

# Michel Bernard Speaks Out on Achieving Success as an Entrepreneur

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GATINEAU, QUEBEC, CANADA, October 13, 2020 /EINPresswire.com/ -- Digital advertising expert Michel Bernard recently engaged in a [Q&A with ideamensch](#), sharing key tips and tricks that have helped him to achieve a successful career as an entrepreneur.

According to Bernard, his passion for the art of advertising was sparked in his childhood, when he supported his dad with brainstorming creative ideas and creating advertising plans to promote the family business.

That initial spark grew into a lifelong passion, with Bernard working as a copywriter for top Toronto ad firms before founding his own firm in Gatineau.

Fueled by that lifelong passion, Bernard said that he wakes up early every morning, eager to start his day and work towards ongoing growth with his firm.

"I'm an early riser so I'll typically get up early and do some reading. I like to keep up with what's new and innovative in the digital marketing industry — this helps me keep on top of things," said Michel Bernard.

"It's a known fact that those who get up early are more successful and that's what I live by. The morning is my most productive time. The world is quiet with a lot fewer distractions."

Along with starting the day early, Bernard said that his habit of making lists has helped him to stay organized and productive.

"Lists are especially helpful in bringing ideas to life. I lay out all of the steps I'll need to complete to get the idea up and running and then I start working away at the list. In the end, I have my idea come to life," said Michel Bernard.

But aside from his own morning rituals to keep himself in check, Bernard said that another key to entrepreneurial success is to engage in regular employee check-ins to ensure everyone is happy, motivated, and on-track.

"Employees are everything. As an entrepreneur, you don't have a business without good employees. I think a lot of leaders forget how far a simple thank you can go. If your employees

are happy, you'll be successful," said Bernard.

For more information, visit <https://michelbernardgatineau.com/>.

#### About Michel Bernard

Michel Bernard, a digital advertising expert, was born in Gatineau, Quebec. Throughout his childhood, Bernard developed his knowledge and passion for the art of advertising by working closely with his father to promote their family business. Knowing without a doubt that he wanted to be involved in digital advertising mediums, Bernard attended McGill University, completing a Bachelor of Commerce degree. Following his studies, he worked as a copywriter for various Toronto-based firms. After years of working as a writer and building his skills in digital advertising, Michel Bernard gathered enough of a client base to start his own firm. Today, his firm provides top quality advertising solutions for individuals and business owners in the Gatineau/Outaouais region of Quebec.

Michel Bernard

Advertising/Digital Marketing Specialist

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