

WCITechnology Insider

Insider Tech Tips - Written for Humans, Not Geeks

The Nuclear Effect: The 6 Pillars of Building A 7+ Figure Online Business By Scott Oldford

As the explosive name hints, *The Nuclear Effect* is all about chain reactions and finding positive results. Author Scott Oldford brings years of experience to the table in *The Nuclear Effect: The 6 Pillars of Building a 7+ Figure Online Business* - a relevant book during this time when having an online presence is more important than ever.

Learn the truths about online marketing and foundational principles that entrepreneurs often miss. Oldford's six pillars are practical, accessible and necessary for your own chain reaction of success.

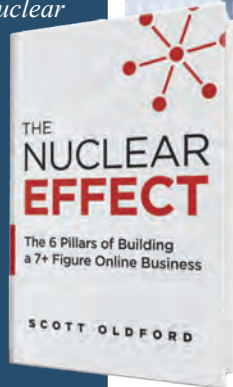
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Our Mission:

Technology systems that anchor your business and protect what you have built, from a company inspired to make the world better.



What You Need To Do ~before committing to a new VoIP System~

There comes a time when every business needs to invest in a phone system for their new location or they're upgrading from an older system. Regardless of the reason, they're ready to make the commitment.

Your phone connects you to your customers, so you need it to be reliable. You want it to have a specific set of features (such as voicemail, call waiting, call forwarding, conferencing, recording, etc.) and you want your investment to be supported for years to come. The question you have is, "Where do I begin?"

First and foremost, finding the right phone system can be a pain. Doing research online leaves you sifting through site after site as you look for answers only to find way too much information - and most of it isn't worth your time.

As a business, you're about to drop serious money on a new phone system, so you want to know you're getting what you pay for. Unfortunately, the phone system business is a competitive one, which means it's hard to find websites, reviews and data that isn't biased or skewed in some way. There are countless websites featuring deals that are really deals, or websites hosting reviews sponsored by a phone service provider. This isn't helpful.

So, what is helpful? Here's what you need to know.

Most phone systems are essentially the same. There may be a few features that vary from system to system, but most VoIP systems will all have the most important features demanded by businesses. Your best bet is to define your phone

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needs *before* you start searching for a system. Chances are it won't take long to find what you're looking for - if you ignore the clutter.

What you really want to find is a stellar service provider. You might get caught up in trying to find the best phone with the best features, but none of that matters if you don't get good service to go along with it. You need someone who will be with you every step of the way, from setup and installation to configuration and the all-important support.

You need someone you can rely on. That way, if anything goes wrong or you have questions, you have someone you can call. The fact of the matter is that most people

Instead, you get the *exact* support you need, aren't and never will be VoIP or phone system experts. Business owners have too much on their plates to learn - from scratch - about a new phone system.

This leads to the questions you should be asking before you commit and buy a new system:

- Who is setting up my new phone system?
- Will they customize it for my specific needs?
- How do I get help if my phone system stops working?
- Who do I call if I have additional questions?

As you vet potential vendors, get exact and direct answers. If they beat around the bush, that's a red flag. They should be able to answer all of your questions in a language you understand. If they don't answer your questions, or you aren't happy with the answers, find a different vendor.

There are many vendors who will send you a system and leave the rest up to you. If you know what you're doing and have the time to set it up, it's no big deal. But that isn't most of

us. And forget about support. If anything goes wrong, you're on your own.

The best thing you can do when searching for a new VoIP phone system is to find an honest, reputable, local phone system reseller that you can verify will do the following:

- Set up the system
- Customize the system for your business's specific needs
- Offer personalized and continuous support and training

In most cases, the answer lies with a dedicated and experienced IT services firm that knows technology. This is the kind of company that not only checks the boxes but can also ensure that your system works with your network without any hiccups.

The bottom line is this: Do your research. Ask your questions, get answers and be confident in your decision before handing over the credit card and signing on the dotted line. You'll be much happier that you did!

"Your best bet is to define your phone needs before you start searching for a system."

Free Report Alert: Protect Your Network



This report will outline in plain, nontechnical English the common mistakes that many small-business owners make with their computer networks that cost them thousands in lost sales, productivity and computer repair bills and will provide an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Get Your Free Copy at www.WCITech.net/protect-your-network

Microsoft 365 Tip

Do you find yourself repeating tasks in Outlook, such as forwarding specific emails to a group of people?

You can automate all these tasks with Quick Steps:

- In Mail, select Home
- In the Quick Steps group, select Create New Quick Step
- Give it a name and select an icon
- Under Actions, choose an action that you want the Quick Step to do. Add Action for any additional actions
- Want to create a keyboard shortcut? Select one in the Shortcut key box



Guess how much a *data breach* could cost you?

\$500,000.

Yep, you read that correctly. The average estimated cost of a data breach to a business is \$500,000.

Could you afford to lose that kind of money? Few businesses could. And even if they could, recovering from a cyber-attack is probably not their ideal way to spend hundreds of thousands.

So, how do you avoid this kind of expense? You need to get planning. Literally. You need a plan to prevent a cyber-attack - and respond to it if you're hit.

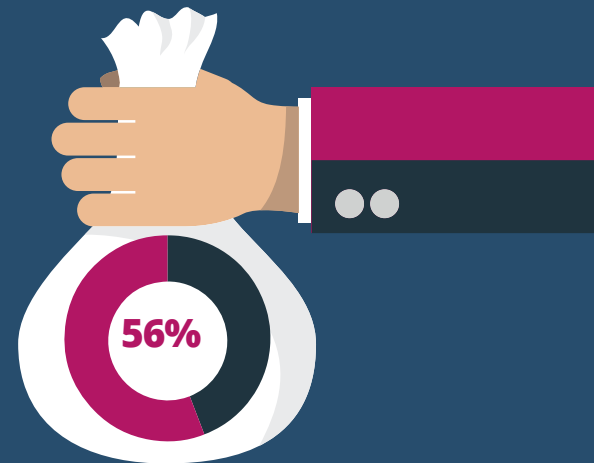
If you don't already have one in place, move this to the top of your agenda.

Cyber-attacks are on the rise. They're costing the world economy more than \$1 trillion a year right now. And thanks to

Coronavirus, that figure is set to rise, as cyber-criminals take advantage of the confusion caused by changing technology for the pandemic.

56% of businesses don't have a cyber security prevention and recovery plan in place. If you're one of those businesses, maybe we can help you?

Contact us today to see how we could create a custom cyber-crime prevention and recovery plan, just for your business.



Let's talk on a video call
Three questions for you:

1. Do you currently have an IT support company?
2. How happy are you with them?
3. If the answer isn't "I'm so delighted I could run around my house fist-pumping the air", let's jump on a video call

The pandemic has taught businesses just how important it is to get proactive, responsive IT support.

Visit wcitech.net and schedule a consultation with us.

Shiny New Gadget of the Month

Ember Temperature Control Smart Mug

Porcelain mugs are so 20th century! Meet the Ember Temperature Control Smart Mug - a mug that gives you more options than any mug *ever*.

What's the big deal, you ask? The Ember keeps your drink - coffee, cocoa, tea, milk, etc. - at the exact temperature you want, between 120-145 degrees Fahrenheit. You can also control the mug from your smartphone - adjust the temperature, set notifications and more. The Ember mug is hand-wash safe, as well.



The mug itself includes a 1-hour battery to keep your beverage hot on the go, or you can use the included charging coaster to keep

your beverage hot all day long. Find the Ember mug on Amazon or learn more at [Ember.com](https://www.ember.com).

It's Time to Uninstall Adobe Flash Player



On Dec. 31, 2020, Adobe dropped support for their Adobe Flash Player platform. For 25 years, Flash Player had been an integral part of the internet. It gave webpages an extra oomph in the form of interactivity. It came in the form of video, audio, games, buttons and much more. It laid the foundation of what much of the internet is today.

But Flash Player had a dark side. It was a security nightmare. Hackers and cybercriminals routinely exploited Flash and put countless users and websites at risk. Over the years, security experts tried to get people to uninstall Flash, but the platform persisted. Until now. If you still have Adobe Flash on your computer, take a minute to uninstall it.

Pink Goldfish

True Differentiation in the Marketplace

Consider the following: *P is for Pterodactyl: The Worst Alphabet Book Ever* by Raj Haldar, Chris Carpenter and Maria Beddia teaches kids and readers that P is for Pterodactyl, K is for Knight, and U is not for You.

P is for Pterodactyl is also in the top 100 books purchased on Amazon. People are buying this book in droves. Why is that?

It's actually fairly simple. It **deviates** from what we have seen as a successful alphabet book in the past. It strays from the standard and avoids following the fundamentally competitive strategies in the industry.

We always see companies and brands wanting to be the best - to provide all services possible. The concept of *Pink Goldfish* encourages a focus on your weaknesses, on those things you're terrible at. Why not be the worst at something if, in turn, it means you attract the customers you want and the culture you represent?

Here's another thing to consider: *kintsugi* is the Japanese art of repairing broken pottery. Skilled artisans mend the broken pieces with lacquer or powdered gold or silver, making it more beautiful than before. It's an intentional approach to imperfection.

Pink Goldfish is also intentional imperfection. You illuminate the imperfections of your business or products.

The 7 Types of Pink Goldfish

- 1. Flaunting ...** to parade without shame. Flaunting is about being unapologetic about your organization's flaws. Take pride in those unique characteristics!
- 2. Lopsiding ...** take your weaknesses and exaggerate them. Most brands try to be balanced and well-rounded. This

type encourages you to be unbalanced and imperfect. You need to amplify your weaknesses.

- 3. Antagonizing ...** is about polarizing, alienating, repelling and taunting. Do more of what *some* customers don't want and then brag about it.
- 4. Withholding ...** is about limitations, restrictions, boundaries and constraints. It is about doing less of what your industry and competitors think you should be doing. This can involve fewer locations, fewer product offerings, fewer services, etc.
- 5. Swerving ...** is about deviating, diverging and veering from competitors. As we see what successful companies are doing, it is natural to emulate them. When everyone is copying the leader, then the entire industry starts to look the same. Small deviations from the norm change things up.
- 6. Opposing ...** is doing the exact opposite of what others are doing. It is being unlike the competition. Different from swerving, opposing is a complete break with convention.
- 7. Micro Weirder ...** is the minuscule actions to differentiate your brand. You can set your brand apart with some cohesive master plan; you can be just a tiny bit weird.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organization BS faster than a hot knife through butter.



Three trillion minutes on Zoom (is that just this week?)

Zoom calls... Teams meetings... Google meets... whichever tech platform your business uses*, do you ever get to a Friday evening and feel a bit "over Zoomed"?

(especially if you then have ANOTHER Zoom arranged with friends and family?)

According to estimates, over three trillion minutes will be spent on Zoom this year. That's about 5.5 million years!

As much as they're a pain when you have them all day, video calls really do help us be productive and get things done while we're working remotely.

76% of all employees use video calling for remote work, according to some stats we've been reading.

And three quarters of those say it makes them more productive. 41% of employers believe video calls lead to better engaged teams.

So, then, how do you feel less "over Zoomed"?

Here are three suggested rules that have worked well for us.

1. **Do a tech test before every meeting:** Check your video and sound are working. Zoom has a test call facility at www.zoom.us/test.
2. **Never meet unless you have a written agenda:** And put the agenda on screen using screen share. This stops meetings from dragging on.
3. **Stand up, especially if you're the organizer:** This is a good one for real life meetings, too. When you stand for a meeting, your body will give you plenty of feedback when the meeting's dragging. Standing desks are a great idea for productivity and keeping energy levels high, anyway.

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Did You Know?



Windows 10 can protect you from distractions?

It's easy to get distracted when you're working, isn't it?

Notifications pinging up, emails popping in, files being updated. It can be endless.

Fortunately, Windows 10 has a feature called Focus Assist that has your back.

Go to Settings > System > Focus Assist and it'll block all notifications and alerts when you need it to.

It can even be set to turn on automatically during certain hours. Better still, you can select certain contacts to be priorities, so that their notifications always get through even in Focus mode - so you'll never miss a message from your other half.

Here's a fun topic of discussion for you and your team - what do you think technology will look like in 10 years' time?

Think back to 2011 ... our smartphones weren't as smart as today. We certainly didn't live in the cloud like we do now. And there wasn't an app for everything you could possibly think of.

We've come a very long way in just a decade. And we believe the speed of progress is going to increase between now and 2031.

We'll become even more reliant on our phones, as they do more things for us without having to be asked. For example - when your phone knows you've got an appointment to drive to, it can tell you when to get going based on current traffic. It'll unlock your car as you approach it, and the destination will already be loaded into the GPS.

What about your day to day computer? It'll be so much faster than today - able to do virtually any routine job in an instant. Maybe it'll have some kind of AI (Artificial Intelligence) built in. Quite

possibly it will start to make predictions about what task you'll be doing next, and prepare itself automatically for that task to speed things up. For example, it might learn that you always look at social media after checking your email.

Of course, this is all just speculation. We're looking forward to finding out. What do you think is going to happen to tech in the next decade?



Fun Tech Quiz

Bet you can't get all 5 of these right without Googling them.

How much do you really know about tech? Here are 5 questions we brainstormed for you. How many can you get right without Googling?

1. Jeff Bezos is to become the Executive Chairman of which company?
2. Which prestigious university did Bill Gates drop out of?
3. What do the L and G in LG Electronics stand for?
4. What was the name of the first internet search engine, created in 1990?
5. What year was the Apple iPhone first launched?

Answers are on page 8.

QUESTION

I've just closed a document without saving it. How do I recover it?

ANSWER

Don't panic! If you have auto-recover options enabled in Office 365, all is not lost. If not, you may still be able to retrieve your work. Search for Word backup files by clicking 'open', 'computer' and then browsing the folder where the file was last saved. You may also be able to search your device for temporary files, ending in .tmp. Good luck!

QUESTION

My computer isn't recognizing my USB device

ANSWER

Let's try a couple of things. First, try it in a different USB port. Does that help? If it's still not working, try a different USB device in the ports. If that works, your USB device could be broken. If it doesn't work, you need IT support.

QUESTION

Why can't I log in?

ANSWER

This one is common and very frustrating. You can be entering what you know is the right password and still, no luck. Grr. Make sure you don't accidentally have caps lock on. If that doesn't work, you'll probably need to go for a password reset. Sorry. We always recommend you use a password manager. That way, you can be sure an unrecognized password isn't just your mistake.

Tech Fact#1

The QWERTY keyboard was designed to slow down typists. When typewriters were the big thing, they would jam if the keys were hit in a quick succession

Tech Fact#3

3D printing technology is nothing new - it's been around since the 80's! It's only recently come to our attention, thanks to the cost of printers plummeting.

Tech Fact#2

You can still visit the world's first website, which was created in 1991. It's dedicated to informing us about the World Wide Web. See it at info.cern.ch

Tech Fact#4

Email existed before the World Wide Web. You had to use a computer and a rotary telephone to connect to a service called Micronet. This was pre-WWW, so there were no URLs, just numbered webpages. For emails, the webpage number was 7776.

Technology Update

Do you back-up your data every day, off-site? And check the data (a process called verification)?

If the answer is no, you need to look at implementing this right now.

As ransomware attacks rise (where your data is encrypted and held hostage until a ransom fee is paid), how would your business survive if it lost all its data? That's all your files, your documents, your contacts... everything, gone.

It's a terrifying prospect. And one that's made worse when there's no hope of recovering data. An off-site data back-up means that your business can continue to operate, even after a critical attack.

If you already have back-up in place, make it a routine (ideally, a daily one) to ensure that it is working correctly and verified. The number of people that don't do this is staggering...

Of course, your IT support partner should do all of this for you. If you could do with some help, or someone to check your back-ups are working correctly, give us a call today.



Inspirational Quote of the Month:

"The factory of the future will have only two employees; a man and a dog. The man will be there to feed the dog. The dog will be there to keep the man from touching the equipment."

Warren G. Bennis, American Scholar

QUIZ

Answers

1. AMAZON
2. HARVARD
3. LUCKY AND GOLDSTAR
4. ARCHIE. NOPE, WE DON'T REMEMBER THAT ONE, EITHER.
5. 2007



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Leverage Good Intel to Beat the Competition

There is a lot of information floating around about your competitors - you just have to find it. When you do, you can give yourself an edge as you put together your own marketing campaigns.

For example, the founder and CEO of Wagmo, Christie Horvath, went as far as contacting and sitting down with a few former employees of her competitors. She was developing a new pet insurance company and wanted to know where those other companies had fallen short. The intel allowed Horvath to innovate and bring new ideas to the table. She didn't copy the competition - she did something different.

Here's another way to approach it: use Facebook's Ad Library tool to watch competitor's Facebook and Instagram marketing initiatives. See what they're doing so you can do something different and stand out from the crowd. This was something Colin McIntosh, founder of Sheets & Giggles, did, and when he differentiated from his competitors, the customers noticed and flocked

to his company. *Inc.*, Jan 4, 2021

A New World Requires New Leadership Skills

Last year marked a major shift in how companies do business. This shift also meant leaders had to change as well. In 2021, adaptation is the name of the game. There are several points leaders have to recognize in their communities and their workforce.

Things won't go back to the way they were. The future will be defined by a new normal.



Expectations are different - the expectations of customers and of employees. Buying habits have changed, and work habits have changed. For example, much of the workforce expects a remote or work-from-home option or greater flexibility from the traditional "9-to-5 at the office" model. If you don't adapt, it may be harder to find qualified employees for your team.

You have to experiment. As you adapt to the changing world, you have to experiment more. This includes your approach to running your business, the products or services you offer, your marketing, hiring practices and so on. Be open to trying new things, see what works and what doesn't - and let your employees do the same. It's all about encouraging ideas. *Forbes*, Jan. 16, 2021.

Page 6 Quiz Answers:

1. Amazon
2. Harvard
3. Ludy and Goldstar
4. Archie, Nope, we don't remember that one, either.
5. 2007