

TECHNOLOGY TODAY

What's New

November is Thanksgiving Month, and at CTO Networks we have a lot to be grateful for. First and foremost are the great clients we are privileged to work with every day. Our mission is to serve them, and if you're one of them, we thank you.

The second thing we're grateful for is the great technical team we've assembled. Service desk, projects, cabling, VOIP phone, backup—any technical need you have is covered by someone who is tops in their field.

And finally, we are grateful for our family and friends that stand behind us while we work for you. We'll be spending the holidays with them. Happy Holidays!

November 2019



This monthly publication provided courtesy of Dan Welty, CEO of CTO Networks, Inc.

One thing we know--most small business owners are just honest people trying to find someone they can trust to fix and maintain their computer network. Call us today!



Don't Let Your IT Company Make This One Mistake With Your Computer Network

Your IT services company is one quick phone call away. This is true of a lot of businesses that outsource their IT needs through an IT services provider.

While having an outsourced IT company on standby is great, a lot of the time they *stay* on standby. That is to say, they only get a phone call when something goes absolutely wrong – networks crash, hardware fails, data is stolen or erased and so on.

This is a major mistake.

Your IT company is capable (and willing) to do so much more than react to a catastrophic failure. When you save the phone call for emergencies, you're leaving a lot of expertise on the table. Your IT

company can make a huge difference in the way your business operates day-to-day – and for the better!

CONSIDER THE FOLLOWING:

You reduce your risk greatly. Do you know if your systems and processes are compliant with current standards? Is your network security up to par? Do you want to risk it and assume everything is up to snuff? Your IT company is there to make sure your business is secure before something happens, whether it's a minor network outage or a catastrophic security breach. If you're storing your customers' financial details (or, really, any sensitive data) on a local server, this is HUGE.

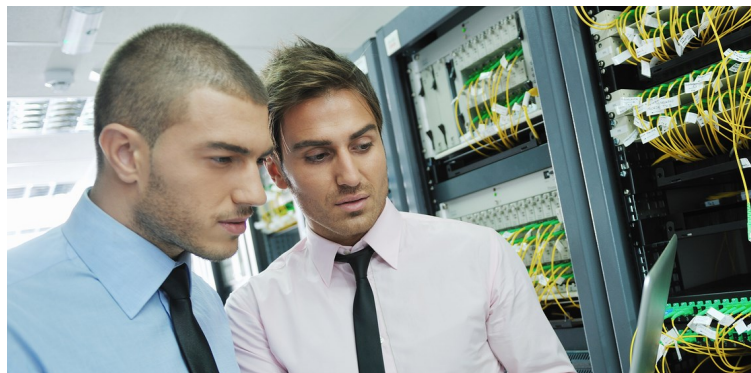
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You have one less thing to worry about. When you delegate and rely on your IT services company, this frees you up to work on what really matters: your business itself. Your IT company helps make sure you don't spread yourself too thin. And when it comes to delegation, make sure your employees can contact your IT team as needed. After all, your employees are on the frontlines and may experience an issue that needs resolving. They shouldn't need to bug you about it. They should be able to submit a ticket directly to your IT. Simple!

Your business stays ahead of the curve. This comes down to proactivity. An experienced IT company knows IT like no one else; they can, in some cases, catch a problem *before* it becomes a problem. They are there to keep your network updated and maintained, and, should an issue arise, they can address it ASAP to ensure your business avoids any downtime or outages. Plus, this gives you a competitive advantage. A lot of medium and small businesses skimp on security. They spend as little as possible on security and network management. You know who doesn't skimp? The bigger companies.

“Waiting until something goes wrong is a dangerous and ineffective approach to IT. It puts your business at serious



You can get on their level and blow past your competition. This is something your own customers would love to hear.

You keep costs down. Business owners love to save money where they can. Outsourcing your IT *and* relying on your IT company helps you do this. First, you don't have to hire a dedicated, in-house IT team. This can be *very* costly. A qualified IT staff can come with a serious price tag because they're in such demand. Second, because you have an outside IT company maintaining your network, they can help you avoid costly disasters, such as a network failure or data loss.

Waiting until something goes wrong is a dangerous and ineffective approach to IT. It puts your business at serious risk, both internally and externally. Let your IT company do what they do best: managing your systems! They help keep things running smoothly. You never have to worry if your firewall is up and running (and up-to-date). Don't keep them at arm's length. Let them do their job.

Help Us Out And We'll Give You A \$100 Amazon Gift Card 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 November.

Simply refer any company with 10 or more computers to our office to receive a FREE computer network assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free \$100 Amazon Gift Card as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Simply call us at 972-992-0042 or e-mail us at danwelty@ctonetworks.com with your referral's name and contact information today!

Don't Let Your Holiday Get Hacked

Prices may go down over the holidays but hacking incidents go up. Way up. While online shopping is something we all need to be diligent about when it comes to our personal cybersecurity, we need to be mindful of our working environment as well.

Many employees take this time of year as an opportunity to work from home or remotely. Whether it is stationing themselves in a home office, coffee shop, or checking in periodically while "on holiday break", with this change in circumstance, the risk of loopholes being created in cybersecurity increases.

Danger Zones

No, we aren't talking about bringing up politics at the family dinner table. But if you're using that free Wi-Fi while your family strolls the mall, make sure you're not sharing and viewing in a private environment. That includes typing in your credentials to log into accounts.

Time to give your cousin the family photos from last year, and you've put them on a flash drive you had at work – with outdated company information. Stop right there. Just because those old documents on the drive aren't relevant anymore doesn't mean they aren't to a hacker. Cousin Carol is unlikely to be as cautious as you might think. Furthermore, that data wasn't intended to be viewed by Carol, either.

The Hustle & the Bustle

We're all working like crazy to wrap up year-end, get gifts purchased, and finalize the dinner menu. You don't want to be working, you want to be doing all of the holiday things with your friends and family. So, you may work quickly and likely in a more careless manner to get it done. Slow down and be safe. You don't want one quick click, share, or unsaved file to expose you or your company to a breach in the New Year.

We're all busy, we're all entitled to enjoy this time of year with family and friends. Just make sure you don't fa-la-la your way right into the dangers of the dark web unintentionally.

5 Secrets To Increasing Your Prices

We all have to raise prices at some point in order to stay solvent. Many people agonize over the decision, worrying about what the net effect on their business will be. Here are some tried-and-true strategies I've learned that will make your prudent business decision even more effective.

1. CREATE A NEW LABEL.

Language is powerful, and if you're using the standard, generic industry label for your product, then you're going to have a harder time charging a premium price. When I owned my computer forensics business, "data imaging" was the term the industry used for retrieving and storing information from a computer. I wanted to differentiate my services from the rest of the pack, so I added some bells and whistles that the other guys didn't, and I called my service "data encapsulation." When you use a new term, you can get a client to ask, "What does that mean?" That's a chance to differentiate yourself from the crowd and justify your premium price.

2. DON'T CHARGE BY THE HOUR.

Think about it: if you charge by the hour, then the better and more efficient you become in your field, the less money you make. Charging by the project rewards efficiency because as your skills and speed improve, you'll be able to complete more projects, which increases revenue.

3. INCORPORATE PACKAGING/BUNDLING.

I once worked with a client who was looking for a way to improve his profitability. His problem was that he sold iPhones on eBay, and thousands of people were doing the same thing, which drove prices down. Our solution? He created a DVD that shared insider secrets for the iPhone and bundled



it with iPhone purchases. He combined products, creating a unique package that no one else could offer, which allowed him to raise his prices.

4. JUST DO IT.

Your best customers will be surprised that you didn't raise prices sooner because they value your work. It's possible that you'll lose a customer or two over your increase, but those clients who leave are likely to be your problem children anyway. If you're not confident about how your customers will react, introduce a price increase for new customers only and see how it goes.

5. EXPLAIN.

In the absence of an explanation for your price increase, your customers will invent their own. They may speculate that you're greedy and taking advantage of them. If you take time to explain why you've increased prices, though, you'll find that your customers will accept the change much more easily. Cite your increased expenses, your expanded staff and your commitment to improve quality, and your clients will support your decision.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next E-Myth!" For more information, visit mikemichalowicz.com.

■ The Biggest Cyber Security Risk Your Business Faces

Remote employees pose a huge risk to businesses. When they connect to the Internet, whether out and about or at home, you have no idea how secure their connection is.

Plus, a majority of small businesses don't regularly update their remote work security policy, and upward of 30% of small businesses don't even offer any kind of security training. If your remote employees are accessing sensitive data, the risk for your company is huge.

Nearly 60% of small businesses hit by a cyber-attack go out of business within six months of the attack.



They simply cannot respond and recover. It's expensive, and customers often flee.

One way to avoid this is to have a cyber security policy in place. Your employees should be following your remote work rules. On top of this, a cyber security insurance policy can help you avoid the cost of recovering should the worst happen. *Small Business Trends*, 8/19/2019

■ 4 Everyday Habits Smart People Use That Destroy Productivity

1) They need to be connected. The news and social media are always updating – it's addicting and people are afraid to miss out. They may also be distracted by text or e-mail. Cut yourself off to find focus.

2) They multitask. Some people say they are great multitaskers, but research says it just doesn't work – not if you want to focus and deliver quality results. Multitasking splits focus and harms productivity. Do

one thing exceptionally well before moving to the next task.

3) They don't write things down. Don't over-rely on your memory to get things done. We can get overwhelmed throughout the day and forget things. Write things down, take notes or make lists to avoid this common mistake.

4) They focus on wants. Sometimes our "wants" get in the way of our "needs." You can't be productive if you're too focused on wants. Buckle down and focus on what needs to get done. It comes down to self-discipline.

Business Insider, 7/12/2019

■ 3 Easy Ways To Cut Down On Mobile Data Usage

1) Monitor and customize your usage. Most current smartphones let you see how you're using your data and what you can do to change your habits (turning off apps to save data, for instance). You can also turn off data anytime you don't have use for it.

2) Use WiFi Assist or Adaptive WiFi. You can set your phone to automatically connect to trusted WiFi hot spots when in range. This is a great tool if you often forget to switch manually.

3) Download content when on WiFi. When you know you're going to want to watch a video, TV show or movie when you're away from WiFi, many apps let you download content to your phone. *Mashable*, 8/20/2019

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"I'm trying to back it up, but I can't find reverse."