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## IT'S BIGGER THAN NETFLIX AND FACEBOOK COMBINED:

### Learn How Nvidia Grew 200% in One Year!

Since the latter part of 2022, interest in AI chatbots like ChatGPT has exploded worldwide. Over 100 million people used ChatGPT to plan vacations, write emails, and outline speeches. This was bad news for copywriters but fantastic news for a technology company many people have never heard of: Nvidia.

Between October 2022 and May 2023, Nvidia's market valuation spiked 200%. Then, in May, the company hit a significant milestone: It reached a total worth of \$1 trillion, placing it in the exclusive "\$1 Trillion Valuation Club."

That club has just four other members: Alphabet (the parent company of Google), Amazon, Microsoft, and Apple. All four companies are household names — so how did Nvidia make the list and experience such massive, rapid growth?

#### The Founding of Nvidia

The story starts back in 1993. That year, electrical engineers Jensen Huang, Curtis Priem, and Chris Malachowsky decided to go into business together. They brainstormed the idea for Nvidia — which initially made graphics chips for personal computers, pushing the limits of 3D graphics — in a Fremont, California, townhouse.

After six months of meeting with venture capitalists, the friends finally found investors. Thrilled with their good fortune, they pooled \$800 to incorporate Nvidia. Each founder purchased 20% of the company for \$200; the other \$200 went



toward hiring a lawyer. One day, they predicted, their \$800 company would be part of a chip market worth \$200 billion.

Of the three founders, the most notable is Jensen Huang, Nvidia's president and CEO. Huang was born in Taiwan but moved to the U.S. at age 9. He earned a bachelor's degree from Oregon State University and a master's from Stanford University (both in electrical engineering), then went on to work at LSI Logic and Advanced Micro Devices.

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# THE START OF A NEW CHAPTER

## Celebrating 25 Years With a Fresh Move

As I look back over time, there have been many milestones for Christo IT. We are preparing to celebrate 25 years in business on Jan. 1, 2024, we're excited to focus on a new chapter in our future.

We're making a fresh move into a new office space this month, but don't worry, if you like to visit us in person, and your car knows the way to our existing office, you won't have to do too much retraining to find us. That's because our new space is about 1,000 yards down the road.

This is the first time that we've moved in about 18 years, and this move means a lot more than just the physical act of packing up all of our office equipment and going to a new space.

I view our new office environment as a chance to enter a rewarding, new chapter in our company's evolution. It's not that we are reinventing who we are. More than that, our move represents a reinvigoration, with a fresh, fun place to work and a renewed dedication to our clients.

Our group features 17 professionals who serve our clients as part of our Service, Projects, and Cybersecurity teams. With our new office location, our team members will have additional space to work with our clients in larger collaborative areas, as well as additional conference rooms that will enhance the way we work with — and support — the needs of our clients. Those needs drive us, and are reflected in our mission statement: "HELP." As you may know, "HELP" is an acronym that we've been using to reflect our values through time.

It stands for the specific ways we care for our clients by being Honest; showing Empathy; always Listening; and solving Problems. It's an amazing feeling when we can help people find a better way of doing things or help them be more productive. One of the key benefits that we are proud to bring to our clients is helping them do things faster and more efficiently, so they have more time in their lives for other things that they enjoy.

Today, our satisfaction rate stands at 98.6%. We're proud of that, and it is something we put a lot of focus on.

**Be Honest**  
**Show Empathy**  
**Always Listen**  
**Solve Problems**

The notes of thanks and feedback we receive from our clients are very rewarding.

As we get ready to begin our next chapter after 25 years, one of the thoughts that comes to my mind is how thankful I am to those who have supported me along the way. It started with my parents, Bill and Kathy; as well as my wife, Jen; and my daughters, Sam and Emily. They are truly the reason why I'm doing what I do.

Thank you for allowing us to serve you. As we make this new move, we're looking at ways to raise the bar in terms of efficiency and in providing you with solutions that are valuable for your life and business. It's an

honor for us to build on what we do for you in 2024 and beyond.







# SMALL BUSINESS, BIG IMPACT:

## Your Resource for Digital Marketing Success

Whether or not you're a fan of how prevalent the internet is becoming in our everyday lives, an online presence of some sort is required if you want to increase people's awareness of your company. In fact, 86% of businesses report having increased their brand awareness by using digital marketing, and 75% say doing so also boosted their brand's credibility with their audience.

But when you own a small business, learning about digital marketing and how to use it can be a daunting task. Besides, you probably don't have time to earn a marketing degree or the resources to hire a full-time digital marketing employee. So, what can you do?

Luckily, you can learn the fundamentals of digital marketing to boost your business's online presence, engagement, and sales by using these three FREE resources! They are quick, effective, easy to understand, and designed for busy business owners like you.

### Resource No. 1: Fundamentals of Digital Marketing by Google Digital Garage

If you're starting your digital marketing journey from scratch, this short course is the place to begin. First and foremost, the course is self-paced, so you never need to worry about deadlines or sacrifice other responsibilities to complete it.

This course contains 26 modules that cover several different aspects of digital marketing, including how to use analytics and plan your online business strategy, and takes a deep dive into social media. It also features videos for more visual learners, and after completing the 40-question exam at the end of the class, you'll receive an officially recognized digital marketing certificate from Google.

We highly recommend this course for any business owner who has a small to nonexistent online presence and wants to lay the groundwork that all digital marketing principles build upon. Enrolling is as easy as clicking a button, and you can find the course by Googling "Fundamentals of Digital Marketing by Google Digital Garage."

### Resource No. 2: Digital Marketing Training by Neil Patel

Suppose you already have a vague idea of the basics of digital marketing, or you just finished the Fundamentals of Digital Marketing course by Google Digital Garage and want

to learn more about one part of digital marketing in particular. In that case, you'll want to check out Neil Patel's library of free digital marketing courses you can sort by topic.

If you haven't heard of Neil Patel, you should know he's one of the leading voices in digital marketing today. He's wildly successful and offers to teach others what he's learned over the years for free. You can learn more about SEO, conversion optimization, YouTube, and more using his courses and the worksheets he provides.

To access Neil's library, visit [NeilPatel.com/training](https://neilpatel.com/training) and use the "What do you want to learn?" table of contents on the left of the page to choose what you'd like to learn about. Then, click the subject tile on the right and get started!

### Resource No. 3: Answer the Public

This resource is not a course but a tool to help you create content your demographic will find useful. One of a business's biggest struggles when growing an online presence is creating content that results in profitable engagement. Yes, posting often is important, but posting what actually matters to people is also vital. And the best way to find out what matters to people is to ask them!

That's essentially what Answer the Public does FOR you. It pulls the most popular internet searches regarding any topic you type into the site, so you can see what people want to know about in your niche. For example, if you own a rug cleaning business, you can go to AnswerThePublic.com and type "rug cleaning" into the search bar. Then, you will see that some of the most frequent searches are things like "What carpet cleaning solution is best?" "When carpet cleaning, how long does it take to dry?" and "Can carpet cleaning cause mold?"

These are all GREAT questions a carpet cleaning company can address in its digital marketing content, and the answers provide timely and valuable information to its audience and build trust with current and potential future customers.

You don't need a digital marketing degree or even a marketing department to bring your brand into the online space. Using these three digital marketing tools will help you carve out an online space and make profitable content that will allow your company to thrive on and off the web!

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According to Medium, Huang "never finished his business plan" and "learned how to start a company by reading books and meeting lawyers." Given that, it seems unlikely that traditional business acumen was the secret to Nvidia's success — so, what was?

### The Secret Behind Nvidia's Wild Success

Dozens of factors no doubt contributed to Nvidia's success, but three stand out above the rest:

- **Aggressive Innovation:** Nvidia's founders were all engineers with practical, hands-on knowledge. They used this knowledge to stay on the cutting edge of their industry and consistently develop new technologies. In 1999, Nvidia invented the graphics processing unit (GPU), and in 2012, it became an early pioneer of AI when it powered the AlexNet neural network.
- **Bold Pivots:** Nvidia's team kept a close eye on developing trends and areas for exploration in technology and adjusted its offerings to meet them. Though Nvidia began as a graphics chip company, it now offers networking tools, gaming laptops, embedded systems, cloud and data center technology, and more. Most notably, Nvidia dove headfirst into AI, working on everything from self-driving cars to

generative AI models like ChatGPT. Today, Nvidia GPUs power about 80% of all generative AIs, so it's no wonder the company grew 200% from 2022 to 2023 as demand for AI surged.

- **Sharp Client Focus:** When personal computers were trending in the 1990s, Nvidia pioneered GPUs to make them more functional. Since then, the company research and development team has consistently worked to fill needs in hot markets like PC gaming and AI. Nvidia likely has detailed customer avatars of its tech-savvy clients and finds success by identifying their pain points and innovating in those areas.

Whether you run a tech company, law office, or medical clinic, you can use these three strategies to increase your revenue and grow your business. You may not reach the \$1 Trillion Valuation Club (it's very exclusive, after all!), but you could still see the kind of growth that put Nvidia on every stock broker's map this year.



## HAVE A Laugh!



## FROM MIRACLE CURE TO CONDIMENT

### The Unbelievable History of Ketchup

We know ketchup as a delicious condiment, but its origin is likely different than you'd expect. Ketchup's roots started in Asia, where it was called ke-tsiap (Xiamen), a sauce made from fermented fish sauce. It came to Europe in the 17th century but looked and tasted different from the ketchup we know today, as it included ingredients like mushrooms, walnuts, and oysters — no tomatoes.

In the 1830s, an Ohio physician named Dr. John Cook Bennett began marketing a tomato-based concoction as a medicinal elixir. Dr. Bennett claimed his tomato extract had incredible healing properties and promoted it as a cure for many ailments, including diarrhea, indigestion, jaundice, and rheumatism. His tomato preparation was a precursor to modern ketchup. Over time, the medicinal claims surrounding tomato-based ketchup faded, but people continued to enjoy the taste. Now, you can't walk into a restaurant without seeing a ketchup bottle on every table!