



BeckTek Journal

ISSUE 14 OCTOBER 2014

“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, BeckTek**

INSIDE THIS ISSUE

Who’s Keeping an Eye on Your Computer Network..... Page 1

2 Chances to win..... Page 2

The Technique of Blending..... Page 2

5 Tool to Manage Your In-box..... Page 3

Shiny New Gaget..... Page 4

Halloween funnies..... Page 4



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This Halloween...Who’s Keeping An Eye On Your Computer Network?

Many business owners and managers we work with wait FAR too long to have us check and update their computer network’s health and security. Unless we are actively performing regular daily/weekly/monthly maintenance, a nasty virus, malicious hacker, unexpected software corruption, hardware failure or dozens of other problems could catch you off guard and result in extensive downtime, data loss and expensive data recovery efforts.



That’s because many businesses do not perform regular maintenance on their network and therefore are overlooking many serious threats that are increasing all the time. At some point, disaster strikes and they find themselves in a real mess, with a network down and employees sitting idle, waiting to get back to work.

By then the damage is done, and it can cost thousands of dollars to get the network back to normal, if that’s even possible. What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network’s security and health to remove these threats on a regular basis.

No More Excuses! Our Free Network Checkup Will “Exorcise” The Demons Hiding In Your Computer Network

From now until Halloween (October 31st), we’re offering all clients and newsletter recipients a FREE Cyber Security Checkup (\$497 value) so that you have no excuse for not making sure your computer network is safe and sound. Schedule your FREE Network Checkup to “see” if you are truly safe from spyware, viruses, hackers and other SPOOKY disasters by calling our office at 506-383-2895.



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

Win With BeckTek Trivia

Last month's trivia was a stumper....So we are doubling up and giving away 2 prizes this month!!

Here's this month's trivia question. The 2 winners will receive a \$25 gift card.

What are traditional Halloween colors:

- a) yellow and black
- b) orange and red
- c) black and gold
- d) orange and black

Email

newsletter@becktek.ca
right now with your answer!

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



Joe Calloway:
Author, Speaker and Business Consultant at July's TMT Meeting

<http://joecalloway.com>

“Strategy Without Implementation is Hallucination”

- Joe Calloway

Are you implementing or hallucinating?

THE BUSINESS INNOVATION TECHNIQUE OF BLENDING

Entrepreneurs are natural innovators, but even the most forward-thinking people sometimes need a little nudge to help open their minds to new possibilities for growth.

One of the best ways to think outside of the box is to start asking “what if” questions. Here’s a “what if” question I’ve been kicking around lately: What if we took 2 disparate businesses and blended them to make something new? I’m not talking about merging or partnering with another company; I’m talking about blending business methodologies from 2 (or more) industries to create a new business, or dramatically improve an existing business.

A classic example of this is Commerce Bank. Founded by Vernon Hill in 1973, Commerce Bank blended 2 industries: fast-food restaurants and banking. The owner of a fast-food restaurant franchise, Vernon Hill’s bright idea was to bring the convenience and perks of fast food to banking.

For example, fast-food restaurants are open every day, and they start early and close late; Hill implemented extended hours at Commerce Bank and kept the doors open 7 days a week. No other bank had done this before.

Hill blended other systems from his fast-food franchise when he launched his blended business. He installed a “Penny Arcade” coin-counting machine in his lobby, which had the same effect as video games in family restaurants. Kids could count money and win a prize, and the adults loved it too.

One of my favorite examples of Hill’s blending genius is when you use the drive-thru window at Commerce Bank and get a treat for your dog, just like the toy in a kid’s meal. Is it any wonder people call it “McBank”? By blending 2 industries, Hill created the fastest-growing bank ever.

Commerce Bank grew from one location to more than 400, and the franchise sold for \$8.5 billion in 2007. See what a little game of “what if” can spark?

What if you blended your business with hallmarks from another industry? Start thinking WAY outside of the box, looking at winning concepts from industries that may seem to have nothing to do with your business. (Of course, you do have something in common with businesses in ALL industries: customers.) You never know—you just might make billions.

Consider yourself nudged.



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

Shiny New Gadget



Neo Grab

It's amazing how quickly our technology evolves. When the GPS devices for cars first came out, could we imagine that our phones would quickly take over that job? More and more, we see people using their phones to navigate in the car, but holding on to the phone while driving can be dangerous. The result has been a series of phone-holding apparatuses that cling to the car in the same manner our GPS's did.

Finally there is one that is not only functional, but also beautiful, and it battles one of the biggest problems with car phone holders. The NEO GRAB allows you to mount and remove your phone one-handed, and it works for you in ways unimaginable, not only in the car, but also in the kitchen, office, bathroom, bedroom, garage, at work, etc. With its extreme suction cup, the NEO GRAB is easy to attach to any smooth, non-porous surface, like glass, drywall, plastic, wood and metal.

The NEO GRAB fits devices with LCD screens up to 6 inches and can be used for smartphones, mini-tablets and even your GPS device. Needless to say, this is the ideal accessory for any smartphone user.

It comes in 5 colors and can be purchased for \$34.99 from www.SkyMall.com.

5 Tools To Better Manage Your In-box

In 2013, over 100 billion business e-mails were sent every day. According to the Radicati Group, that number is expected to exceed 132 billion e-mails per day by 2017.

That means approximately 100 e-mails hit your in-box per day. No wonder it's so hard to keep your in-box relatively clean. Here are some tools that can help:

Mailbox - Mailbox makes it easy to organize your in-box from your smartphone. You can quickly archive, delete or save messages for later. You can even add e-mails to your to-do list so you never forget about a message you don't have time to address when it first arrives.

The Email Game - The Email Game turns responding to and archiving e-mails into – you guessed it – a game. Skip an e-mail and you lose 25 points; respond to one and you gain 175 points. You can also challenge yourself to sort through your e-mail in a set time period.

Unroll.me - Sorting through all the e-mail you've subscribed to (or been subscribed to) can be tough. This service takes all your subscription-based e-mails and transforms them into a daily digest.

SaneBox - SaneBox moves unimportant e-mails out of sight so you can focus on your most important tasks. SaneBox uses an algorithm to filter through your e-mails and put nonessentials into a folder for you to look at later; that way you can focus on the important stuff.

ActiveInbox - If you use Gmail, ActiveInbox turns e-mail into a task management system. You can categorize tasks as "action," "waiting on" or "overdue." If you need something done on a certain day, you can schedule it on your calendar and receive a reminder.

Tip Of The Month

Shake Your Desktop Clean

If you frequently run multiple programs simultaneously, your desktop can get extremely cluttered. This can get annoying if you're working on one program and want to minimize all the other windows — it is time consuming if you had to minimize them individually.

With Windows "shake" feature, you can minimize every window except the one in which you're currently working — in a single step. Click and hold the title bar of the window you want to keep on the desktop; while still holding the title bar, shake it quickly back and forth until all of the other windows minimize to the taskbar.

Then let go.

To make them return, shake the title bar again

The Lighter Side:



What do you call a skeleton that won't work?

Answer: Lazy bones

Where do spooks water ski?

Answer: On Lake Erie

Do zombies eat popcorn with their fingers?

Answer: No, they eat the fingers separately.

Who was the most famous French skeleton?

Answer: Napoleon Boneapart

What does a witch ask for at a hotel?

Answer: Broom service

Who has webbed feet and fangs?

Answer: Count Quackula

Where do baby ghosts do during the day?

Answer: Dayscare centers

What does a skeleton order at a restaurant?

Answer: Spare ribs

Why didn't the ghost go to the Halloween party?

Answer: Because he didn't have any body to go with him.

Why do mummies have trouble keeping friends?

Answer: Because they're so wrapped up in themselves.

Don't Make These 3 Mistakes With Your Next Office Move

Moving is always a pain in the rump, but it doesn't have to be a horrific, expensive experience. The No. 1 lament from someone who's experienced a "bad" move is "I didn't know I needed to..." followed closely by "I completely forgot that..." In other words, *it's what you don't do that makes the move a disaster*. To make your move easy and effortless, here are the 3 most common mistakes you want to avoid:

Mistake #1 — Trying To Save Money By Using Your Employees To Move Your Computer Network

Don't ask your staff to disconnect, move and reconnect computers, phones and other devices just to save a few bucks. You'll frustrate them and end up with phones ringing at the wrong extension, lost cables and PCs that get dropped. You don't want to let your movers do this job either; they may be great at moving furniture, but a network is a lot more sophisticated and sensitive. *Be smart and hire an IT pro to pack and move your network.*

Mistake #2 — Not Hiring The RIGHT IT Firm To Move Your Network

While we're on the topic, make sure you know what to look for when outsourcing the move. A few things to look for would include references from other clients, proof of insurance (get them to fax you a copy), a service-level guarantee limiting the amount of time you are down and a professional, organized approach to quoting the move. A real pro will insist on visiting your current location as well as your new location to conduct a detailed site survey. NEVER hire anyone who wants to quote moving your network over the phone.

Mistake #3 — Not Giving Your Phone, Internet And Cable Vendors Enough Advance Notice

80% of unexpected communications blackouts and cost overruns on network moves are caused by failure to properly plan voice, data and electrical installation *in advance*. Just because the prior tenant had computers and telephones is no guarantee that the cabling is suitable for *your* phones and *your* computer network. Allow at least 6 weeks for Internet and telephone connections to be installed. Advance planning will help you avoid emergency rush fees or Band-Aid fixes to make things work.

Call us before your next office move and get an Office Move Checklist, Site Survey and Network Plan for only \$99!



I.T. Expert Scott Beck Signs Publishing Deal With CelebrityPress For New I.T. Book

Scott Beck will team with CelebrityPress, a leading book publishing company, and several leading experts from the technology industry to release the new book, “The Business Owners Guide To I.T. and All Things Digital – Volume 2.”

Riverview, New Brunswick, Canada – August 29, 2014 – Scott Beck, Founder of [BeckTek](#), has joined a



select group of leading I.T. experts from across North America to co-write the forthcoming book titled, *The Business Owners Guide To I.T. and All Things Digital, Vol.2: 17 Critical Facts Every Business Must Know To Maximize Their Company's Efficiency, Security, Employee Productivity And Profits*. [Nick Nanton, Esq.](#) along with business partner, [JW Dicks, Esq.](#), the leading agents to Celebrity Experts® worldwide, recently signed a publishing deal with each of these authors to contribute their expertise to the book, which will be released under their [CelebrityPress™](#) imprint.

Seeing an opportunity to provide something different for small business owners, Scott Beck launched Technology Management Firm BeckTek in March 2004 to help small businesses owners and executives run their businesses faster, easier and more profitably. Protecting clients' best interests and delivering a superior client service experience earned BeckTek a coveted Greater Moncton Excellence Award for Service Excellence, the only IT Company to do so in the

twenty-seven year history of the awards. In 2014 BeckTek received a Moncton Times & Transcript Reader's Choice Award.

Since opening BeckTek, Scott has talked before, met with and worked with hundreds of business owners and executives throughout Atlantic Canada. Scott enjoys helping business professionals get past their fears and uncertainty regarding technology. He is passionate about reducing client's business risks, turning technology into a competitive advantage, and improving their profitability.

CelebrityPress™ describes the book:

For the past 60 years, the Digital World has been steadily infiltrating our lives. Like all epic changes, digital progress has touched us all. For those following the progress of the Information Age, the Digital World has moved us to a higher level of specialization and efficiency, while simultaneously allowing us a laser-focus on our activities.

Spearheading the technical backup for Information Technology in the business world are specialists in computer systems and their applications. We highlight the CelebrityExperts® in this book who so diligently contribute to this process. These entrepreneurs develop and adapt computer systems to better organize and run our businesses. They have competed in the marketplace and achieved the success of surviving and thriving in the Digital Era that we enjoy – truly a feat in the competitive world of today.

You too can readily benefit from these CelebrityExperts®. These authors share their experiences to help you develop your business and avoid the errors they have made along the way. If you wish to succeed, it

is far better to be guided by those that have made a successful trip rather than follow the advice of someone who has only read the map.

The royalties from this project will be given to [St. Jude Children's Hospital](#). The book is tentatively scheduled for release in late 2014.

More About Scott Beck:

Scott's journey into technology started in 1993 while employed as an On Air Radio Personality. The station he was at became the first in Atlantic Canada to implement a "Live Assist" computer system that controlled what played on the air and eventually lead to the downsizing of staff. Surviving the cuts, he decided the best job security was to learn about computers!

In the following years his "Computer Hobby" developed into a true passion. Leaving his position with the Department of Justice Canada, where he had been exposed to networks and servers, he returned to school to become Industry Certified. Graduating Top 7 from a two year program, which he completed in just one year, Scott earned several certifications: Microsoft Certified Engineer, Cisco Certified Associate, CompTIA Network+ and CompTIA A+.

Learn more about Scott Beck at <http://www.becktek.ca/>

About Celebrity Press™:

Celebrity Press™ is a leading business, health and wellness book publisher that publishes books from thought leaders around the world. Celebrity Press™ has published books alongside Jack Canfield, Brian Tracy, Dan Kennedy, Dr. Ivan Misner, Robert Allen and many of the biggest experts across diverse fields. CelebrityPress™ has helped launch over 1400 best-selling authors to date.

Learn more at <http://www.celebritypresspublishing.com>

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