WCI Technology Insider

She Means Business:
Turn Your Ideas Into Reality and Become a
Wildly Successful Entrepreneur
by Carrie Green

Today, anyone with an Internet connection and a dream can start a business - but that doesn't mean it's easy. In her book *She Means Business,* Carrie Green recounts starting her first online business at the age of 20. She relays all of the fears, confusion and blocks she ran into after that and how she overcame them.

This is a book for anyone, but especially any woman, who wants to utilize their creativity and ambition to strike out and create their own online business. If you're looking for an inspiring spirit and someone you can learn from, pick up a copy of *She Means Business*!

This month's review is brought to you by the women at WCI Tech

October 2021

**Bill Wright
Founder &
CEO**

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

Protecting Your Business from Data Disasters

Data is everything to a small business in this day and age - which means if you lose access or control of your data, you lose everything.

As dramatic as that might sound, the data backs that up. According to several sources, 93% of companies, no matter how bit they are, are *out of business within one year* if they suffer a major data disaster without having first formulated a strategy for combating it. And since 68% of businesses don't have any sort of plan for that worst-case scenario, that means losing data would be a death knell for most of the businesses in the country.

Fortunately, your business does not have to be one of them. By taking the following steps, you can ensure that you have a rock-solid disaster recovery plan in place.

Step 1: Know How a Disaster Recovery Plan is Different From a Business Continuity Plan

The main difference between these two types of plans is that while business continuity plans are proactive, disaster recovery plans are reactive.

More specifically, a business continuity plan is a strategy by which a business ensures that, no matter what disaster befalls it, it can continue to operate and provide products and services to its customers. A disaster recovery plan, on the flip side, is a strategy by which businesses can back up and recover critical data should it get lost, or held for ransom.

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So, now that we have a clear, concise understanding of what constitutes a disaster recovery plan, we can dive into the steps necessary to create one.

Step 2: Gather Information and Support

In order to get the ball rolling on your disaster recovery plan, start with executive buy-in. This means that everyone, from the CEO to the entry-level employees, needs to be brought in on executing the plan in case your company suffers a data disaster. When everyone is aware of the possibility of a data disaster, it allows for cross-functional collaboration in the creation process - a necessary step if you want

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to prevent breaches in all parts of your systems.

You need to account for all elements in your tech systems when you're putting together your disaster recovery plan, including your systems, applications and data. Be sure to account for any issues involving the physical security of your servers as well as physical access to your systems. You'll need a plan in case those are compromised.

In the end, you'll need to figure out which processes are absolutely necessary to keep up and running during a worst-case scenario when your capability is limited.

Step 3: Actually Create Your Strategy

When everyone is on board with the disaster recovery plan and they understand their systems' vulnerabilities as well as which systems need to stay up and running even in a worst-case scenario, it's time to actually put together the game plan. In order to do that, you'll need to have a good grip on your

budget, resources, tools and partners.

If you're a small business, you might want to consider your budget and the timeline for the recovery process. These are good starting points for putting together you plan, and doing so will also give you an idea of what you can tell your customers to expect while you get your business back up to full operating capacity.

Step 4: Test the Plan

Even if you complete the first two steps, you'll never know that you're prepared until you actually test out your disaster recovery plan. Running through all the steps with your employees helps them familiarize themselves with the steps they'll need to take in the event of a real emergency, and it will help you detect any areas of your plan that need improvement. By the time an actual data disaster befalls your business, your systems and employees will easily know how to spring into action.

Complete these steps, and you can ensure that your business will survive any data disaster that comes your way.
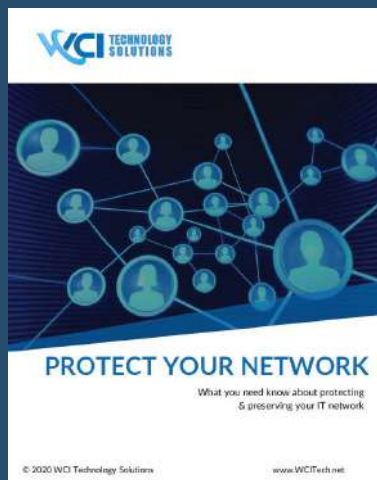
Microsoft 365 Tip

Teams has been the breakout star of the last few years. Here are some Windows keyboard shortcuts for your next Teams meeting:

- Go to Search: Ctrl + E
- Turn your camera off: Ctrl + Shift + O
- Mute yourself: Ctrl + Shift + M
- Background blur: Ctrl + Shift + P
- Zoom: Ctrl + = to zoom in and Ctrl + - to zoom out
- Go to your files: Ctrl + 6

Before long, you will be targeted by ransomware

Here's a scary thought: as the fastest growing cyber-crime, ransomware is a big business. And it's businesses like yours that are the prime target.

Ransomware is where your data is encrypted until you pay a ransom fee. It's terrifying to see, and very hard to undo once an attack has launched.

Criminals are targeting small and medium sized businesses because many don't take cyber security seriously enough.

It only takes one click on one bad link to let a criminal into your system. Once in, they will spend weeks hidden in the background, secretly preparing an attack.

Their primary goal is to stop your IT partner from kicking them out once the attack has started.

Here's the answer: You need a blend of appropriate security software and staff training to protect your business.

You WILL be targeted at some point; this is a reality for all businesses in 2021. Whether or not your business succumbs to that attack depends on how prepared you are.

Do you know how resilient your business would be if it were hit with ransomware? We can tell you.

Let's jump on a 15 minute video call. You can talk to our chief security expert, who will ask you a short number of questions about your business and its IT.

No tech talk, we promise. Just a good productive conversation about protecting your business.

Let's talk on a video call
A big question for you:

Do you currently have an IT support company? And if so, how happy are you with them?

If your answer isn't *"I'm so delighted, they will be named in my will"* let's jump on a video call.

Visit wcitech.net and schedule a consultation with us.

Shiny New Gadget of the Month

The LINK AKC Smart Collar

The world can be a dangerous place for a pooch who doesn't know any better; so, it's best to know how to keep tabs on your canine companion in case they bolt. That's where the LINK AKC Smart Collar comes in.

This smart collar is a comfortable and safe tracking alternative for your pooch. The LINK AKC Smart Collar comes equipped with several other useful features, including, but not limited to:

-Activity monitoring and sound training specific to your dog's breed
-Temperature alerts if your dog is too hot or cold
-A place to digitally store vet records
-Waterproof features for up to 30 minutes in three feet of water

If you want your dog to be the goodest, highest-tech pup out there, this collar is for you!

Succeeding as a Female Entrepreneur

Many entrepreneurial stats are still dominated by men, but women have more opportunities than ever before to break through and find success for themselves. Here are a few tips for doing that:

1. Don't be afraid to fail. Failure is where growth comes from. If Oprah Winfrey or Coco Chanel gave in to their fear or failure, the world would be worse for it.

2. Never stop learning. Always find ways to improve your skills, your business and yourself. Find people who excel at things that you struggle with - and learn from them.

3. Protect your determination. The world doesn't always appreciate successful women. Take your seat at the table and ignore anyone who says you can't have it.

Safe, Reliable and Unique ... Like a '63 Impala

For years now, I've told any business owner who would listen to "get different". If you've read my book of the same name, you'll know that it's not necessarily the better businesses that attract the most customers - it's the most different businesses. In an overly saturated market, the name of the game is standing out in the crowd.

Rather than just reshare the step-by-step guide that's in my book, I thought I would give a rather unique example of "get different" in action - and it's probably not anything you would expect.

Behold: Morris County's sheriff, James Gannon, and his '63 Chevy Impala. He might not be a businessman, but if he wants to garner votes for the next sheriff's election, he'll have to market himself nonetheless - and a classic police car is the perfect way to market what kind of candidate he is.

If you're having trouble picturing what a '63 Impala looks like, think about any classic police movie from that era. The officer probably drove something similar, with the sleek body topped with a bulbous police light. If you saw that car driving up the street, what would you think about it? My guess is classy, old-school, bold, reliable, safe and just plain interesting. To his community, James Gannon is all of those things, if only by association with his Impala.

However, I should mention that Sheriff Gannon's car isn't some sort of misdirect; it's an accurate representation of who he is. Regardless of where you might fall on the political spectrum, you can't argue with his experience: 40 years in law enforcement and the security industry, working not only for his local police department, but also for the FBI

the prosecutor's office and finally as the sheriff in Morris County.

Sheriff Gannon's Impala accurately represents the fact that he is classy, reliable, bold, relatable and, perhaps most importantly, safe. In a word, he's *different* from the other candidates. So, if you're looking to get different like Sheriff Gannon, let me finish up this article by giving you a few tips.

Find Your "Est"
Buying a car and outfitting it with your logo might not be the best move for marketing your business, but it should make you ask yourself these questions: What is your "est"? Are you the smartest? The fastest? The boldest? The most analytical, reliable or progressive? Find your "est" - what makes you unique - and run with it.

Stay Visible
Keep putting your business out there, even as you start to win business. Staying in the public eye is how you communicate to your market that you're confident in what you're offering, and that you're in it for the long haul. You want people to know that you're like Sheriff Gannon and his Impala - reliable and trustworthy.

The world is changing in so many ways right now. With your very own innovative marketing strategies, let everyone know that, through it all, your business vows to remain reliable and authentic.

Mike Michalowicz is a very successful author, entrepreneur and lecturer. He has written several successful books, including his latest, *Get Different*. He is currently the host of the "Business Rescue" segment on MSNBC's *Your Business,* and he previously worked as a small-business columnist for *The Wall Street Journal.*

Software updates: your business's secret data security weapon

You know that feeling when you look in your phone's app store, and there are 29 apps asking to be updated? Yes, everyone gets annoyed with this sometimes.

What's worse is when you're working on your work computer, and software pings up a message saying it needs to be updated. At least phone apps don't take long and don't interrupt you that much. On your computer, it's too easy to hit "remind me later" and forget it.

Often these updates are known as patches. And they're there to keep your business safe.

When a vulnerability is found in a piece of software or an operating system, the developers work really fast to create a small update - the patch - that fixes the

vulnerability. This is like a Band-Aid, until a full update is created.

It's risky to ignore any updates. A recent study found that today's top 4 most exploited vulnerabilities were discovered between 2018 and 2020.

The fact that they're still in the top 4 shows that many businesses are skipping updates!

The answer is simple: Get your IT partner to make sure all your software is always up-to-date. This can be done remotely and easily with minimal disruption to you and your team.

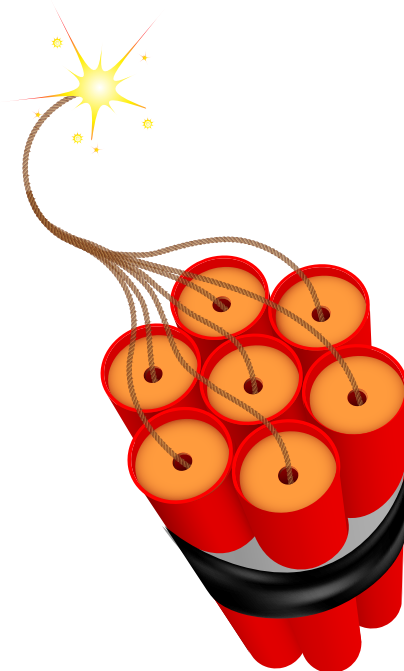**If you need a hand, don't forget that a trusted MSP (like us) can guide you.**

Technology Update

With more of us working remotely now, coffee shops are getting busier again as we look for somewhere other than home to work.

But while it can be great for getting rid of distractions, it's not so good for security.

That's because public Wi-Fi is a hotspot for data theft. Any data sent over public Wi-Fi that doesn't need a password to access is vulnerable to theft or manipulation from someone else using that network.

And it's not just other Wi-Fi traffic you need to consider. There are also fake networks to be wary of. You think you're connecting to the coffee shop's Wi-Fi ... but how do you know it isn't a fake version with the same name?

As soon as you log on, they can suck up all of your credentials and any other personal data on your device.

If your team is using public Wi-Fi regularly, best practice is to use a VPN (Virtual Private Network) to keep your data safe. This acts as a private tunnel for your device to connect to a private network, keeping your info safe.

Fun Tech Quiz

Round up the team, it's time for another tech quiz
Can your crew get 5 our of 5?!

1. **What is OS an abbreviation for?**

2. **What kind of file does the .tmp extension usually refer to?**

3. **What was the first computer with a color display?**

4. **What was the name of the first computer programmer?**

5. **What is a computer's main circuit board called?**

Question

Can I take a screenshot in Windows 10?

ANSWER

Yes! The easiest way to capture and save a copy of your entire screen is to hit the Windows key + Print Screen key. Your picture will be save to the Pictures > Screenshots folder.

Question

How can I see how much storage space my apps are taking up?

ANSWER

Sometimes if your computer is running slowly, it's a good idea to remove some apps you no longer use. To see how much storage space they're taking up, go to Settings > System > Storage. Then look at the drive you want to search (This PC, for example) and click Apps & Games.

Question

Can I get rid of the ads on my Start Menu?

ANSWER

Yes! Go to Settings > Personalization > Start. Then turn off the *Occasionally show suggestions in Start* toggle switch.

Tech Fact #1

The name Google was accidental. It was a spelling error by the original founders who thought they were going with Googol

Tech Fact#3

51% of internet traffic is non-human. 31% of that is spammers, and malicious phishing

Tech Fact #2

Samsung is 38 years and 1 month older than Apple

Tech Fact#4

The American Super Mario Bros. 2 is vastly different from Nintendo's original released in Japan.

Bill's Favorite Tech Story of October 2021

EV Startup Lucid's first car an travel 520 miles on a full battery - beating Tesla by 115 miles

When Lucid Motors' hotly anticipated first cars reach customers later this year, they'll become the longest-range electric vehicles on the road.

In fact, they'll be able to travel over 100 miles further on a full battery than the next best electric vehicle.

The startup's debut sedan, the Air Dream Edition R, has earned a range rating of 520 miles from the Environmental Protection Agency. It's the longest range rating the agency has ever awarded.

Lucid's share price rose more than 4% following the news.

For context, the Tesla Model S has worn the range crown for years, and the latest version of the sedan has an EPA rating of 405 miles. The Lucid Air Dream Edition R beats Tesla's best model by a long shot, but it costs a lot more, too [coming in at $169,000.]

Still, the Air's exceptional range rating bodes well for Lucid's future in the increasingly crowded EV market. Lucid, which is run by former Model S chief engineer Peter Rawlinson, is widely regarded as one of the most legitimate EV startups. The company went public through a reverse merger in July, well before delivering a single vehicle.

[...]

This is an excerpt from an article of the same title published on TBusinessInsider.com Sept. 14, 2021, by Tim Levin.

Even as a long-time admirer of Tesla, I still love to see the new entries to the market. The range offered by this newby is both astounding and exciting!
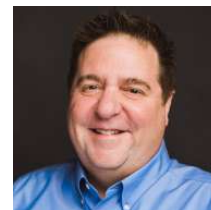
Inspirational Quote of the Month:

"It's fine to celebrate success but it is more important to heed the lessons of failure."

Bill Gates

QUIZ Answers

1. OPERATING SYSTEM

2. IT'S A TEMPORARY FILE

3. APPLE 1

4. ADA LOVELACE

5. MOTHERBOARD

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3 Digital Disruptions That Affect WFH Employees and How to Avoid Them

As more employees work from home, the risk of cyber-attacks grows. In 2020, between the months of March and July, nearly half of all businesses dealt with some sort of digital disruption. Some of the most common digital disruptions were:

Worker Productivity Losses
When hackers infiltrate company computers, the might steal employee identities. This won't hurt your business directly, but it will indirectly, as workers have less time for work while they grapple with their identity being stolen.

Internet of Things Infiltrations
Now that so many "smart" devices can be hooked up to a central server, there are more avenues than ever for hackers to gain access to sensitive company data.

Ransomware Attacks
Businesses of all sizes are falling victim to ransomware attacks, but it's the small and mid-size ones on a tight budget that really suffer from the fallout.

To stop these kinds of attacks, educate your workforce on best practices for avoiding hackers and make sure their systems are up-to-date with good cyber security software. Nothing is bulletproof, but you can do a lot to protect your company.

5 Tips for Millennial Entrepreneurs from a Millennial Entrepreneur

Millennial entrepreneurs are more diverse than entrepreneurs of any other generation, with a greater portion of them being women and people of color than ever before. But what does it take for a millennial to succeed in this brave new world of business?

1. Remember that although older business owners may have valuable insights, they might not understand how entrepreneurship works in the digital age.

2. Know how to do every job in your business; after all, you'll have to do them all when you start out!

3. Find a mentor, someone who is where you want to be one day, and learn from their successes and failures.

4. Don't take advice from people who haven't been where you are - even if the advice is well intentioned and from people you care about.

5. Do not let people judge you for your age. Being in the know about the latests tech - because of your age - is a tremendous advantage in today's marketplace.