




## Section 2

### Why I.T. Services and Who Can Become an I.T. Business Owner

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#### Why Choose to start your own I.T. Services Business versus Working for Someone Else.

- Uncapped earning potential
- Open schedule
- Your 100% in charge of the structure of the company.
- Your 100% in charge of the direction of the company.
- You get to pick
  - What
  - Where
  - When
  - How you sell
  - How much to sell for.




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#### Who can be an I.T. Business Owner?

- Anyone who is familiar with I.T. products and services.
- Anyone who is familiar with cloud and hosted services.
- Anyone who is proficient with computers and servers (hardware and software).
- Anyone who wants to be personally involved in his or her client's success.




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### Can I Start My I.T. Business Part-Time?

Absolutely, it's actually the preferred method that I recommend.

- Building your business part-time allows you many benefits.
- Save money for start-up capital.
- Eliminate any pre-existing debt you may have.
- Allows you the time to figure out answers to all the key questions you may have or questions that pop up.
- Gives you the luxury of time to transition to full-time.




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### The Risks of Being an I.T. Business Owner

Types of Risks:

- Financial – You lose all your start-up capital and end up borrowing money.
- Personal – You give up time with people you love with nothing to show for it.
- Professional – You give up a good paying job with benefits.
- Social – You give up time going out with nothing to show for it.




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### Why Mindset is Extremely Important

You mentally have to be prepared for the roller coaster ride that starting and operating a business is.

You need to prepare mentally for:

- Finances
- Risks
- Responsibility
- Rewards
- Think BIG not small.
- Fail it to you make it!




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