



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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Luck Is For Leprechauns — Is Your Business Prepared for Future Security Threats?

If your business hasn’t been the target of malicious intruders or cyber-criminals, consider yourself lucky. Hackers are a relentless bunch and they want your gold: information and access they can use to exploit loopholes in your business’s Internet security. The last few years have been hard on companies all across the globe. And these cyber-breaches aren’t going to stop simply because the “damage has been done.” In the US and Canada, reported incidents have affected over 215 million consumers and over 7 million small businesses. And that’s only counting the attacks that authorities have uncovered. Or have been reported.

For cybercriminals, there is no end game. All too often, small business owners assume they are outside the firing line and hackers aren’t interested in them. While the media focuses on the big cyber-attacks, there are countless other stories playing out at small businesses everywhere. Cybercriminals are constantly in search of loopholes and weak security. And, unfortunately, small businesses often have the weakest IT security.

Security industry analysts predict that 2015 won’t be much different from 2014 when it comes to cyber-security. There are going to be more data breaches. It’s just a matter of where and when. It’s also a matter of being prepared.

During the month of March, we are offering local businesses a FREE 27 Point Cyber-Security Audit to help uncover loopholes in your company’s online security. At no cost or obligation, we will come to your office and conduct this comprehensive audit. And after we’re done, we’ll prepare a customized “Report Of Findings” that will reveal specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

Because of the intense one-on-one time required to deliver these Cyber-Security Audits, we can only extend this offer to the first seven lucky companies who request it by March 17th—St. Patrick’s Day. All you have to do is call our office at 506-383-2895 or go online at <http://www.becktek.ca/cybersecurityaudit> to request yours today.



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

Win With BeckTek Trivia



The Winner of last month's Trivia Challenge Quiz is:

**Yvette Breau
Brunswick Sheet Metal**

She correctly answered the question from last month: Cupid is the son of which goddess?

b) Venus

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

What can be found at the end of the Leprechauns rainbow?

- a) Lucky Charms
- b) Blarney Stone
- c) Pot of Gold
- d) 4 Leaf Clover

**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. ****

MARKETING THROUGH YOUR CUSTOMERS

Word of mouth—the better-than-anything-you-could-pay-for form of spreading the word about companies and products worth supporting. Your customers do your marketing for you, and you simply continue delivering the high-quality product they're raving about.

But how do you get your customers to do it?

On May 9, 2013, an article was published by a journalist who'd stopped in Dominique Ansel Bakery in New York City and asked what was new. The staff offered the journalist a taste of a new product that would launch to the public on the day after the article was published. On May 10, 2013, the Cronut™ was born. There were customers waiting outside the little bakery, lined up to sample the delectable baked good they'd read about.

By the end of the week, the line outside the bakery was 100 people long. People stood in line to sample the Cronut™ they'd heard about from their friends. And they didn't just buy one Cronut™; they bought lots of them—as well as all of the other unique, handmade pastries the shop produces.

The Dominique Ansel Bakery is a small business. They don't have a big marketing department who dreamed up the Cronut™ as a publicity stunt. They simply embrace the creativity inherent in baking, and word of mouth pulls customers from all over the world into the little shop. It's organic. It's natural. It's the power of word of mouth.

Another great example of a company whose customers are ardent fans is a well-known jewelry store (whose name I can't share with you). Their policy for purchases of engagement rings is pure genius. A couple selects a ring—say a diamond of one full carat. The jewelry store has a secret upgrade policy, and they supply the client with a stone that's just a little larger than the one they paid for. When customers take their one-carat ring to an appraiser, they discover that it's a carat and a quarter. The customer—stunned at having received more than they paid for—returns to the jewelry store, at which point the jeweler thanks them for their business, tells them about the secret upgrade and—here's the genius part—asks the customer not to tell anyone about the secret upgrade.

But the customer does tell. The customer tells everyone he can think of about the spectacular customer service he received and about the exceptional value the jeweler provided. That customer ropes in hundreds more customers, and the jewelry store doesn't do anything except make customers happy and wait for new customers to pour in. It's brilliant.

Whether customers are sharing a Cronut™ with a friend, or whether they're swearing a coworker to secrecy about the jewelry store's secret upgrade they swore not to divulge, if you can get your customers talking about you, your company and your brand, then you're starting a marketing trend that can not only become self-sustaining, but can also bring more customers than you'd ever dreamed of—right to your door.



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 Provendus 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 <http://www.mikemichalowicz.com/>.

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Shiny New Gadget Of The Month:



The Withings Activité Pop

Lately, it seems the tech world has been inundated with wearable devices, from fitness trackers to smartwatches. They offer a number of useful features, but they also lack in elegance. They are often bulky, ordinary, complicated and—in the case of smartwatches—have less than desirable battery life.

This is where the Withings Activité Pop comes in. It looks like a classy watch on the outside, but on the inside it's a very different story. It's an activity tracker, verging on expressing itself as a smartwatch.

From the smartphone app, you control everything, from the analog dials to your activity goals. The watch face features a secondary dial that tracks your activity—from 0% to 100%—for the day. It's simple and straightforward. It's water-resistant up to 30 meters and available in three colors: azure, sand and shark gray.

Lessons Learned from “The Blindside”

Last month I had the opportunity to meet and listen to **Michael Ohre**. He is the inspiration and story behind the movie “The Blindside” starring Sandra Bullock.

On the less serious side, Michael talked about how some aspects of the movie were “Hollywood”. Leanne hadn't taught him to play football, he already played before meeting and getting taken in by her. Although he admitted she certainly helped him excel!!

When asked, he also conveyed that the scene where he blocks a player from the other team, pushed him to the fence and threw him over it was mostly accurate. He never made it to the fence but he did end up pushing the guy across the field to the opposing team's sidelines.

Michael discussed his early years, including being homeless and often going hungry. About seeing the cycle of poverty, violence and death repeated around him. How he got tired of living in that reality, developing a desire and a will to break out and change his future. Through hard work, focus and will power, he made the change happen.



He strongly believes one should never get comfortable with where you are in life because there are always others coming up behind you happy to take your spot, be it personal or professional.

To drive the point home, he mentioned that while it was exciting winning and receiving

his SuperBowl ring, he hasn't looked at it since the ring ceremony. Instead his focus is not on past victories but in trying to move forward and to keep improving and getting better. To reach the goals he has set for himself personally and professionally.

Sadly with technology, there are many things just waiting to ‘Blindside’ you and take you out of the “game”. Cyber-criminals, data breaches, failed backups, unrecoverable files, lost efficiencies from slow systems, lost staff productivity, viruses, malware...you get the idea.

The question, as Michael challenged us: Are you complement and stuck in a cycle? Or are you looking to keep improving to reach the next level? If you want assistance in breaking out of your current IT reality so you lower business risks, run your business easier, more efficiently and increase prof-

Tip Of The Month

Use folders in your e-mail client

Letting your e-mail accumulate in a massive inbox makes it nearly impossible for you to find important messages without a laborious hunt. It also increases the odds that you'll forget or simply overlook e-mail that re--quires urgent attention. Delete the junk, and file non-actionable e-mail into clearly defined folders. Getting into the habit of sorting incoming mail is critical for users looking to enhance their productivity

The Lighter Side: St. Patrick's Day Jokes and Riddles



**Why do people wear shamrocks
on St. Patrick's Day?**

Real rocks are too heavy!

**Why can't you iron a four-leaf
clover?**

*Because you shouldn't press your
luck!*

**What do you call a fake stone in
Ireland?**

A sham-rock!

What type of bow cannot be tied?

A rain-bow!

Where can you always find gold?

In the dictionary!

**Why did the elephant wear green
sneakers?**

Her red ones were in the wash!

**What did the leprechaun do for a
living?**

He was a short-order cook!

**How can you tell if a leprechaun
is having a good time?**

He is Dublin over with laughter!

**Why can't you borrow money
from a leprechaun?**

*Because they're always a little
short!*

Never Forget A Password Again With A Password Manager

We all have a number of passwords for all the online services we use. You name it: banking, online bill payment, e-mail, social networks, shopping and more. You know it's incredibly easy to lose track of them all—unless you are committing one of the greatest online security offenses by using one password for everything.. One of the best—and most secure—ways to handle your passwords is with a password manager.

It's not uncommon for password managers to get overlooked when it comes to online security. There is a lingering—and false—concern that keeping all of your passwords in one place can potentially open up all your protected accounts to intruders—if they are able to break into the password manager. It's a legitimate concern, but password managers use powerful encryption to keep your passwords safe. They are specifically designed to keep you even more secure than you otherwise would be.

Many password managers—including LastPass, KeePass and 1Password—do much more than simply “remember” your passwords. They also offer password- creation assistance. They will tell you if a password is too weak or just right. Some managers offer the option to generate a secure password for you. Since you don't need to remember it, it can be more complex. They are compatible with a number of platforms and they are packed with customizable tools to keep you safe.



FREE REPORT: If you are still relying on tape drives, external hard drives or USB devices to back up your data, then it's critical for you to get and read this informative business advisory guide.

PROTECT YOUR DATA

“12 Little-Known Facts Every
Business Owner Must Know
About Data Backup,
Security And
Disaster Recovery”



Discover What Most IT Consultants
Don't Know Or Won't Tell You
About Backing Up Your Data
And Recovering It After A Disaster

You will learn:

The only way to know for SURE your data can be recovered if lost, corrupted or deleted—yet fewer than 10% of businesses have this in place.

7 critical characteristics you should absolutely demand from any off-site backup service.

Where many backups fail and give you a false sense of security.

The #1 cause of data loss that businesses don't even think about until their data is erased.

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