



BeckTek Journal

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“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems once and for all!” - **Scott Beck, President**

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Reflecting on 2014 & Planning for 2015

Each year between Christmas and New Year I take the time to reflect on the past year. Did I hit the goals I had set? What parts of my action plan worked. What didn't. What can be improved upon and what needs to be dropped.

Thanks to raving fans and awesome clients, 2014 turned out to be our best year to date. Our client base grew with the addition of more great and fun to work with companies. Our staff size grew. I signed a book deal (available on Feb.5, 2015 at Amazon—all proceeds going to St. Jude’s Children Hospital). Plus I had the opportunity to meet with several business owners and executives I hadn’t known before 2014. Overall a very positive year!!

What goals have you set for 2015? As we make our action plans, it struck me that regardless of the type of business we are in, we all have the same amount of time available to get things done. The same hours in a day, the same days in a year.

The challenge becomes how best to utilize that time? Additionally, How to help your staff be productive and on tract to assist in reaching company goals?

Is 2015 the year you finally decide to say enough to lost time caused by those pesky computer and network issues? To get peace of mind regarding your irreplaceable computer files, financial data and client files? To stop losing sleep wondering if your company would actually survive a major catastrophic event like flooding, fire or theft ?

2014 was the year Tornados touched down in NB. Local flooding made headlines. Increased sophistication and tempo of data and security breaches—Sony Pictures, Target and Home Depot to name a few. Hundreds of millions of records were stolen through hacks and data breaches as a result of poor, or flawed security...and trust me, it’s NOT just happening to big companies. It doesn’t grab national headlines however smaller companies are targeted more frequently by hackers as there is less chance to get caught.

The days of thinking it can’t happen to you, sadly, are over. If you aren’t taking proactive steps to minimize your risks it’s no longer a matter of IF—it’s a matter of WHEN it will happen to you. From experience, it’s ALWAYS harder and more expensive to react after the fact than it would have been to try and prevent the problem in the first place.

To quote the great Zig Ziglar: “You can have everything in life you want if you will just help enough people get what they want”...so I believe it goes in the business world as well.

That’s why for January I am offering a **FREE Technology Business Review To Get You On The Road To Eliminating Your Day-To-Day Computer Headaches and Achieving Your 2015 Goals** (a \$750 value)...no strings attached, no obligation to buy anything!!
Call (506-383-2895) or Email (scott@becktek.ca) to schedule.

Get More Free Tips, Tools, and Services At My Web Site: www.becktek.ca



“I’ve put on a lot of weight, but I’ll lose it all in the Spring.”



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Win With BeckTek Trivia



Jennifer Hébert of Jennifer Hébert Law

She correctly answered last month's question:

What favorite children's classic Christmas movie is the following line from: "What if Christmas, he thought, doesn't come from a store. What if Christmas perhaps, means a little bit more..?"

D. How the Grinch Stole Christmas

Now, here's this month's trivia question. The winner will receive a \$25 gift card.

To ring in the New Year in Spain, it is traditional to do what on each chime of the clock?

- a) Eat a grape
- b) Take a sip of wine
- c) Clap your hands
- d) Light a candle

Email your answer to:

newsletter@becktek.ca

****Winner determined by random draw on the third Friday of the month and announced in next months newsletter. ****

TAKE YOUR PROFIT FIRST, ALWAYS

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally. GAAP's fundamental formula for profit is simple: **Sales – Expenses = Profit**

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" is a lie. The formula doesn't yield a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first: **Sales – Profit = Expenses**

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.



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, a consulting firm that ignites explosive growth in companies that have plateaued; 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 www.mikemichalowicz.com/

Shiny New Gadget Of The Month:



iPhone Binoculars

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at www.SkyMall.com!

Social Media Marketing Tools: 6 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

1. Mention: Google Alerts for the social web. [Mention](#) helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.

2. Buffer: Social media publishing plus powerful analytics. [Buffer](#) is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.

3. Feedly: Content discovery. Finding great content to share with your audience is easy with [Feedly](#). Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.

4. Twitter Counter: Track Twitter progress. It can be easy to lose track of how your Twitter account is growing; that's where [Twitter Counter](#) comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.

5. Zapier: Link favorite social services. [Zapier](#) connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up [automatic notifications inside HipChat rooms](#) for Tweets, MailChimp campaigns or new RSS items.

6. Quintly: Social analytics for brands. [Quintly](#) is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.

Spreading Chocolate Christmas Cheer

Our Total Care clients received Christmas chocolates... Two of our smiling clients are pictured below



Ben Champoux
CEO
3+ Corporation



Anne Poirier-Basque
Executive Director
Downtown Moncton



The Lighter Side: New Year's Edition

A New Year's resolution is something that goes in one year and out the other.

My New Year's resolution is to be more optimistic by keeping my cup half-full with either rum, vodka, or whiskey.

My New Year's resolution is to stop hanging out with people who ask me about my New Year's resolutions.

I'll remember 2014 like it was yesterday

May all your troubles last as long as your New Year resolutions.

Many things can be preserved in alcohol this New Years Eve. DIGNITY is not one of them.

Make a New Years Resolution to break your New Years Resolutions....A sure way to succeed at something!

What do you tell someone you didn't see at New Year's Eve?
I haven't seen you for a year!

Youth is when you're allowed to stay up late on New Year's Eve. Middle age is when you're forced to.



Web Browsers - Tips to Stay Safe while Surfing



Visit web sites you know and trust: This is the simplest and most effective way to keep safe.

Keep your web browser and computers up-to-date with the latest patches and security updates: While your office computers are kept up-to-date automatically as long as you're covered by any of our maintenance plans, you still need to keep an eye on updates for your home computer(s). Don't ignore these

updates!

Know web sites you input personal information or credit card information into are secure: Look at the address bar. If you see "https" you are on a secure web page. If you see "http" you are *not* on a secure web page.

Make web sites you visit more secure: Browser extensions, such as **HTTPS Everywhere**, help make web browsing more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every web page, but it goes a long way in protecting you.

Tip Of The Month

iPhone/iPad Battery Drain

Is the battery on your iPhone or iPad draining faster than you would expect?

To see a full list of apps that are siphoning off the most battery power – even when they're not in use, go to **General>Usage>Battery Usage** to pinpoint the guilty apps.

Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't, Until You Read This...

INTRO TO CLOUD COMPUTING

"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"

Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

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