



May means I was away to my quarterly TMT Peer Group meetings in Nashville. While it's fun getting away from the office, there is much work that goes on. Sessions on business productivity, cyber threats, marketing, and business operations to name a few. Plus I had the chance to meet astronaut Buzz Aldrin. Buzz performed the first space walks and walked on the moon with Neil Armstrong. Not many people can say they met a real live Extraterrestrial!! Be watching for a blog post recapping Buzz's inspirational message and the lessons learned.



Welcome to Summer

June 2016



This monthly publication provided courtesy of Scott Beck, President of BeckTek.

“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!”



The #1 Cure For A Sluggish PC

If you're often – or even constantly – frustrated with slow loading times, screen freezes or crashing programs, your network may be in desperate need of an upgrade... or a tune-up. Here's how to make your network run like new again...

What's Slowing Your Network Down?

Most computers and networks bog down as they age.

Here's why:

Spyware, viruses and other stealth programs secretly hiding in your machine.

And we mean “secretly.” Today's sophisticated

malware is more elusive than ever. Most users will never know what hit them until it's too late. The only telltale sign that your system has been infected is

that it starts slowing down over time. These nasty bugs attach themselves to all sorts of programs in your network and work in the background, undetected.

Your machine is overdue for replacement.

Hey, it can only last so long. Manufacturers don't spec PCs to last more than about three to five years. When things start slowing down... or you can't install the latest software... or

Continued pg.2

plug in some of the newer cables... it's time to start shopping. But there are ways you can extend your computer's useful life. Which brings me to #3...

Our Free Tune-up Gets Your Network Up To Speed

If your computer network hasn't had the routine maintenance it needs to run well, we'd like to offer you a FREE Network Tune-Up. Valued at \$397, this FREE offer is our way of introducing you to our company. There's no

cost or obligation when you say "YES!" to this complimentary service – but you have to act fast! Because of time and staff limits, we can only provide this valuable FREE Tune-Up to the first five who respond!

When you are one of the first five to respond, we'll send one of our friendly expert technicians to your office to:

- Run a full diag-

nostic on your network to troubleshoot slow, problematic PCs, error messages and other problems.

- Review your firewall and security settings to make sure you are PROTECTED from hackers, viruses, spyware, etc.
- Verify that your data is being backed up in a format that COULD be recovered in the event of a disaster.
- Review system logs for errors and other "red flags" that could develop into bigger problems.
- Examine your computer network's power sources to make sure it's safe from lightning strikes and power surges.
- And much, much more...

Fair Warning: We can only provide this valuable FREE service for the first five companies that contact us. So call today: **(506) 799-2100**

It's time for a tune-up.

Just like a car, your network needs routine maintenance to run at top speed and performance. To keep it running smoothly, there are over 100 checks and updates that need to be done on a regular basis. These include disk defragmentation, patch management and the removal of unnecessary files and programs, to name just a few.

"Review your firewall and security settings to make sure you are PROTECTED."

The Ultimate Small Business Guide To Setting Up A Work-From-Home System For Your Staff

WORK FROM HOME GAMEPLAN

"The Ultimate Small Business Guide To Setting Up A "Work From Home" System For Your Staff"



Secrets Every Business Owner Must Know Before Installing A "Virtual Network" To Allow Employees To Work From Home, On The Road, Or From A Remote Office

You Will Learn:

- What telecommuting is and why so many small businesses are rapidly implementing work-from-home programs.
- The single most important thing you MUST have in place before starting any work-from-home or remote office initiative.
- How one company slashed its turnover rate from 33% to nearly 0%—and increased productivity by 18%—by implementing a work-from-home program.
- How to get a FREE "Home Office Action Pack" (a \$97 value).

Claim Your FREE Copy Today at www.becktek.ca/workhome

Shiny New Gadget Of The Month



What If Your Smartphone Had Wings

Video streaming from the air is about to get a whole lot more affordable.

It just so happens that the brains, gyroscope, GPS and camera aboard all those new drone cameras you may have seen can also be found in your smartphone...

Slip your smartphone into a PhoneDrone Ethos, and you have your own flying camera at a fraction of the cost of a fully equipped camera drone.

Worried about your smartphone taking a hit in the event of a crash landing? For about \$50 you can buy a cheap smartphone with all you need to fly the Ethos.

Built-in mirrors enable you to shoot down, forward or to the side. You can preprogram it, or fly it manually from the ground. You can even control it with an Apple Watch.

It's scheduled to start shipping in September 2016, and "early-bird" discounts may be available at xcraft.io/phone-drone.

Things Not Going Your Way? Play "TAG"

I fly a lot for business, and a recent flight to Fort Lauderdale reminded me of the importance of flexibility, both at work and in my personal life.

I boarded the plane beneath blue skies with my laptop in hand, and was looking forward to getting a couple hours of work done before landing. Then a shadow came over the plane, and before the flight attendant could warn us, a heavy downpour delayed our flight.

We found out there was a tornado watch and our delay would be much longer than anticipated. "Game time," I thought.

I knew from experience that I wouldn't be able to change the situation, I could only change the way I handled it. So while other passengers berated the flight attendant or complained to their spouses on the phone, I remembered "TAG."

T = Think.

When you're faced with something unexpected, the first thing to do is to stop and think. It's easy to get caught in the whirlwind of circumstances and act impulsively, but by pausing, you can ask yourself questions that will help direct your subsequent actions. "What's happening?" "Why is this happening?" "How does this affect me?" "What's the best response?"

A = Adjust.

Once you've identified what's happening and how you're involved, you can change your expectations and behavior to allow for the new circumstance. Accepting Plan

B isn't always easy because it means Plan A failed. But what people don't realize is that Plan B represents a willingness to keep trying.

G = Gather.

Even when you're being patient and practical and channeling your inner Yoda, a supportive shoulder to lean on is always helpful. Whether it's your family or your colleagues, gather people you know you can count on – especially in an unexpected situation. These are the people who will adjust their schedules when they find out your arrival is delayed or will make room at the table when the babysitter cancels.

So there I sat on the plane, asking myself what had happened and what it meant for me. The flight was delayed; I wouldn't check in on time and I might even be late for my meeting. Problem identified. Time to adjust. I would need to check timing for the next flight out, advise my hotel and warn my client about the situation. Then came a challenge: I had horrible service and my phone was dying. So I gathered myself – I sent an e-mail to a colleague and asked her to contact the client, and I asked my wife to notify the hotel.

Eventually the storm ended and I got on a new flight. My plans had changed, but I arrived at my destination. Being flexible doesn't just mean rolling with the punches or rising with the tide – it isn't passive. Rather, flexibility requires an adjustment of our attitudes and actions to account for the unexpected. And a game of TAG doesn't hurt.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.

Hootsuite, Buffer...or both?

Keeping in touch with new and current customers via social media can suck up your time. Social media apps Buffer and Hootsuite both aim to help you achieve more impact in less time. So which one is right for you? While Hootsuite offers a full-featured social media dashboard, Buffer focuses simply on prescheduling your content. When it comes to managing posts and tracking which ones perform best, Hootsuite is the way to go. Yet Buffer gives you more timing flexibility by allowing you to pick when your posts get published, regardless of when you add them to the queue. Choose either of these apps based on your posting and tracking needs – and consider using them both.

-MarketingLand.com

Which app best helps you take notes on the go – Google Keep or Evernote?

Google Keep runs faster with a cleaner mobile interface than

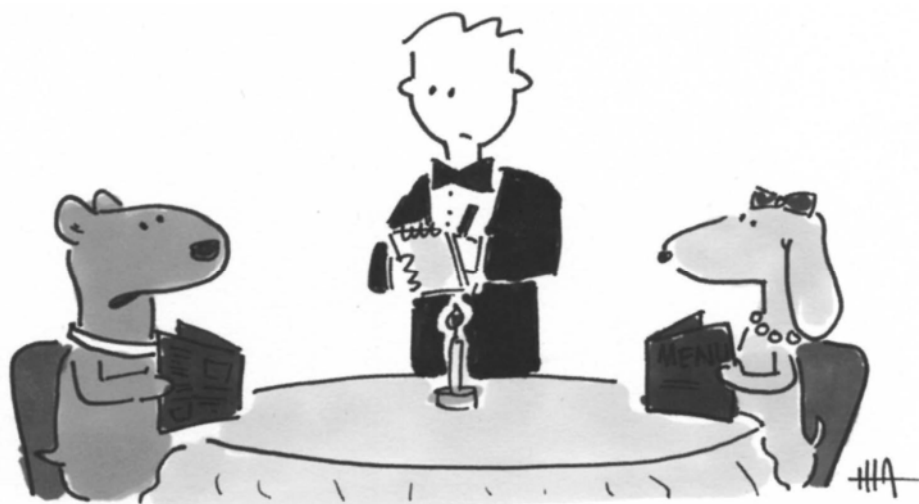
Evernote. It also wins on consistent quality of search across devices. Where Evernote shines is in its ecosystem of third-party integrations that add cool features. And its Clipper extension makes it easy to save web pages from Android or iOS directly into Evernote. So which app is best for you? If you just want to make quick notes on the go and share them easily, go with Google Keep. Plus, it's free. If you want a deep database of notes, lists and web content with lots of features, even if you have to pay for it, go with Evernote.

-CIO

Facebook wants to help you blow up your business.

The Facebook Ad platform can work wonders when you apply these principles: 1) Have a strategy. Don't make the mistake of diving in without knowing how the money you put in will actually pay off. 2) Remember "T-O-M": TARGET the right

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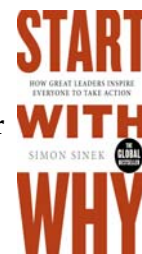


"We'll both have the homework."

audience with a great OFFER wrapped in a compelling MESSAGE. 3) Write great copy. Start with an engaging headline, keep your text simple and straight to the point. Make it easy to grasp and end with a clear call to action. Facebook ads give you access to the world's largest audience – over 1.5 billion at last count... And one good ad could make a world of difference for your business.

-Forbes

What We Are Reading



Sure, you know WHAT your company does. Staff are trained on HOW you do it. But do you convey to the world WHY you do what you do?

Simon Sinek talks through the importance of communicating the WHY – and he's not talking about profit. While money IS an important factor to operations – being able to explain WHY is how great leaders inspire those around them to greatness.

Simon uses modern real world examples of businesses that reinforce their WHY and have been hugely successful. He also discusses what can happen if you don't have a strong WHY in your business.

You can influence people's behavior – though manipulation or by inspiring them. Simon lays out the steps to become that inspirational person, and it starts with WHY.

Be the first to email the title of the book to me scott@becktek.ca and I will send you a free copy.