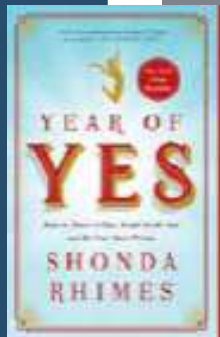


# WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

## Year of Yes by Shonda Rhimes

Shonda Rhimes, the creator and executive producer of "Grey's Anatomy" and "Scandal" gives readers an inside look into her life through the book, *Year of Yes*. After her sister pointed out that she never said 'yes' to anything, Rhimes made a commitment to say 'yes' to anything and everything for an entire year. *Year of Yes* takes an inspiring look at the adventures of an introvert as she tries new and exciting experiences throughout the course of a year. Using humorous conversational and uplifting tones, Rhimes tells a compelling story that is sure to grab any reader's attention.



## January 2022



**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.



## The Best IT-Related Resolutions for The New Year

The past couple of years have been difficult for just about everyone. Business owners and entrepreneurs have had to adapt and evolve to survive in an ever-changing climate. There's no telling when or even if things will go back to what we once thought was "normal". As we enter a new year, many business owners are putting their resolutions in place to survive and hopefully thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it's important to include tech- and IT-related resolutions, as well. Technology might not be an obvious approach to growing a business, but it

goes a long way toward making your clients and employees feel more secure about everyday interactions. This can inadvertently lead to growth as you improve customer relationships, as well.

Here are a few tech-related resolutions that we think can greatly improve any business.

### **Use Multiple Layers of Cyber Security Protection**

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By

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using multiple programs and layers, you will ensure that every individual component of your cyber security program has a backup to counter any issues.

Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don't trust. They essentially shield you from malicious or unnecessary network traffic. Multifactor authentication is an important layer, as well. This prevents cyber-attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a text to your cell phones to prove that the correct person is trying to access the network. This will help prevent the use of employee passwords to gain access to sensitive information.

*"If you do not have a backup plan or program in place, you should definitely get one for 2022."*

### Back Up Your Data and Replace Old Equipment

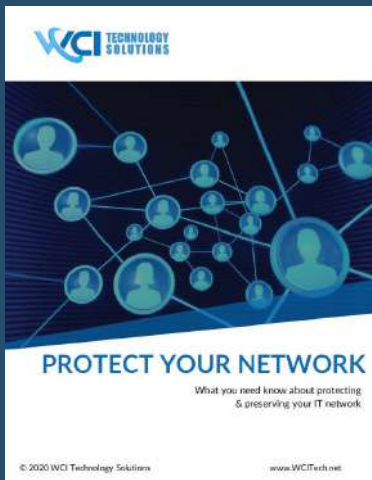
Unfortunately, preventive measures don't always work. An unexpected event, like a natural disaster, for example, could cause your network to go down or someone could accidentally delete some important files. Plus, if your data is not backed up, you could lose sensitive information, as well as time and money down the road. Customers will also be upset if your information pertaining to them. This could devastate your brand's reputation and cost you customers. If you do not have a backup plan or program in place, you should definitely get one for 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can take away from productivity and will make your job more difficult. If some of your equipment goes down, think about replacing it with something new, rather than repairing it. While it might be more expensive at first, this decision will save you time and money in the long run.

### Employee Security Training

If you want to run a cyber security-aware business, you'll need to train your employees in security awareness and create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making and overall employment. This rubs off on your clients and makes them feel more comfortable about doing business with you. According to data from the UK Information Commissioner's Office, human error is to blame for 90% of cyberdata breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your business more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in their decisions.



## 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](http://www.WCITech.net/protect-your-network)

## New in Microsoft 365

### Moving and sharing files is easier in OneDrive and SharePoint

OneDrive and SharePoint are great tools for collaboration and sharing. However, even their biggest fans would admit they could be better when you're moving or copying files.

**There's been an update. Now when you move or copy a file or folder, you can choose the destination.**

**It's a new, smoother way to put what you want, where you want it.**

# Flying Cars and Robot Servants? Business Tech Predictions for This Year

**OK, we lied. No flying cars this year. You can get a robot to vacuum your carpet though!**

We've been busy reading the business technology predictions for this year. If you'd read these 20 years ago, they would have genuinely seemed like science fiction. But now, there's nothing being predicted for this year that really surprises us.

Here are a few we believe are most relevant to you.

#### More automation

It's now possible to make most software talk to most other software. And that makes it easier to automate repetitive tasks. Any time a human has to

repeat a task, you can find a way to get software to automate it for you.

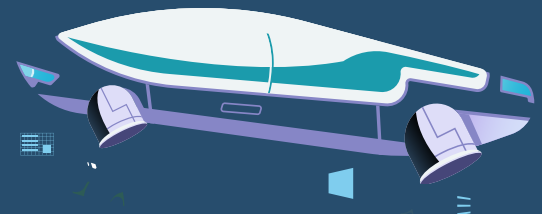
#### AI being used by more businesses

Artificial Intelligence is no longer just for big businesses. It's being used within software available to businesses of all sizes. You're probably benefiting from AI already without being aware of it.

#### Work from Home

Yes, the "new normal". It's not going away. Hybrid work is here to stay.

Other predictions include better voice search, such as using Alexa to get answers. And big improvements in battery tech.



## Shiny New Gadget of the Month

### Keep Cozy All Winter with BioLite FirePit+

Campfires are an American camping tradition that brings people together to talk, relax or even cook. But the main problem with campfires is the smoke. It gets in your face, hair and clothes - and can ruin an otherwise relaxing evening. For this reason, BioLite created the FirePit+. This is the upgraded model of their classic FirePit and creates hyper-efficient flames by using patented airflow technology that can erase smoke. FirePit+ is Bluetooth-operated and comes with a mesh screen that allows for visibility from any angle. It's not just a firepit, either. You can put charcoal underneath the fuel rack to turn the FirePit+ into a grill. If you're looking for a device to completely revolutionize your campfire or camping experience, look no further than FirePit+.

## TikTok Takeover

### How This App Dominated Its Industry

TikTok has taken the world by storm, and it doesn't plan to stop anytime soon. The social media platform recently announced that it has 1 billion active users, and it plans to continue growing. In fact, TikTok's Chief Operating Officer, Vanessa Pappas, stated that TikTok is in the development or testing stage for a number of new features, including augmented reality like that of Snapchat, e-commerce options and even long-form videos. By consistently introducing new feature and tools, TikTok is preparing to continue its domination for years to come. Pappas is focused on product innovation as they continue to grow the brand.



## Don't Give Up On You



As you venture through your business and personal life, you'll have people tell you "no" or that your ideas aren't good enough. But remember: you know your goals, dreams and aspirations better than anyone else, so why would you let their opinions have an impact on your vision? I certainly wouldn't be where I am today if I had listened to all of the naysayers and critics. If you have a dream, don't let anything hold you back from accomplishing it.

After I wrote my first two books, *The Toilet Paper Entrepreneur* and *The Pumpkin Plan*, I approached my publisher and said I had written another book: *Profit First*. They looked it over and said, "Nobody needs another accounting book." I was a little stunned, but I wouldn't let that stop me.

I knew that I had a really strong book, and my mentor at the time told me to "make them regret it", so I doubled down and decided to publish *Profit First* myself. It ended up being a roaring success. I sold so many copies that my publisher reached out to me about buying the book after they had rejected it the first time!

We made a revised, extended edition for Penguin Books, and it is definitely my most popular book to date. If I had listened to my publisher the first time around, I never would have made *Profit First* or any of the other small-business books I have written since then. I get calls and e-mails all the time from small-business owners who have improved their businesses through things they learned in *Profit First*. All of the money these businesses saved and the lessons they learned from *Profit First* never would have happened if I had given up on my goal.

If you come up with a product, service or idea that you think can help people in any regard, try to push forward through any negativity or criticism. Critics don't always see the big picture and may use preconceived ideas to form an opinion about your business or idea. If you think you are on the verge of something great, don't let anyone or anything stop you from pursuing your vision. You absolutely cannot give up on yourself. Push on and continue chasing your dreams.



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for *The Wall Street Journal* and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

# Do you really need a password manager?

**If you and your team aren't already using a password manager for your business software and applications, is it worth the time and expense of setting one up?**

In short, yes... yes... YES!

A password manager is a great way to protect your business from fraud and cyber attacks. And as cyber crime grows and malware attacks increase (which they will continue to do this year), your business should be implementing as much protection as it can to keep your data safe.

Using long randomly generated passwords is one of the fundamentals of good data security. But those passwords are a nightmare to remember and type in.

Your password manager can not only create very strong passwords, but it will store and encrypt them, and even log you into your accounts at the click of a button. They improve security and make your life easy at the same time.

Drop us an e-mail if you'd like a recommendation for a specific password manager.

## Did You Know?



### you can hide your email address?

If you use an iPhone, you can get a unique random email address that forwards mail to your real email address. The idea is you can get quotes for things or sign up for mailing lists without fear ... and delete that email address later.

Go to Settings > Apple ID > iCloud > Hide My Email

Create your new email address > Continue (or make a note first) > Next > Done

Now you have another layer of protection from Spam.

# Technology Update

**Have you heard of juice jacking? It can happen if you or your team use free mobile charging stations.**

Criminals use the charging cables to access the data on your phone. It's not yet a widespread threat, but you could buy your team power banks to carry with them, instead.



## Question

**What's the best thing I can do to protect my business from a cyber attack?**

## ANSWER

Typically, it's your people who are your weakest link. Criminals spend a lot of time trying to fool them. Invest in good cyber security training to identify risks and promote best practice.

## Question

**Do we really need to back-up our business data?**

## ANSWER

Yes!! Imagine the worst-case scenario, where all of your data is deleted or stolen. Your client information, your projects, everything. How long would your business survive without it? No more than a few weeks. A good backup is a business basic.

## Question

**I know we need to encrypt out data, but what does that actually mean?**

## ANSWER

When you encrypt data, it goes from a 'plain text' version that anyone can read, to a coded version of the text that you need a special key to unlock. It means if your data falls into the wrong hands, the information can't be read or decoded.

## Fun Tech Quiz

**Who has the best tech trivia knowledge in your office?**

Can anyone get 5 out of 5?

1. Which technology was named after the nickname for Denmark and Norway's 10th century King, Harald Gormsson?
2. What's the keyboard shortcut to undo an action?
3. Which famous business is Pierre Omidyar responsible for starting?
4. How many options are available in Facebook for 'liking' or showing your response to a post?
5. Do you remember Hotmail? When did it first launch?

The answers are on page 8.

## Tech Fact #1

In 2020, the most common password in the world was '123456'. Hackers can crack this in less than a second.

## Tech Fact #3

There was a third founder of Apple. Ronald Wayne - who even designed Apple's first logo - sold his 10% stake just two week after partnering with Steve Jobs and Steve Wozniak. In total he got \$2,300 for it. Had he kept his stake, today it would be worth \$230 billion, and he'd be one of the richest people in the world.

## Tech Fact #2

In 1981, Microsoft began development of a program called "interface Manager". By the time it had launched in 1985, it was known as... Windows.

## Tech Fact #4

If you look into the etymology of the word "robot", you'll find that it comes from the Czech word "robota", which translates to forced labor or work.

The word was first used to refer to a fictional humanoid in a play in 1920.

# Bill's Favorite Business Gadget of the Month

Now that you're back in the office, does it feel nosier than usual? Probably. So maybe it's time to treat yourself to a paid or noise-cancelling ear buds.

Bose Quietcomfort earbuds are expensive at \$279, but they will block out all the annoying office sounds. And the sound quality is great for listening to music, or joining your next Zoom meeting.



## Inspirational Quote of the Month:

*"Growth and comfort do not coexist."*

*-Ginni Rometty, CEO of IBM*



# QUIZ

## Answers

1. BLUETOOTH
2. CTRL + Z
3. EBAY
4. 7 - LIKE, LOVE, HA HA, WOW, SAD, ANGRY, OR CARE
5. JULY 1996



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## Work Smarter, Not Harder

In many cases, entrepreneurs try to do as much work as possible in order to meet their standards and succeed in their industries. Sometimes, these entrepreneurs do way more work than is necessary. Unfortunately, this may involve more busywork, on a daily basis, which will put any entrepreneur on the fast track to burnout and may even reduce profits.

If you feel like your days are bogged down with busywork, you should look into business automation tools. These will help get your business back on a profitable track while also alleviating stress. Automation tools are available to boost nearly any aspect of a business. Google Workspace and Office 365 can help with various tasks, Mailchimp and Constant Contact can make e-mailing a breeze and FreshBooks can help automate billing. If you're not using any automation tools in your business, you should start now. Do your research and find the programs that will benefit your business the most.

## The Keys to Quality Content Marketing

If you're interested in starting a marketing campaign, you're probably wondering how to make the best possible content. A strong marketing campaign does not rely solely on flashy images and strong keywords. There are a few things you need to do to ensure that your marketing content is quality.

Start by deciding on a few potential topics and performing extensive research. Use Google Trends or similar sites to find related keywords that will expand your search. You also need to brainstorm ideas related to your keywords and research. It's also very important to focus your research on areas that relate to your clientele. A marketing campaign will never be strong if your customer base can't connect with it. In addition to this, your title should be clear and thought-provoking while using strong keywords that drive search engine optimization. Put your content together and design it before finding the perfect place to publish. Take advantage of social media to also help expand your audience. By following a proven system, anyone can create widespread and meaningful content for their campaign.