

# THE TECH CHRONICLE

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

## Inside This Issue

Why Your Business Is The PERFECT Target For Hackers | 1

Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble | 2

Understanding Social Media Marketing for Businesses | 3

## 3 Ways To Protect Your Business From Cyber-Attacks

### 1. Plan for the worst.

The sad truth is that, no matter how much most businesses prepare their defenses for a cyber-attack, a breach will often occur anyway. That doesn't mean you shouldn't invest in protection, but you should always have a plan in place if and when crisis strikes. Include actions to contain the breach, patch the affected systems, and coordinate teams (not just IT) to stay on top of the problem.

### 2. Keep your team in the know.

The vast majority of breaches are instigated through minor errors by everyday employees. These noncompliant security behaviors aren't just bad for your business; they're bad for PR. That's why cyber security should be everyone's priority, not just the techies in your

business. That means educating everyone on what to watch out for and what to do when hackers come knocking at your door.

### 3. Budget for robust cyber security.

Of course, all of these measures won't mean a thing if you don't actually invest in cyber security. Instead of a one-and-done task to check off, cyber security actions should be a regular component of your day-to-

day. Include the costs of training, employee time, documentation, consulting and the latest security innovations.

*Smallbiztrends.com, 11/20/2018*

### 5 MISTAKES LEADERS MAKE THAT KEEP THEIR COMPANIES FROM GROWING

1. Becoming complacent. No matter how comfortable the status quo is,

stagnation only leads to failure down the road.

2. Pouring money into a failing project. When a venture fails, it's best to learn from it and move on rather than dump more resources into a clunker.

3. Entering a new market without the requisite knowledge. Don't overreach – only expand your business's focus when you really know what you're getting into, inside and out.

4. Focusing on the short-term. Never take an immediate win that will jeopardize long-term success.

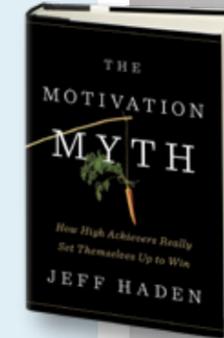
5. Succumbing to analysis paralysis. Overthinking is fatal. Stay nimble and informed, but don't let it stop you from actually acting. *Inc.com, 11/8/2018*

Continued on page 3



## The Motivation Myth By Jeff Haden

"Motivation isn't something you have," Jeff Haden writes in his groundbreaking book, *The Motivation Myth*. "Motivation is something you get, from yourself, automatically, from feeling good about achieving small successes." The first step isn't to get yourself ready for the task at hand. The first step is doing the task at hand. Then, after hours of dedicated, hard work, you'll find yourself realizing that you're learning and growing and that you've marked some tiny notch at the bottom of your lofty goal. *This* is the spark that keeps us going, that keeps us constantly moving forward rather than stagnating and procrastinating our lives away. If you've been struggling to find that initial motivation to achieve your dreams, this book is an essential primer to shake off the dust and push your life to the next level.



## Why Your Business Is The PERFECT Target For Hackers Is Your Protection Up To Date?

People never think it'll happen to them. Sure, they see the reports – 50 million-plus bundles of user data compromised by a Facebook breach; the billing information of more than 2 million T-Mobile users hacked by a mysterious malicious entity – but companies like those are massive, monolithic entities in American commerce. They're decidedly big fish, not like *you* and *your* small business. According to a recent JLT-Harvard Business Analytic Services survey, more than half of small business owners remain locked into this line of magical thinking, blissfully unaware of the threat cyber crime poses to the health of their organization.

We hate to burst the bubble of the happy-go-lucky majority, but the reality is that this

optimistic attitude just does not square with the statistics. The incidents may not make the news, but small businesses are being targeted – and breached – by hackers at an astounding rate. In fact, the National Cyber Security Alliance reports that close to half of small businesses have experienced a cyber-attack and that 60 percent of the companies that succumb to one of these attacks folds completely within six months. They state that instead of zeroing in on Fortune 500 corporations, hackers actually prefer to swoop in on the little guy, with 70 percent of cybercriminals specifically targeting small businesses.

Continued on page 2

## February 2019



This monthly publication provided courtesy of *James Pearson, President of The Computer Center.*

**Opportunities don't happen. You create them.**  
~ Chris Grosser

Yet according to a Paychex survey, 68 percent of small business leaders aren't worried about cyber security despite data from Hiscox indicating that more than seven out of ten small businesses are woefully unprepared for a breach.

Of course, it's understandable that the average small business owner shirks their cyber security responsibilities. It's the kind of problem that's so complicated that it's tempting to sweep it under the rug. As breach tactics become more sophisticated, so do the softwares and methodologies designed to keep out criminals.

**“The first step to getting savvy in 2019 is to accept that a cyber-attack isn't some unlikely crisis, but a virtual inevitability.”**

In a world far removed from the days when buying a product and installing it into your network was enough, it's easy to become overwhelmed by the complexity and breakneck pace of advancing cyber security best practices. Our biases make the possibility of a hack seem remote, while our limited resources make the cost of protection appear too high to even consider.

The first step to getting savvy in 2019 is to accept that cyber-attack isn't some unlikely crisis, but a virtual inevitability. It's a tough pill to swallow, but leaving it to chance is like flipping a coin where a "tails" outcome results in your business shuttering for good.

Luckily, though an attempted hack is almost guaranteed, there are dozens of steps you can take to prevent it from doing any damage. Chief among these should be to find a managed service provider (MSP) with a long background in protecting against hacker threats to take the reins on your cyber security as quickly as you can. It's important when auditing your internal security measures that you regularly get an outside opinion from a trusted source, in order to cover all your bases. Your internal IT departments assurances that "they've got it covered" are certainly reassuring, but to truly patch all the holes in your security barriers, you'll need more eyes on the problem. You

## Help Us Out And We'll Give You A Brand-New Kindle Fire For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of February.

Simply refer any company with 10 or more computers to our office to receive a FREE Cyber Security Audit (a \$2,800 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply call us at 608-755-1524 or e-mail us at [sales@computer-center.com](mailto:sales@computer-center.com) with your referral's name and contact information today!



might imagine that such a partnership must be prohibitively expensive, but they're typically more reasonable than you might think. Not to mention that when the very survival of your business is on the line, it just makes sense to budget accordingly.

The statistics paint a picture of small business owners as underprepared, unaware, and disturbingly vulnerable to the whims of cybercriminals hiding just out of view. Don't be another one of the millions of small business owners forced to shell out thousands as a consequence of wishful thinking. Wake up to the dangers of 2019, arm yourself against them, and secure the future of the business you've worked so hard to build.

## Cartoon Of The Month



... continued from page 4

### TOP 4 WAYS TO PROTECT YOUR PRIVACY ON LINKEDIN

- 1. Turn on two-factor authentication.** Click the "Me" icon in the top right, go to "Settings and Privacy" and select "Two-Step Verification."
- 2. Avoid syncing.** Though LinkedIn can link up with other applications like Microsoft Office, this allows these other apps to get the same access to your data that LinkedIn does, heightening the chances of a data breach.
- 3. Don't sync your contacts.** When you allow LinkedIn to access your address book, it will continue to monitor your contacts over time.
- 4. Turn off personalized ads.** By going to the "Me" icon, clicking the "Ads" section and turning off all the data features, you can reduce the amount of information the company shares with its partners. *Lifehacker.com, 11/26/2018*

## The Key To Business Success In 2019

With 2018 long gone, businesses are scrambling to adapt to the coming changes the next 11 months will bring. Top of the list should be providing speedy, seamless and personalized service to your customers. Though technology continues to empower consumers, these innovations can never fully replace the human touch. Even with supercomputers virtually attached to our hands, relationships remain the driving factor for business and commerce. Automation should absolutely be leveraged to increase convenience for your customers while boosting your bottom line, but it must never cause you to lose sight of the face-to-face interactions that make business worth doing. This is more than a touchy-feely concept – it's a vital consideration to stay competitive in 2019.

*Businessnewsdaily.com, 11/26/2018*



# Understanding Social Media Marketing for Businesses

If you own or manage a business, you'll have more success if you know how to leverage social media marketing for your benefit. A good social media campaign can not only increase your business visibility, but help you develop a reputation as an authority in your industry as well. Here's what you should know about using social media to your advantage in a marketing campaign.



### What Is Social Media?

Social media is made up of many different communications channels that are entirely web-based. It includes applications and websites featuring social networking, microblogging, forums and more. You've undoubtedly heard of at least a few popular social media platforms, including:

- Twitter
- Instagram
- Facebook
- LinkedIn
- YouTube
- Pinterest

Some social media channels are more effective for marketing than others, so it's a good idea to use a wide variety of them for business purposes in order to achieve the furthest possible reach.

### What should you post?

Figuring out what to post is often the most difficult part of using social media services. Here are a few ideas to get you started:

- **Run a contest:** You're more likely to get engagement with your posts if you run a

contest periodically. Contests are a great way to engage your audience and generate excitement for your brand.

- **Recognize Holidays:** Make your posts relevant and fun by recognizing holidays (both big and small). For example, you could run a "Holiday Joy" campaign toward the end of the year and post uplifting, holiday-themed posts featuring your products or brand.
- **Encourage Participation:** Encourage participation on your social media posts by asking relevant questions. For example, if you produce health and wellness products, you could ask "What is your favorite outdoor fitness activity to do with your family? Let us know in the comments below!" Asking relevant questions is a great tactic for encouraging participation and engagement.

Remember that you'll get more engagement if you use many different social media networks to share your posts. If your business doesn't have time or resources to effectively manage an online marketing campaign, let Digital Fitness take care of it for you <https://getdigitallyfit.com/contact-us>



Janis Henslee is an Entrepreneur & CEO with an MBA in Internet Marketing. She has 20+ years' success in Marketing & Sales and 7+ of Digital Marketing Consulting. She has helped hundreds of businesspeople successfully market their business online with Branding, Graphic Design, Website Design, SEO and Social Media. Janis helps Business Owners and Marketing Coordinators develop a comprehensive strategy using the internet to grow their business and build their brand. Contact her at [j.henslee@getdigitallyfit.com](mailto:j.henslee@getdigitallyfit.com) or 608-999-1474. Check out her website at [getdigitallyfit.com](https://getdigitallyfit.com) and book a free 30-minute consultation.