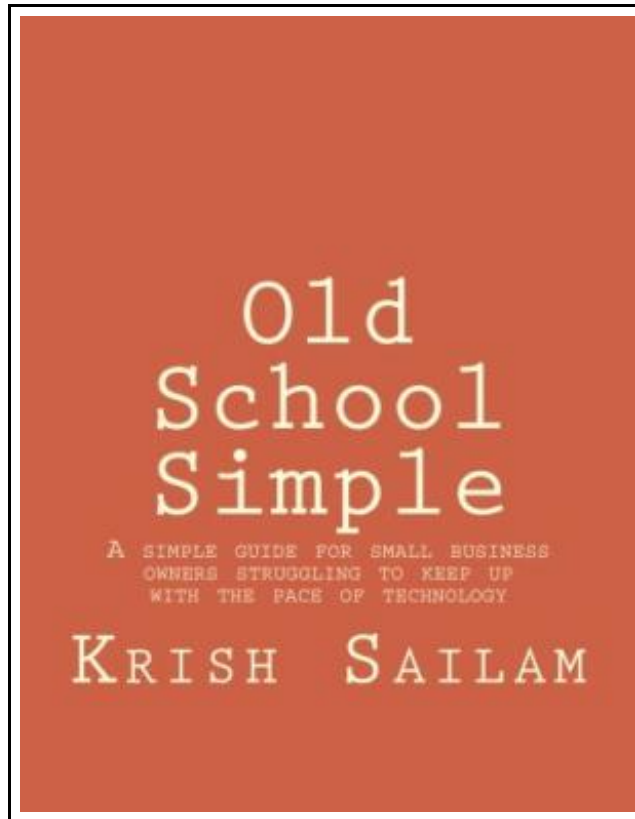# Old School Simple: A Simple Guide for Small Business Owners Struggling to Keep Up with the Pace of Technology

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(Lorenz Vandervort)

OLD SCHOOL SIMPLE: A SIMPLE GUIDE FOR SMALL BUSINESS OWNERS STRUGGLING TO KEEP UP WITH THE PACE OF TECHNOLOGY

CreateSpace Independent Publishing Platform. Paperback. Book Condition: New. This item is printed on demand. Paperback. 142 pages. Dimensions: 11.0in. x 8.5in. x 0.3in.Krish Sailam takes a macro-level view of how technology is potentially slowing down small business. There are too many game changers and too much noise from experts, and there is not enough time in the day to keep up with every new technology that comes out. You have a business to run, and it is my job to save you time and more importantly money with your technology decisions. Old School Simple helps you find a starting point. Old School Simple explores three main themes: How to decide if a technology is relevant to your business and will increase revenue or decrease costs. How to create goals around implementing technology. How to create actionable metrics to measure your success. The point of the book is that if you had a choice to spend 1000 a month on technology that you didnt fully understand or didnt have time for, versus 1000 a month making your core product better, the decision to invest in your product is always a better bet. But if you have to implement a new technology, I want you as a business owner to define a goal, and a metric. The book provides guides on finding technology help, defining tangible goals, and measuring your success. Talk to any expert in SEO, social media, paid search, or app development and they will all agree it is nearly a full-time job to stay on top of new technology every day. As a small business owner, your core job is to create amazing products and services. Not to know every new technology that comes out. If you do find a technology that is relevant to your business and your...

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