

## Case Study

# Tom Harris

## Author, Speaker

## Client/Company

Tom Harris is an author, speaker, marketing coach and business motivator.

## Business Objectives

- ◆ I need to be around motivated people, because that motivates me.
- ◆ I need to be around people who are smarter than I am, because that makes me smarter.
- ◆ I need to be plugged into a group that collectively has a lot of knowledge, and is willing to share it. All of the activities of the InSights Group fill these needs.

## Solution

I published an inspirational CD this year, which I know I would not have done without encouragement and prodding from InSights members.

I became active on Facebook and started a blog.

I've learned a lot about the problems, challenges and issues of small business owners, and am incorporating that into a seminar series and several books that I'm writing.

Speaker  
Author  
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Business Motivator

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**Be in charge of your website and domain name!**

Quite often, website developers will have control over a client's domain name. They may have registered the domain themselves "as a service to the client". In the worst case scenario, the developer registered it in their own name rather than the client's name, and the developer therefore **owns** the domain name. More often, the developer will register it in the client's name but never give the client access to the domain account.

What happens if your web developer gets hit by a truck?

Do you even know how to access your domain to move it if you needed to?

Do you know where your website is hosted? Do you have access to the hosting account?

## Results

- ◆ I have 670 Facebook Friends; am not very active on Twitter.
- ◆ I have restructured my website development business.
- ◆ I have radically changed my thinking about what kind of business(es) I want to be in, and am much clearer on my desires and goals than I ever have been before.
- ◆ I've had an endless string of Aha's; too many to mention here.