

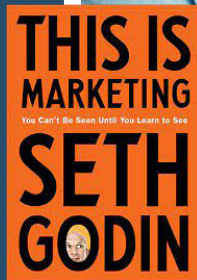
WCITechnology Insider

Insider Tech Tips - Written For Humans, Not Geeks

This is Marketing

by Seth Godin

Marketing is one of the most challenging aspects of building a successful business for both rookie and veteran business owners. Owners create beneficial products or services and know they could help people but are unsure how to market them to the general public. *This is Marketing* by Seth Godin is a great resource to understand the basics of marketing and learn how best to present your business, products and services. After reading the book, you won't have to worry about wasting time, effort or money on marketing tactics that don't bring in business. Godin provides practical and relevant advice to help business owners in any industry. After reading this book, you'll be hooked by Godin's writing style and will likely pick up one of his other informational works.



Don't Settle for Less

*5 Questions Every IT Professional
Should Say Yes To*

July 2023



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.

Business owners have a wide variety of responsibilities. In many cases, they oversee the hiring process, ensure operations run smoothly and find the best third-party vendors to help benefit their business for years to come. One problem many business owners face when hiring a third party is knowing whether they're the right fit for their business. Making the wrong choice can be detrimental to your business, so how can you ensure you make the right decision? You ask essential questions.

Knowing which questions to ask is easier said than done, though. Most

business owners are convinced to use a third party, thanks to the persuasive skills of an excellent salesperson or representative. Still, many of these salespeople hold their cards close to their chest. They only tell you what you want to hear, leaving out anything that might make you doubt their expertise or abilities. We've seen this with many IT "experts", so we wanted to help you by providing you with some questions you should ask before they get anywhere near your network.

Here is what you should ask any IT professional before hiring them to oversee your network, IT and cyber security practices. These are simple

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yes-or-no questions; if you get a no from the "expert" for any of them, you're probably better off finding a different option.

Are they monitoring your network at all times to ensure security settings and security patches are current?

For many businesses, the whole purpose of hiring an IT team or individual is to keep their cyber security protected. They might work with sensitive data that, if compromised, could harm their clients and the business's reputation. you need to make sure any IT expert you hire is going to stay up-to-date with the current security patches so they can ensure all holes are covered to keep your business protected. There should not be gaps when they aren't monitoring your network.

Do they provide detailed invoices that clearly explain everything you're paying for?

Some IT "experts" believe the business owners they work with are clueless about the IT and cyber security industry. They'll try to over-

charge for simple tasks without fully explaining what they did, and their invoices are as basic as it gets. This shouldn't fly with you. Every third party you work with should provide detailed invoices so you can see exactly what you're paying for. It's a huge red flag if they refuse to do this.

Will they be proactive and provide you with regular updates?

If you're hiring someone to oversee your IT needs, you don't want them to be another responsibility you must manage. You want to trust them and know they're doing everything possible to assist your business. If you have to continually go to them to see how they're doing on certain projects, you're better off with someone else.

Do they offer any guarantees on their service?

This is a big one many people don't think about, but it could make all the difference in your decision. A business or individual who does excellent work will stand behind their service, no matter what, which means offering guarantees that they'll do what they say they'll do. Find out how they respond if your company's data is compromised or

something goes wrong with a particular piece of software. Their response should tell you whether they're trustworthy or not.

Do they have set rates for each project?

Before hiring them to assist with your IT needs, you should know how much everything costs. You should be cautious if they say they won't know how much something will cost until they start working. There's no telling how much they'll try to charge you, and it could be difficult to know if you're getting bamboozled or not.

It's important to have IT assistance for your business, as it helps keep you company, employees and customers protected. These are just a few questions you should ask before hiring an IT expert. If they answer no to any of the above questions, then continue your search and find someone who is a better fit and has your best interests in mind.

Vacation Season is Here

In that vacation state-of-mind?

We get it - the weather is heating up, the kids are off from school and we're all dreaming of those lazy afternoons on the beach, adventure-filled mornings exploring the National Parks, and fun-packed days at the amusement parks.

We hope you have an amazing summer, no matter what you choose to do - rest assured while you're gone that we're here and we've got your business covered.

All we ask is that if you know you have any requests of us regarding your business, that you get those into us 2 business weeks before you head off for fun and relaxation. This way, we can make sure you have everything in place to make your business run as smoothly as possible while you're gone, before you ever leave.



#1

In the original Pac-Man, the ghosts had unique traits. The red one was programmed to follow behind Pac-Man, the pink one in front, but the cyan ghost was designed to be unpredictable

#3

QR codes were invented in 1994. They were first used to track vehicles on the assembly line

#2

The most efficient keyboard layout is called Colemak, which is designed to reduce finger movements by half. It uses the home row 74% of the time, compared to Qwerty's 34%.

**TECH
FACTS**

Bill's Favorite Business Gadget of the Month

RAPTIC Link & Lock Carabiner for Apple AirTags

By now, we've all heard about AirTags and their many brilliant uses. But, if you're anything like me, the concern over losing the tag (or having it stolen) may keep you from actually using it. Enter the RAPTIC Link & Lock Carabiner for Apple AirTags.

This cool gadget is crafted from ultra-tough zinc and has a heavy-duty lock with a three-digit combination code, which makes tampering and removing your favorite tracker from an item nearly impossible. Plus, it protects your tag via a rubber case with a softer interior.



Check it out at Target, \$40

Inspirational Quote of the Month:

"Your income is directly related to your philosophy, not the economy."

-Jim Rohn, Entrepreneur and Author

July's Featured Everyday Gadget:

Timekettle's WT2 Edge AI Translator Earbuds

One of the most common things people wish to learn is how to speak a new language. When you can speak other languages, new doors open and additional opportunities become available. But not everyone has the ability or time to learn a new language. That's where Timekettle's WT2 Edge AI Translator Earbuds help. You and the person you're speaking with will each put on one earbud and begin communicating. The earbud will automatically translate your and their words into the other's native tongue, allowing for seamless communication. You can even connect your earbud to your phone if you need to speak with a group of people all at once. With Timekettle's Translator Earbuds, you can easily travel the world and converse with locals.



Is Work Consuming Your Life? *Get Your Life Back*

Early in my career, I met with an executive and noticed something strange on her desk. In a small picture frame, she had a little note that said, "Eat Lunch". I asked her why she needed that note, and she replied she never eats lunch. Her job was all-consuming.



That horrified me. I felt sad that a competent business leader seemed so powerless in the fight to reclaim her life from her job. Work is not supposed to be like that. Throughout my career, I developed three ways to reclaim my life from my work. To fully get your life back, you have to do all three.

Set Personal Goals

Think of simple things, like how many nights per week you want to eat dinner with your family. Several colleagues set and track their "family dinner" metric goals. It works. An extremely busy tech entrepreneur set a goal of having a proper "cellphones off" two-week vacation every summer. I've heard all kinds of goals entrepreneurs set and the work they are willing to put in to meet them.

Schedule Personal Time

An hour ago, I called one of my colleagues. Rather than hearing "hello" when he answered, I heard, "I put the diaper bag on the stroller!" I jokingly told him that I didn't have the diaper bag. "Oh, sorry, how's it going?" he said, turning his

attention to me. My colleague was at the zoo, midday on a Thursday, with his wife and two kids. Was I mad that he was not working? No way! I was proud of him. My colleague is one of the hardest-working people I've ever met. And yet, he schedules personal time. If somebody is trying to schedule over one of your personal commitments, tell them you are unavailable. It's none of their business why.

Delete, Delegate, Delay and Do.

When a task is begging you to complete it on your off time, your first instinct should be to delete it. If the task is a high enough priority that it has to get done, your second instinct should be to delegate it to a capable person. If the task is important enough that it has to get done, and there's nobody to delegate it to, consider delaying doing it yourself until a time that works for your calendar. If that isn't practical, then your last resort is to do that task.

If you set personal goals, schedule personal time and practice the Delete-Delegate-Delay-Do framework, you can achieve career success and get your life back.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple *New York Times* best sellers. He stays active in his community and has advised many government officials.

Fake software ads used to distribute malware

Google is most people's first port of call for help or information online - something cyber criminals are using to their advantage.

Specifically, they are targeting Google ads, impersonating campaigns for popular software such as Grammarly, Slack, Ring and many others. This is nothing to do with those companies, but to the untrained eye they look like the real deal... which is how they're tricking people into clicking the ads.

If you're not using an ad blocker, you'll see promoted pages at the top of your Google search results. These look almost identical to the non-promoted, down page organic search results, so you or your people could easily be tempted to click.

It's a complicated scam. Criminals clone the official software websites, but instead of distributing the genuine product, when you click download they install 'trojanized' versions. That's geek speak for malware that disguises itself as real software.

Google is working to protect us by blocking campaigns it's able to identify as malicious. But criminals have tricky ways around that, too.

Ads first take you to a benign-looking website - which the crooks

have created. This then redirects you to a malicious site that convincingly impersonates a genuine page. That's where the malware lurks, waiting for a click, beyond Google's reach.

Worse, in many cases you'll still get the software you're trying to download, along with a hidden payload of malware. That makes it harder to tell that your device or network has been infected, and may give the malware longer to do its job.

To stay protected, train your team about the dangers and make sure everyone is on the lookout for anything that doesn't seem quite right.

Encourage people to scroll down the Google results until they find the official domain of the company they're looking for, and make it a policy that people seek permission before downloading any software - no matter how innocent it may seem.

You could also consider using an ad blocker in your browser. That will filter out any promoted results from your Google search for some extra peace of mind.

For help and advice with training and software policies, give us a call.



Did You Know

OneNote is blocking files

OneNote in Microsoft 365 is blocking more than 100 file extensions to try to prevent malware being distributed through the application. This will include file types .XXL, .ISO, and .BAT.

Other Office programs such as Outlook, Word, and Excel will all follow suit.



New to Windows 365

Bye bye Teams backgrounds (sort of)

Microsoft's improving the experience on Windows to make it look like everyone on the call is in the same room.

It'll use AI to remove everyone's individual backgrounds, and add the same background for every person. Clever.



Boost your team's engagement with better tech?

The stresses and pressures of the cost of living crisis are hitting many people hard. That makes employee engagement more of a challenge than ever.

As a business, you might be finding it hard yourself. It may not be possible to offer salary rises that keep pace with inflation.

And at the same time you might be asking more of your people, or making changes to the workplace that are hard for some to adjust to.

The last thing you want is to lose good people just when you need everyone firing on all cylinders.

That's why some of the most effective engagement strategies right now involve relieving the stress and tedium of repetitive tasks, and removing workplace frustration - with the added benefit that you become more efficient in the process.

Most businesses now offer some form of remote working. But it's common for people to feel 'left out in the cold' if it's not easy for them to keep communication channels open. Making team interactions seamless can make a big difference to the happiness of your people - and even to your customers.

How do you do this? Start with better collaboration tools. They can improve project management, strengthen relationships, reduce wasted time, and even encourage better feedback.

Technology can also automate dull and repetitive tasks. No one's going to complain about that, and faster working will provide a productivity boost.

When you respond to your people's frustrations by providing the right tools, they'll feel listened to and valued. And if they feel that they're getting things done, they'll become more engaged and more motivated.

There's an overwhelming range of tools available that often make bold claims about their ability to transform your business.

We can help to cut through the sales pattern and get to the heart of what's right for you. So, if you're looking at a tech solution to improve employee engagement, let's talk.

Technology Update

If your business suffered a data breach, your first priorities would be to stop it and minimize the damage caused by the attack.

But would you report it to the authorities?

Reporting security incidents could be key to removing some of the threat to businesses of all sizes. But, small and medium sized businesses can be reluctant to reveal what's happened for fear of bad press or potential repercussions from attackers.

What do you think about this kind of transparency?

A new month means a new tech quiz!

The winner gets to leave work 30 minutes early today! (not really)

1. Which search engine almost bough Google in the 90's?
2. What was the world's first widely used web browser?
3. In computing history, who were the dirty dozen?
4. What are Android releases named after?
5. In old PCs what was the function of the Turbo button?

The answers are on page 8.

Question: Should I use the password manager that comes with my browser?

Answer: We recommend investing in a standalone password manager, instead. Browser-based password managers are not as safe. If someone can access your device, they have instant access to all your account. Standalone password managers need a master password, and do a lot more than just save your credentials.

Question: How can I make sure remote workers follow our security rules?

Answer: As well as setting out the risks of not using your security tools and procedures, create a policy that explains exactly what is expected of your people, and the consequences if they're found to break the rules.

Question: What's the best productivity tool to start out with?

Answers: That's a big question! The answer can be unique to each business, but a well-known solution like Microsoft Teams will give you access to lots of different tools to suit different needs.

QUIZ

Answers

1. EXCITE
2. MOSAIC
3. ENGINEERS WHO CREATED THE FIRST IBM PC
4. SWEETS AND DESSERTS
5. STRANGELY, IT MADE THE COMPUTER RUN SLOWER, SO IT COULD RUN SOFTWARE DESIGNED FOR SLOWER MACHINES



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The Secret to Hiring the Right Employees for Your Business

Hiring can be one of the most stressful situations a business leader can experience. Who you hire plays a role in every aspect of your business's success, from customer satisfaction to profitability. This leaves many wondering how to ensure they hire the right people.

Begin by carefully analyzing the potential hire's resume and cover letter. Ensure their skills and experience are a good fit for the position while checking for grammar and spelling errors. When you bring them in for the interview, ask questions about how they handled difficult situations in the past and don't be afraid to role-play. From there, you should have them take a skills test or participate in an exercise, if applicable, to ensure they can do the job well.

If everything goes well, and you think they're a good fit for the position, call their references and run a background check. Performing these steps will help ensure you hire the right person for your open position.

Get the Sleep You Deserve

Every day is important for an entrepreneur, so you have to stay at the top of your game. One of the best ways to ensure you perform at your best is to get enough sleep every night, but that isn't always easy. It's difficult to fall asleep when your mind is racing about the next day's meetings or an upcoming presentation. Thankfully, there are a few things you can do to help you get a good night's rest.

- Forgo alcohol and caffeine in favor of water, especially before bed
- Get outside and exercise throughout the day
- Use blackout curtains, remove night-lights, and don't leave the TV on while you sleep
- Create a consistent sleep schedule and stick to it!

