



Lessons Learned While Building VND

Nov 2015

By Manuel Oblitas www.vndx.com

What topics are we covering?

- Constant learning
- Bold moves. Drastic change, persistence. Believing you can do things and just do it!
- Life Hacks. Primarily, do this to save time. Time is our most valuable resource.

Constant Learning

Childhood



```
**** COMMODORE 64 BASIC V2 ****  
64K RAM SYSTEM 38911 BASIC BYTES FREE  
READY.
```

- Our dad and his business
- Our mom, core Christian values
- Our grandpa and his shop
- 1988 - Got our commodore 64
- 1993 - Post high school in Peru



First Experience with E-commerce

- 1997 setup a website for my dads business
- Responded to a spammer who sold mass mail software and email lists.
- Convinced my dad to try it out.
- He got a lot of responses from all over the world and shipped some orders.

Coding from the Books

- 1997 – Landed a project called ALS (and MLS like system) for data provider for apartment locators aimed at the Windows 98 OS.
- 1997 - 2002. Tech support for ALS continued.
- 2002+ Started to get requests for web development and web hosting

SEO

- 2002 Marketing - Word of mouth and SEO
- SEO was in its infancy
- SEO provided an avenue for inbound leads to be generated and not have us develop outbound marketing (cold calls, networking...)
- SEO Google Maps

Adapting to New Technology

- Type of projects changed quickly from 2003 to now: Windows to Linux
- High traffic sockets (Node) and DBs (Mongo)
- Embedded devices
- Mobile
- Hosting automation
- Learning never stops. We assimilate software by demand and often introduce new technologies as new projects are coming through the pipeline

Bold Moves

Adapting to New Environments

- 1995 - Migrated to the US with 3 months rent.
- Head of household
- Manuel managed restaurants - Javier worked at Harris corporation
- Learning English. Jump in to the cold pool!
Little did I know my customer service roots were going to be based on the fact I dealt with multitude of clients.

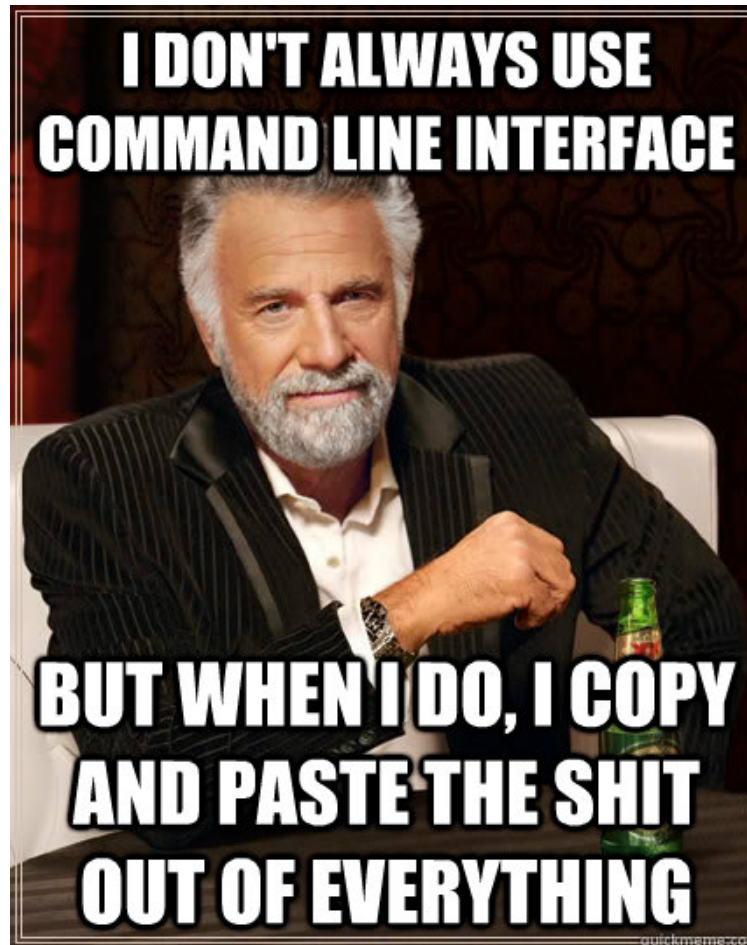
Starting up and Running Lean

- 2002 registered and started VND
- Presentation is key. Everyone can look like a million bucks on the net
- Improvise when you can. I was still working at Sonic while running the company.
- Running our own data center

Delegating

- 2003 - Hiring our first employee
- Learning to delegate
- Jack Daly: “If you don’t have an assistant, you are the assistant!”

Some Hacks



Inbox Zero - Merlin Mann

- Delete
- Delegate
- Respond
- Defer
- Do

Video: <https://youtu.be/z9UjeTMb3Yk>

The 4 hour work week by Tim Ferris

- Don't work yourself to death.
- Reduce hours and make the same or more \$
- Reduce clients and make the same or more \$
- Mini retirements - traveling on the cheap
- Mobile working
- Outsourcing my life: Email, Bills, Hiring
- Reducing fear: Do exercises that are uncomfortable. ex: eye gaze or ask for a #

The Ultimate Sales Machine

by Chet Holmes

- Time management (Who has more time? You or Bill Gates?)
- Selling is about teaching.
- Regular training
- Executing effective meetings

okDork.com – Noah Kaggan

- Rule #1: Sales is not selling, it's understanding. The best sales people are educators. KEY indicators of any sales success is repeat buying or loyalty
- Rule #2: You can't be a wuss. Try at least 1 uncomfortable thing each day. How far will you go to make it succeed?
- Rule #3: You must track it or it didn't happen.

Resources and tools for time management and productivity

- Inbox Zero - Merlin Mann - <https://youtu.be/z9UjeTMb3Yk>
- Life hacks - “The 4 hour work week” book by Timothy Ferris - fourhourworkweek.com
- Organization and sales - “The Ultimate sales machine” book by Chet Holmes
- Badass tips/hacks - Appsumo.com okdork.com - Noah Kaggan
- Process interruptions - GTDtimes.com - David Allen - <https://youtu.be/MLp0PYsQTjU>
- Body language/Power posing - Amy Cuddy Ted Talk - https://youtu.be/Ks-_Mh1QhMc
- Sales Strategy for fast growth - “Hyper Sales Growth” book by Jack Daly
- Task management software - rememberthemilk.com
- App usage tracker software - rescuetime.com

Exercises

- Study at least one of the resources I gave you
- Install rescuetime.com and analyze results.
- Do something uncomfortable each day. What do you fear the most? Networking, interviewing, public speaking, asking for a number?
- Continue life hacking

Thanks! 😊
And Add ME!!!

- <https://www.facebook.com/manuel.oblitas>
- www.vndx.com
- [VND Facebook](#)
- [VND Twitter](#)
- [VND LinkedIn](#)

