Want to make sure your BUSINESS IS PROTECTED from a Data Disaster

Did you know that 93% of all businesses – that don't have a disaster recovery plan in place when they experience a data disaster – go out of business within a year of that disaster? And yet, 68% of businesses don't have a disaster recovery plan in place.

Losing access to your business's data in this day and age could very well mean losing everything. That means that as data becomes an increasingly important commodity to businesses of all types and sizes, so does having a plan for if or when your business experiences a data disaster.

The thought of protecting your business against a data disaster might be daunting, but don't worry. By following the steps listed below in this article, you can make sure that your business is ready to take on the challenge.

However, before we actually get into those steps, there is one distinction you should understand: the difference between a business continuity plan and a disaster recovery plan. A business continuity plan is primarily proactive, in that it is a strategy by which a business can continue to operate no matter what kind of disaster or setback befalls it. A disaster recovery plan is primarily reactive and has to do with how a business acts immediately following a disaster of some sort – in this case, a data disaster.

So, now that we're clear on what a disaster recovery plan is, here are the steps your business can take to create one that works for you and your employees.

Step 1: Rally The Troops And Assess Your Equipment

In the fight against data disasters, everyone has to be on board. Otherwise, there will always be holes in your defense plan. That's why executive buy-in – getting everyone in the company, from the CEO to the entry-level employees – is crucial. You need everyone to collaborate cross-functionally in order to fully protect your business.

From there, you need to thoroughly analyze each of your business's systems, applications and data sets, as well as how they're physically accessed, in order to flush out any potential vulnerabilities. Then you should determine which systems are absolutely critical to the operation of your business and

National Cybersecurity Awareness Month

Every day is the BEST time to protect your hardware and software, but October is set aside as an entire month of steps to protect your business and you personally from cyber attacks which can wreak havoc.

Here's what to keep in mind:

- Turn on your anti-virus pop-up blocker
- Don't click links in emails
- Do not give out your personal information over the phone; scammers use this tactic often
- Use privacy settings to protect your personal information when you are using social media
- Keep your software and anti-virus programs up to date
- Be suspicious of messages that encourage you to take immediate action or send money/buy now
- Confirm requests for payments or wire transfers over the phone; do not use the phone number listed in the request for the payment
- Do not open attachments unless you are expecting a file, invoice or have verified the email address

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for getting products and services to your customers. These are the functions that will need to stay up and running, even after a data disaster.

Step 2: Create Your Disaster Recovery Strategy

Once you have everyone on board and an understanding of your equipment and assets (as well as their vulnerabilities), it's time to actually formulate your disaster recovery plan.

To do this, you should take a look at your budget, resources, tools and partners in this endeavor. When you understand how long it takes your business to get back online and the cost for doing so, you'll have a good idea of how to move forward.

> **"68% of businesses don't have a disaster recovery plan in place."**

Step 3: Test Your Strategy

No great plan is complete without first testing it to see if it will work. Put your disaster recovery plan through a trial run to see how quickly your team responds to solve the problem and see if there are any improvements that need to be made to the process. Then, by the time an actual data disaster occurs, your business will know how to shut it down and keep running with no problem at all.

While the steps themselves aren't difficult to understand, preparing your business to combat data disasters takes a lot of work. In the end, though, the work is worth it if it means protecting your data. As a recap, here are the four main action steps that you need to take in formulating a disaster recovery plan:

1. Get executive buy-in for creating a disaster recovery plan.

2. Analyze and evaluate your business's systems, applications and data to understand how they could be impacted.

3. Determine which systems you need to keep running and prioritize their recovery during the fallout of a data disaster.

4. Test your plan before you actually need to put it in action.

You can take these steps yourself; however, it is always best to engage a professional.

Supporting Employees
During the Pandemic

- **Be available and understanding; employees are feeling anxious and overwhelmed about changes happening in the workplace in addition to pandemic circumstances. Take time to discuss concerns and answer questions with team members to reaffirm their value to the organization.**
- **Encourage online training; it's a great time to explore online opportunities for professional development.**
- **Give employees flexibility as circumstances shift in their lives.**
- **Stay connected with technology and other meeting tools, such as Microsoft Teams.**

Massive Threat
to Windows 10 Users?

Security researchers discovered a vulnerability in Windows Hello facial recognition programming that could potentially impact Windows 10 users, but does it warrant much fear? Experts say no – at least, not to the average user.

The vulnerability has to do with Windows Hello camera system. It uses a camera with an infrared sensor and an RGB sensor. However, only the infrared image is processed during facial recognition.

This theoretically means that if someone were to get a hold of an infrared image of your face, they could use it to access your computer – and that's where the threat starts to fall apart.

Whenever a hacker needs physical access to the computer and the computer's user, they won't waste their time unless you're hiding some pretty juicy data. So, don't worry, Windows 10 users – you can sleep easy knowing that no one is trying to steal your face.

Don't Give Up

NO MATTER WHAT ANYONE SAYS!

At the office, in our shipping area for our books, there's a little shelf on the wall, displaying a copy of each of the six books I've written. However, technically, there is one book missing from the display: my book Profit First.

Now, there is a copy of Profit First on the shelf. However, it's not the first copy that I published – it's self-published, actually. Profit First was the third book that I wrote, the first two being The Toilet Paper Entrepreneur and The Pumpkin Plan, both through Penguin Random House Publishing. When I pitched Profit First to them, however, their exact words to me were as follows: "No one needs another accounting book."

And they declined to publish it – at least at first. Not too long after facing that rejection, I spoke with someone who was mentoring me at the time about my frustrations at not getting Profit First into the hands of business owners everywhere just because my publisher didn't have faith in it. After I finished explaining all of that, my mentor left me with the words that I would actually follow: "Make them regret it."

I had to make them see that in refusing to publish Profit First, they were making a huge mistake. I had faith in my book. I knew it could help so many business owners. All I had to do was prove it.

So, that's why I initially had to self-publish Profit First. And guess what? It sold so many copies that Penguin Random House eventually came back to me and said that they wanted to buy the book and republish it in a revised and expanded edition. Profit First is by far my most popular book, and it's helped more than 600,000 business owners apply the profit first if I hadn't stuck to my guns and published Profit First, regardless of what my publisher said, there would be thousands of business owners out there who would not be nearly as successful as they are now. They've grown, curated their clients and automated their business in ways that wouldn't have been possible otherwise.

What's your next big idea? Does the thought of how it could help people fire you up? Are there people in your life, even people who care about you, who tell you that your idea won't work? Don't give in. Don't give up on your dreams. Keep pushing forward, and I promise you that eventually, you'll see the success that you already know is possible.

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.

What Does 2021's Record IPO
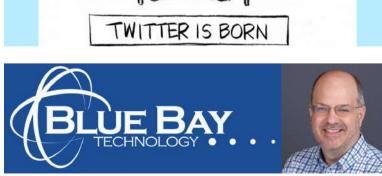## MARKET MEAN FOR YOUR
BUSINESS

3. Finally, make sure your business gets more and more liquid, expanding into new regions and new customer demographics. Now you're ready to raise some venture capital! ▶

So far, 2021 has seen a higher full year average of IPOs than those of the previous 10 years, rivaling that of the dot-com boom. To take advantage of the upswing, just use the first three of the four stages of scaling to guide your way to incredible revenue gains.

1. Get "early adopter" customers to help you develop a product that differentiates your business from the competition. This will lead them to bring you more customers.

2. Build a scalable business model where you can change how you sell, market, design, build, ship and service your products. Your costs will decline as you grow, and this will help you generate more revenue as your business gets bigger.

If you're a private business owner looking to take your business public, now is the time.

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THIS IS A PRETTY GOOD SANDWICH. I WISH I COULD TELL SOMEONE ABOUT IT.

Hafeez. WBATT

TWITTER IS BORN

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This monthly publication provided courtesy of Will Sperow, CEO of Blue Bay Technology.
OUR MISSION: To provide our clients with the same expert-level of support that we would expect ourselves; provide it in an understanding and compassionate environment; and, work to exceed your expectations.