive revenue. For example, with existing customers, you can go wider, but it's all in the bucket of sales."



15. Stop Worrying About Selling Too Much.

If your technical people feel like they only have enough bandwidth to fulfill the clients you already have and not enough for more sales, motivate them with a pep talk to let them know that you can't stay the same and hold off on sales — *unless* they want to keep working at the same salary without any benefits or bonuses. "Technical people go to our sales kickoffs and say, 'But what if we sell more? What will happen then? We're struggling servicing the customers we have now, what if we sell more?' My answer to them is: 'Would you like a raise one day? Would you like to make more money? Would you like more opportunity? Would you like more opportunity for your family, for your kids, for you? How are we going to do that unless we grow the company?'"

16. Don't Wait To Start Selling.

Many IT people believe that their product or service must be perfect before they start selling it. But Robert says this is a huge fallacy. "Engineers want to make it perfect before they sell it," Robert said. "True entrepreneurs jump out of the airplane and have the confidence that they'll figure out the parachute on the way to the bottom."

17. Learn How To Sell Yourself First.

More important than your product or service is selling yourself. "On 'Shark Tank,' entrepreneurs have to sell themselves just as much as their business because we invest in *them* ... If whoever you're selling to doesn't like you, they're not going to listen to you ... be the salesperson you'd buy something from."

18. Stay Laser-Focused.

For several years, Robert competed as Ferrari #007 for Herjavec Group Racing in the Ferrari Challenge North America Series. He achieved multiple podiums and even won Rookie of The Year in 2011. To Robert, building a successful business is a lot like racing cars. "You have to stay laser-focused when driving a car over 200 miles an hour," he said. "And the same approach is required when growing a business in today's world of rapidly changing technology."

Robert's principles are valuable in today's competitive IT environment. His story demonstrates that anyone can succeed if they are willing to take control of their own future. Of course, from our conversation with Robert, it's obvious that getting good at sales played a key role in his rags to riches story. The good news is that anyone can get better at sales. Just like Robert, who admits he knew nothing about sales when he started out, you can become an expert too. In fact, he says there is no such thing as a "natural-born salesperson." In his book, "You Don't Have To Be A Shark," Robert makes the case that "great salespeople are made, not born, and no one in life achieves success without knowing how to sell." Remember to sell yourself first, listen more than you talk, know who the right person is to sell to, understand what motivates your prospect, and keep it simple. And if you're struggling with sales, get coaching and follow Robert's sage advice to get out there and sell something. Your business growth depends on it! ■

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Sacrifice Is Worth The Effort When You Believe In Your Goals, Says Divergys CEO Dewayne Chappell

Dewayne Chappell's business partner walked into his office with a proposition. It was 2003, and the company had grown steadily over the three years since the pair had started the consulting department. Dewayne oversaw the small IT company's accounting, and his partner's request surprised him. He asked Dewayne to create a separate set of accounting books, padding the company's profits to make the business more attractive to an interested buyer. "That was when I decided that my partner and I were not on the same page," Dewayne says. "We didn't have the same moral values. I wasn't going to do that, so it was time for me to go my own way."

Two weeks later, Dewayne, the partner's brother and the company's only other employee walked away. Within a few months, Dewayne says he found himself rebuilding a business from scratch out of his upstairs bedroom, with a pile of attorney fees and a lawsuit against him and his employee. Dewayne faced an uncertain and challenging future, but his decisions set the foundation for Divergys, a values-driven business that provides honest and responsive IT services that his Houston construction clients deserve.

The Difficult Path Is Often The Right Path

Dewayne's father owned a construction business, and that's where Dewayne first learned about hard work and sacrifices. "He worked hard all his life," he says. "You don't get anywhere in life without putting in a whole lot of hard work, a whole lot of effort, and making some sacrifices. You must have your own goals to make those sacrifices worth it." Thousands of dollars in attorney's fees were daunting, but it wasn't the first time Dewayne had made sacrifices to reach his life goals.

In 1996, Dewayne and his wife, Raquel, had welcomed their first baby daughter while he was in college. Dewayne made the difficult choice to quit school to work during the day and care for his daughter at night while also studying for his Microsoft certifications. "I would come home, have a snack and see my wife and the baby. Then I would study, help my wife put the baby to bed and study again. I'd wake up and go to work the next day," he says. Dewayne remembers that the struggle was worth it. "I couldn't have done it without the support of my wife, but I did all that to help improve my livelihood and reach my life goals." Before his daughter was three months old, he'd passed the seven tests required to be a fully certified Microsoft Certified Systems Engineer.

Dewayne spent a few years working in the segmented and political world of corporate IT before opening a company with his former business partner. Climbing corporate ladders wasn't his style. Dewayne left his six-figure salary to gain face-to-face interaction with his clients and help them see the big picture



Dewayne Chappell, CEO Of Divergys

of their security, a growing problem in the industry. Services were changing and clients' needs were growing, but some IT providers were not adapting their services well. Dewayne noticed that as IT companies tried to keep up with new technology and increasing client needs, some would sell to a larger company or, in other cases, let the quality of their services decline to keep up with the quantity of help desk requests.

Dewayne could have followed the lead of his former business partner and sold their company, as he suggested in 2003, but he didn't want to be like all the other companies out there. He fought the lawsuit and paid the attorney fees that came after it for him and his employee, all the while committed to his values. "In addition to my attorney fees, I paid my employee's salary and attorney fees for eight months before I took a paycheck. It was just the right thing to do," Dewayne says. Even after a challenging first two years, he persisted. "We truly believed in our mission and our goal. We knew we could accomplish it to help our clients evolve with technology and get the support they deserve."

Responsiveness Is King In Construction

While Dewayne was growing Divergys, he noticed that underperforming IT companies meant construction companies and general contractors weren't getting the responsiveness they needed. Many clients came to Dewayne complaining of being treated like a number or waiting 30 to 60 days for a quote from their existing IT company. "They really want somebody to care for them, to listen to them and actually respond," he says. Construction clients weren't just frustrated – they were at risk of losing business with delayed quotes or service issues, Dewayne explains. "If it's bid day, they can miss out on getting bids for multimillion-dollar jobs." It impacted workers in the field too. "If project managers are in the field and can't remotely reach documents from the office, it causes delays. All of that relies on technology to keep them up and running and not losing money," he says.

Dewayne knows the construction industry well; he worked every summer, from the age of six until he was a teenager, alongside his father to build houses, and his first career was with the Texas Department of Transportation, building roads. He understands more than industry machines and logistics: he understands the people. "We grew up the same way and did some of the same things, like hunting and fishing. We usually have the same core values, and I know their struggles," he says.

As his business grew, Dewayne focused on adapting thoughtfully. He ensured that his business was a crystal-clear reflection of his values. "We do what we say. Period. If we make a promise to a client, we'll do everything we can today to meet that promise. If we can't, we'll call," he says.

Divergys is also in tune with how the industry is changing, a defining characteristic of their services that lead to client success. Initially, he started Divergys to provide enterprise-level support to small and medium businesses, which wasn't available



in 2003. "After 20 years serving construction companies, it's more about being their strategic advisor, handling vendors or securing their networks," Dewayne says. Divergys uses technology to help clients succeed, which goes beyond antivirus programs. He says his clients are asking great questions like "Is there a technology that can help meet our goals? Can Divergys help us find a technology to improve our

workflow or better communicate with our guys in the field?" It's no longer "My printer's not working – can you fix that?"

Dewayne says, "You must have a whole security

stack, even if you're a four- or five-person company. It's more about consultation and helping them find and utilize the technology they need to succeed." And succeed they do. Dewayne points out that most of his clients have stayed with Divergys for more than 10 years. "That wouldn't happen if we weren't doing something right," he says.

Live Your Values, Achieve Your Goals

Dewayne has lived by the philosophy that life will present challenges and "pissed-off moments," but working with someone you can trust breeds success. He chose a difficult path that cost him tens of thousands of dollars – all because he believed in values and providing clients with the service they deserve. Today, Dewayne says Divergys is thriving and has reached many of his goals, like making the MSPmentor Top 250 list and being twice nominated for Small Business of the Year for the Lake Houston Area Chamber of Commerce.

His biggest goal, however, was keeping family – his wife and two daughters – first. Family is a big part of Divergys, and that includes his team. Employees often spend evenings at Dewayne's five-acre farm, complete with two cows, 14 chickens, two dogs, a barn cat and, more recently, three goldfish. When not working or relaxing with the Divergys team, sitting on the board of the local Chamber or Friday Morning Networking, or tending to their farm, Dewayne and Raquel, who have been married 32 years, enjoy whitetail deer hunting, fishing, traveling in their RV, going on cruises and woodworking. They recently built a kennel for their Goldendoodles.


After over two decades as president and CEO of Divergys, Dewayne is still motivated to be a trusted IT advisor for his clients. "I've seen many businesses stressed out and worried they will lose their livelihood for themselves and their employees after a cyber-attack," he says. "I want to give these business owners peace of mind knowing we handle their IT and keep them as safe and secure as possible, so they can focus on growing and running their business."

For more information on Divergys, visit www.divergys.com. ■



**12 'Magic'
Strategies
To Go From
Basketball Star
To Billionaire
Businessman**





Former National Basketball Association (NBA) player Earvin “Magic” Johnson Jr. is known for his strong work ethic.

When he was a kid growing up in Lansing, Michigan, he would shovel the snow off the basketball court just so he could play basketball every day. “Everybody in the neighborhood thought I was crazy,” Magic said.

But the two-time Hall of Famer, five-time NBA Champion, three-time NBA MVP, Olympic gold medalist, and founder and CEO of Magic Johnson Enterprises wasn’t *born* with a strong work ethic.

Magic watched his father, Earvin Johnson Sr., work two jobs his whole life to feed his 10 kids. One job was on the assembly line for General Motors, and the second job was picking up trash. Magic and his siblings went along to help pick up people’s trash on the weekends and when they weren’t in school.

“It was a cold Saturday,” Magic recalled. “My job was to break the ice, get the trash out of the ice, then throw it on the truck. It was maybe 7 below in Michigan and just freezing. I went and got half the trash out of the ice and jumped in the cabin of the truck and shut the door. By the time I shut the door, my father had opened the door back up. He grabbed me by the neck and dragged me all the way back to the trash that was still stuck in the ice and said, ‘Son, if you do this job halfway, you’re going to practice basketball halfway. Everything you do in life, you’ll do halfway. You have to do things right.’ At that moment in time, I became a perfectionist, not just in basketball but also in life and in business. I’m so happy my father taught me that lesson early because it’s helped me not just to achieve my goals and dreams in basketball but also my goals and dreams in business, as well.”

Here are 12 strategies Magic used to build his business empire that will help you achieve your goals and dreams in your MSP.

1. Believe And Achieve.

As a young man, Magic didn’t just dream of playing in the NBA; he dreamed about being a businessman. “I didn’t know people of color could own buildings and car dealerships,” Magic said. “There were two gentlemen back in Lansing, Greg Eaton and Joe Ferguson, who were African American and owned businesses. I got a chance to meet them, and they showed me their businesses. So, my dreams changed. Now I was saying, ‘I want to be a basketball player playing in the NBA, but I also want to be a businessman one day.’” They gave Magic his first job, cleaning all seven floors of their building. A big believer of “If you dream it, you can become it,” Magic vividly envisions what he wants. When cleaning the CEO’s office on the seventh floor, Magic would kick his feet up on the CEO’s desk, hit the intercom button, and pretend he was the CEO asking his assistant to bring him donuts, coffee, and the paper. “I was sitting there dreaming I was CEO at 16 years old, and now here I am 60, and I’m the CEO and own my own business. I think those moments helped shape who I am today.”

2. Seek Out Mentorship.

When Magic started in the NBA, there was an unwritten rule that “players just played, and owners owned.” Unfamiliar with this rule, Magic started a conversation with the owner, Dr. Jerry Buss, which led to a lifelong mentorship. “I had never been away from my family my entire life,” Magic said. “Dr. Jerry Buss picked me up, and we instantly hit it off. He knew I was out in Los Angeles by myself, so he used to pick me up every weekend, and we used to sit and just talk and talk.”

When Dr. Buss asked Magic what his dreams were after basketball, Magic told him he wanted to be a businessman. "He didn't say anything, but a week later, he brought me all these books he wanted me to read," Magic said. "And then he said, 'I'm going to help you accomplish your goal. I'm going to open up the Laker books to you to teach you business,' and he did. I learned so much, and he became my first mentor."

After five years of mentoring, Magic asked Dr. Buss if he would give him the names and phone numbers of all the season ticket holders. Magic wanted to cold call all the CEOs and presidents that were season ticket holders to invite them to lunch so he could pick their brains. "I wanted to find out how they became successful and what I should look out for," Magic said. He called all 50 names, and all of them said yes. One of those 50 turned out to be Peter Guber, who was running Sony at the time and later became one of Magic's business partners.

Many of Magic's mentors and business partners came out of those lunches and are still his mentors today. "If I were to tell anybody anything, it's that mentors are very important, especially when you have goals and dreams but don't know how to get there. They can tell you their journey, and you can grab from that and incorporate it into your own goals and dreams. I have mentors today, and I became a mentor to a lot of people, as well."

3. Refuse To Lose.

When Magic left basketball and started in business, people thought he had it easy, but he struggled, made mistakes, and even failed. There was a lot of pain and frustration. People wanted his autograph, so they'd take a meeting but didn't take him seriously. "I could get the meetings," Magic said. "Magic Johnson got me that part, but Magic Johnson also played a role against me getting deals too ... I used my own money in the beginning, but then I wanted growth and sustainability. I wanted to go for bigger deals, and I needed other people's money to accomplish that, but they all turned me down."

It took him three years before he was *finally* able to get a loan. He made wise investments with that money, which took him to a whole other level in business that he is at today. And all those banks that turned him down? They all want to do business with him now, and *he* is the one turning them down.

"It's not about name recognition," Magic said. "It's not about anything other than you having a solid business strategy. Show them how they're going to get a return on their investment and also how you're going to drive ROI."

4. Play Outside The Lines And Develop A Solid Business Plan.

At the time Magic was trying to get a loan, investing in urban development was not an obvious choice. Magic's forward-thinking plan and unwavering belief that growth

was in urban America is what drove him to keep trying despite being turned down over and over. "I didn't *think*; I *KNEW* my business plan and my business strategy was sound," Magic said.

Magic illustrated that minorities would spend money with the African American \$1.5 trillion spending power and another \$1.5 trillion spending power from Latinos. Magic told potential bank investors, "Nobody is going after their disposable income" and "I've got a plan that can make you guys a lot of money." His plan was to build businesses in urban America. He emphasized this was a good plan by also talking about how everyone was going after the money in suburban America, which made it a much more competitive market.

Once he demonstrated to the bank that there was incredible spending power in targeting minorities, that there was much less competition for their money, and how he could get a return on their investment, he got a "yes." This loan is what kicked off The Magic Johnson Theaters and Starbucks.

5. Get Your Audience To Buy In.

Magic went to the urban communities he wanted to develop first. He talked to the people living there and told them what he wanted to do. He told them about the quality retailers he wanted to bring to their community and that he would hire people of color to work inside those businesses and give them training to do their jobs. He also got buy-in from the business community. "This was thinking outside the box, so I had to have a CEO who had the ability to think outside the box," Magic explained.

Magic asked Mike Norris, the CEO of Loews Cineplex (later AMC Theatres), to look at the data. "The data shows that if African Americans like a movie, they go see it three times," Magic said. "They don't go just one time. And we were the No. 1 group of people at that time going to the movies because we were priced out of professional sports ... so we go to one of the most affordable things, which is going to the movies."

Next, Magic bet him that the concession stand sales would be among the highest-grossing theaters in the country, showing Mike the data to back up his claim. "When I showed him that information, he said, 'I get it. Let's start building Magic Johnson Theaters,'" Magic said.

6. Do Your Homework First.

The first Magic Johnson Theater was built in Los Angeles, and as predicted, the concession sales landed it in the top 10 highest grossing theaters in the nation.

Magic knew his audience's likes and dislikes and catered to them. He removed everything from the concession stands that minorities didn't like and replaced it with the items they did like, whether it was sodas or candies, and so on. He understood their buying behaviors. For example, he knew that minorities don't go to dinner

"It takes the same amount of time to do a million-dollar deal as a billion-dollar deal."

and a show — they eat dinner at the show. The number of hot dogs he sold in one night took suburban theaters an entire month to sell. "Understanding your customer, knowing your customer, overdelivering to your customer, brought me back the returns that I was looking for and that Loews Theaters was looking for," Magic said.

When the first theater came in the top 10 highest-grossing theaters in the nation, it was easy for Magic to get others to buy in and build more theaters after that. (Magic and his partner Ken Lombard sold Magic Johnson Theaters to Loews Cineplex Entertainment in 2004.)

He repeated the same strategies when he started building Starbucks. After replacing scones with desserts minorities enjoyed and playing music that minorities liked, revenue skyrocketed. He built 125 Starbucks before selling his share in the company.

7. Let Your Playing Do The Talking.

Magic Johnson brought Howard Schultz to urban America to get the deal with Starbucks.

Howard showed up on the day that Whitney Houston's movie "Waiting To Exhale" came out. People were lined up around the block. The lobby was loud, not quiet and reserved. Every show was sold out, and 5,000 women were waiting to see the show. "Twenty minutes into the movie, every woman in there thought they were Whitney Houston personally," Magic said. "They're talking to the screen, 'Girl, why are you still with him?'"

Howard nudged Magic and asked him to step outside and said, "I've never had a movie-going experience quite like this. You know what, Earvin, you got the deal. I've seen everything I need to see. I see they embrace your business, they support your business, and they spend money in your business, and I can see the same thing happening at Starbucks."

8. Champions Learn From Failure.

There were business failures too. A TV show called "The Magic Hour" was canceled after only two months due to low ratings. When he opened Magic 32 Retail Chain, he sold nothing for 3–4 months and lost \$200,000 because he tried to be the buyer and pick out the merchandise to sell himself. Although he didn't get the results he was looking for, it inspired him to be successful.

Plus, he learned lessons that he says made him a better CEO. For example, he learned "to stick to what you know and what you can do best," "to hire the best people," and that he was "too much of a control freak and trying to make all the decisions." He also reflected on what went wrong, asking himself, "Why did I fail?" and figured out what he could do better the next time. "I looked myself in the mirror," Magic said. "Self-evaluation is hard ... but I'm going to stay motivated and move that motivation, passion, and love into another area where I will hopefully excel because I didn't excel at late-night hosting."

9. Rivals Make You Better.

Magic Johnson and Larry Bird's heated rivalry is famous and well documented and added fuel to the long-standing feud between the Celtics and the Lakers. "I disliked the Celtics and Larry because you have to in order to beat them," Magic said. "But your competitor can make you better. I knew Larry Bird was taking 1,000 shots a day, so I had to make 1,000 shots a day. I knew he was working on a new move, so I had to work on a new move. I knew he was going to come back better, so I knew I had to come back better. So, I owe Larry Bird a lot because he made me better. And it's the same in business. Your competitor can make you better. You're going to work harder. They'll keep you up at night sometimes because you wonder what he is going to do next."

Later, the two became great friends after shooting a Converse TV commercial together at Larry Bird's house in Indiana. "Larry's mom made lunch, and he invited me up to the house for lunch," Magic said. "She brings out all the food, and they aren't talking, and Larry's mom says, 'Did you tell him yet?' to which Larry says, 'No, you tell him, Mom.' And Larry Bird's mom says, 'Magic, you are my favorite basketball player.' That broke the ice, and we found out we had so much in common."

10. Elevate Your Game.

"It takes the same amount of time to do a million-dollar deal as a billion-dollar deal," Magic said.

His point is that you must have guidelines on what deal fits within your brand, within your system, and within your company. "I've given everybody the guidelines on what I'm looking for in a deal, Magic said. "And if you can check only five of the 10 boxes, then we shouldn't be doing a deal."

For Magic, when the brands are aligned, the core values are aligned, and the revenue that they both want is aligned, along with a component to give back, that is an indication that a deal will work out.

11. Don't Let Good Enough Be Enough.

Whenever he starts a business or buys one, he does a SWOT analysis right away. (A SWOT Analysis is a framework for identifying your Strengths, Weaknesses, Opportunities, and Threats.) This helps him improve and grow. When he bought a health care business in Florida, he did a SWOT and discovered it had growth potential, but the management team was weak. From this, he knew he needed to move in a new management team to grow the business. He bought the company with 17,000 members for \$20 million, grew it to 300,000 members, and sold for \$900 million two years later.

Not only does he do a SWOT on his executive team to see if his companies are headed in the right direction, but he also does a SWOT on himself. "I run a personal SWOT on myself because I want to be a better man, a better husband, a better father, a better grandfather, and a better CEO," Magic said.

As he looks to the post-pandemic future, he says the question he is asking is, "Can this team take me where I want to go tomorrow?" "I'm asking myself that because I want to make sure when we get back to normal, I can get where I want to go," Magic said.

12. Have An Exit Plan In Mind When You Start.

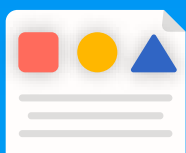
No matter the business, Magic always builds in an exit strategy from the beginning. "You don't have to use it," Magic said. "But it puts you in the position to sell it if you ever want to."

He reevaluates the business to see if he likes the business well enough to keep it or why he is going to keep it. For example, he has businesses he is keeping for his kids because they are interested in them.

It doesn't take athletic ability or name recognition to hustle. Using these strategies, you can follow in Earvin "Magic" Johnson's entrepreneurial footsteps and be a true champion in your industry. Remember, don't do things halfway. Keep your head up, have a positive attitude, and always strive to do better, and you'll come out ahead. ■



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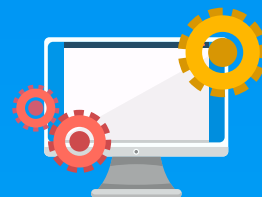
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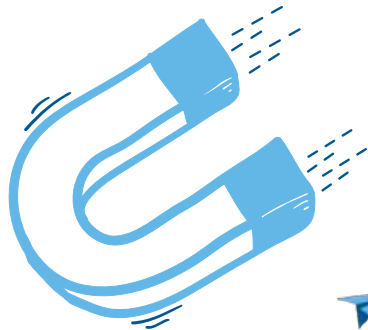
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9 Strate 'Toughe Earth' U

To Crush
Obstacles And
Achieve The
Impossible

“ My story isn't about triathlons. It's about mindset and what's between our ears. ”

—James Lawrence,
The Iron Cowboy

gies The st Man On ses

On June 8, James Lawrence, the triathlete known as “The Iron Cowboy,” did the impossible ... He finished his 100th consecutive Ironman race in 100 days. For one quarter of 2021, his daily regimen consisted of starting his day at 5:30 a.m., swimming 2.4 miles, cycling 112 miles, and running a 26.2-mile marathon, the equivalent of a full-distance triathlon, which he calls an Iron Cowboy distance Tri.

Named the toughest man alive, Lawrence titled his personal experiment in human endurance and pain tolerance Conquer 100. The challenge was about inspiring people to go beyond their limits to show the capabilities of the human body and mind. “I’ll show you the example by being the example,” he said.

This wasn’t his first time accomplishing the impossible. In 2015, he completed 50 Ironman races for 50 consecutive days through all 50 U.S. states, breaking multiple Guinness Book records. But there were many unknowns, logistics were a nightmare, and he was sleep-deprived. “It was chaos upon chaos,” he said during the private Technology Marketing Toolkit Producers Club meeting in July 2021, his first live appearance after completing Conquer 100.

With Conquer 100, he tried to remove the unknowns. He did it at home in Utah. Completed the same course every day. Controlled his food. Had his team around him. And slept in his own bed each night.

Standing in front of a room of MSPs, Lawrence was raw and emotional. “This was like war for me,” he explained. “When I came up with the 100, I wanted to showcase what it will be like if you train really hard, put a team and systems in place, and remove chaos ... It was harder than we thought.”

In the first weeks, Lawrence struggled. He faced freezing temperatures, icy roads, howling wind, snow, and freezing rain. By day five, an ankle injury turned into shin splints and a fracture, forcing him to speed walk the marathon portion. Enduring excruciating pain, it took him seven hours to walk each day and he blacked out while walking from the pain. “Every step I thought I was going to break my leg,” he said.

By day 59, due to help from carbon-plated leg braces which allowed his shins to heal, he felt almost normal. But then a bike

crash caused his hands to swell and pain in his hip. By June, the temperatures soared above 90 degrees F. The wind, heat, and dry air caused his lips to blister and scab.

During those 100 days, Lawrence faced his demons. He struggled, felt broken, and endured unimaginable pain. Here are nine ways Lawrence pushed through and how you can develop your mental toughness.

1

Surround yourself with a great team.

Everyone struggles. Surround yourself with unbelievable people who are more elevated than you, will push you, call you out, and encourage you to reach your potential. Lawrence has wingmen who never leave his side. One rides the bike portion with him every day, another runs with him every day. His wife, Sunny, ran the entire campaign. Community is also a big driving force. People came out and swam, rode, and walked with him. A core group of cyclists supported him every day, showing up the most on the coldest, wettest days. “Nothing great is ever accomplished on our own,” Lawrence said.

2

Be okay with asking for help.

Be in touch with your inner circle so they can help you evaluate, make sure you are conscious of everything around you, and bolster you up when you need it. On day 15, in the peak of pain from his shin, he wanted to quit. “As humans, when we are at the peak of struggle, our instant reaction is ‘I’m out and this isn’t worth it,’” Lawrence said. Communicating with Sunny, she knew what he needed. She said, “You’ve done the work, you’re done for the day; let’s reset and look at tomorrow.”

3

Recall when you did something you thought you couldn’t do.

After finishing the 100, he celebrated, went home, and slept. But then the next day, he did one more full-length triathlon by himself. “I promise you when you’re broken and think you’re beaten, you can do one more,” he said. “Sometimes when you get up, it’s going to be by yourself. But if you keep fighting, you’ll find your team and you’ll make your own history.” To get your mindset right, remember the feeling you had when you decided to get up one more time when you thought you couldn’t or didn’t have to.

4

Shift the narrative as fast as you can.

Games and mental tricks make a hard journey more palatable. Hearing he had 16 days left mentally destroyed Lawrence, so he changed phrases and words to trick his mind.

"Instead of 16 to go, the team would say we only have 9 to go to 7 to go," Lawrence said. "Words and self-talk are important." When choosing words, get something so concrete that "you don't just say it, you don't just visualize it, you FEEL it."

5

Identify your WHY.

Lawrence had millions of reasons to quit. He recalled losing his concentration, falling asleep, and falling off his bike when he did the 50 campaign. He didn't know how he was going to keep going until he remembered his daughter was waiting for him to run the marathon with him. "He who has their 'why' to live for can bear almost any 'how.'"

6

Just do one minute.

When he doesn't know how to keep going, he focuses on that one moment in front of him until he gets past the overwhelm and anxiety. "Motion creates emotion," Lawrence said. "When in desperation, you must figure out how to be perfect just for one second. Build on that second until you perform a perfect minute."

7

Get experience in isolating, tackling, and overcoming your fears.

When he started running, he struggled to complete a 4K fun run. At that point, he never could have imagined doing one Iron Cowboy distance Tri, let alone 100. But after experiencing 50 in a row, he believed he could do 100 because he had the experience of having and winning those conversations in his head about doubt, fear, and wanting to quit. "It's through your experiences that you become mentally tough," Lawrence said. "To grow, adapt, and evolve, we need to become uncomfortable intentionally. Only then will we meet the best version of ourselves and honestly find out what we can accomplish."

8

Just start.

"You're never going to feel 100% ready," Lawrence said. Everybody's "hard" is different. When he did his first triathlon, he didn't know how to swim. You're never going to be an expert when you start.

Lawrence's ultimate reason to keep showing up and pushing is about inspiring hope. "Your word should be your bond and every time you commit to something, you should finish it," he said. "It's not for you. It's for other people. As we choose to show up in our lives each day, **we truly have no idea who is watching, and we truly have no idea the impact we can have on the people around us.** If you go through life and say, 'How can I live my life in a way that enhances someone else's life?' then that's what should drive you." ■

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"There are far better things ahead than any we leave behind."

—C.S. Lewis



"The brave may not live forever — but the cautious do not live at all."

—Richard Branson



"If all you can do is crawl, start crawling."

—Rumi



"Whatever you do or dream you can do — begin it. Boldness has genius and power and magic in it."
"What is not started today is never finished tomorrow."

—Johann Wolfgang von Goethe



"The difference between successful people and others is how long they spend time feeling sorry for themselves."

—Barbara Corcoran



"When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid."

—Audre Lorde



"Whatever it is that you think you want to do, and whatever it is that you think stands between you and that, stop making excuses. You can do anything."

—Katia Beauchamp



"I have always been delighted at the prospect of a new day, a fresh try, one more start, with perhaps a bit of magic waiting somewhere behind the morning."

—J.B. Priestly





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