



BEST TECH
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resolutions for the New Year

TECH
BYTES
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maintain that Laptop

A laptop is generally replaced every few years. To avoid the headache of transferring your data -- and the expense to your organization -- you'll be glad to hear there are many ways to extend the life of your laptops.

- Your laptop is quite the collector of dirt. The internal fans need to be cleared of dust and debris in order to prevent your laptop from overheating.
- Uninstall unnecessary software. If you haven't used the software in 3 months, are you going to? Consider removal.
- Add more RAM to your device. It is a proven way to speed up your laptop.
- Ensure that your anti-virus and spyware software is up to date and that it is checking your device on a regular basis for issues.
- Only clean your laptop screen with a microfiber cloth or soft dust brush. No harsh chemicals or rough cloth.



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 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.

Back Up Your Data & Replace Old

Equipment Unfortunately, preventive measures don't always work. An unexpected disaster 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 you lose 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.

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 the year 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 valuable practices can go a long way toward making your employees and customers feel more comfortable and confident in their decisions.

HEADS UP

86% of 2020 security breaches are financially motivated

- Data Breach Investigations Report/Verizon 2020

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. 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.



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 have 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.

dreams



Mike Michalowicz has always believed that he had the formula to success & 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* & 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.

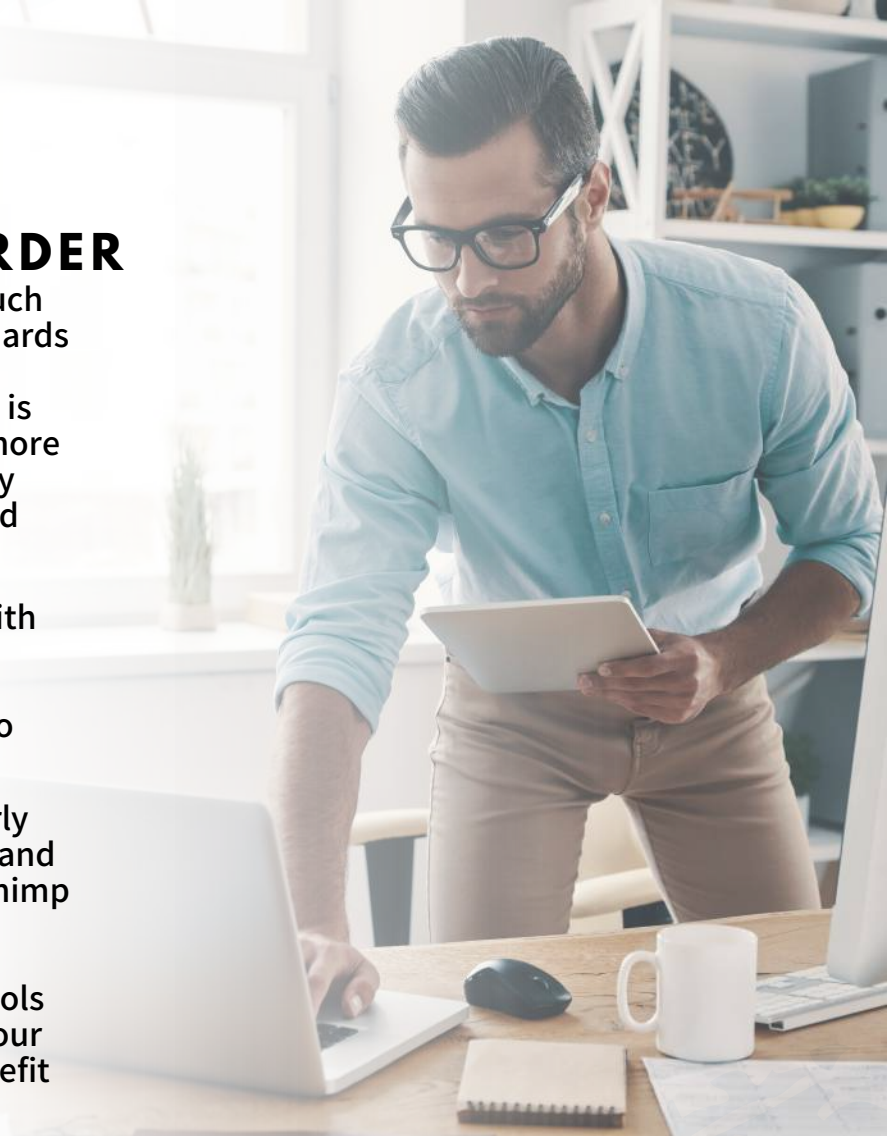


WORK SMARTER NOT HARDER

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.



QUESTIONS TO ASK BEFORE HIRING YOUR **NEXT** TECH COMPANY

- Do they insist on offsite backup?
- Do they monitor remotely 24/7/365?
- Do they provide detailed invoices?
- Do they answer their phones "live"?
- Do they guarantee their services?
- Are projects completed on time and on budget?
- Do they provide you with written, network documentation detailing what software licenses you have?
- Do they ensure that you have your critical network passwords?



Referrals
can equal \$500
Ask us how.

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.



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