



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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Are You Making These 3 Common And Costly Mistakes With Your Online Data Backups?

Offsite backups have been touted in the past few years as the answer to everyone’s bad habit of not doing backups. Once signed up for an online service it’s easy to ‘set it and forget it;’ but too many business owners don’t know what they are buying and end up paying a lot more than they should. They also end up shocked when they discover they weren’t backing up the right files or that they can’t restore the files as quickly as they had hoped.

If you want to make sure you don’t get burned by your online backup, avoid these 3 common mistakes:

Mistake #1: Not choosing an online backup service that offers a file versioning feature. In the old days of tape backups when a proper tape rotation was used, it would be possible to go back to a specific version of a file from different time periods. In other words it was possible to restore a spreadsheet you worked on last night and three weeks ago.

Most online backup services only back up the last version of a file; so make sure you choose one that features file versioning and configure it for 60-90 days of versioning on files that are frequently used.

Mistake #2: Only Backing Up Files and Folders. If you experience a total system failure or a disaster where your computer server is completely lost (Fire, Flood, Theft etc.) it can take DAYS to get the system back up and running. Reloading the operating system, reload backup software, then start downloading your backed up files –it can be a long process leaving you with Extra downtime and related lost revenues. That’s why you should be doing complete system imaging, so the complete image of the system can be restored. This maintains your data AND all your configuration settings and allows you to be up and running much faster.

Mistake #3: Not having a local backup. Online backup services are great as a daily backup and eliminate the headache of changing tapes, disks, etc. However, if you only have an online backup, it can take a few hours to a few days to fully download your data back onto your server. That’s why it’s always a good idea to have a current local backup using inexpensive hard disks or other mediums. Aside from being able to retrieve data a lot more quickly from your local backup, it can make the process of rebuilding an entire system a lot faster and less painful.

Want To Get A 100% Rock-Solid Backup Of Your Data To Ensure A Fast, Painless Recovery Of Your Data?

Call us now and ask about our recommended solution: 506-383-2895. You’ll sleep easier at night AND save yourself a TON of cash, guaranteed!



Win With BeckTek Trivia

The Winner of last month's Trivia Challenge Quiz is Nick Landry



Advance Savings Credit Union

He correctly answered the question from last month:

Mr Dressup was played by

c) Ernie Coombs

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

At Halloween party guests traditionally bob for ?

- a) Turnips
- b) Oranges
- c) Skulls
- d) Apples

Email your answer to: wendy@becktek.ca

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

BeckTek Blog

<http://www.becktek.ca/blog/>

Quick iphone tips to make a fast charge last.

<http://www.becktek.ca/2015/09/15/charge-iphones-battery-faster/>

Tip Of The Month

WINDOWS 10

Configure privacy settings

When you're first setting up Windows 10, make sure to select a Custom install so you can modify the privacy settings, instead of going with the Express install. (If you already installed it, no worries; you can fix it all in Settings). Otherwise you'll find yourself agreeing to all sorts of private data sharing — and while Windows 10 is free for Windows 7 and Windows 8 users, it's not a free product in and of itself — so there's no reason to share your personal information when it's not required.

Find the original Control Panel (and other goodies)

The new Settings panel is easy to navigate and makes more sense than the crusty old Control Panel, but you'll still need the latter to access some deeper options in the system. It's easy to call up, even though it's hidden; just right click on the Start button on the bottom left of the screen and choose it from the pop-up menu, or type Control Panel in the Search bar at the bottom left in the taskbar. When you right-click the Start button, you'll see all kinds of useful things there, such as Computer Management and Disk Management; for what it's worth, those options bring you right back to the familiar Windows 7-style apps in each case.

HALLOWEEN FUNNIES

Q: What is a Mummies' favorite type of dance music?

A: Wrap!!!!

Q: Why aren't there more famous skeletons?

A: They're a bunch of no bodies!

Q: What do little trees say on Halloween?

A: Twig or treat!

Q: What do birds give out on Halloween?

A: Tweets!



If you want to prevent your personal or business identity from being stolen by a cyber criminal, this e-book is a MUST-read!

You will learn:

- 1) The top 3 ploys used by online identity thieves to easily gain access to your business and personal information and how to avoid them
- 2) 10 sneaky emails used to steal your identity that you should IMMEDIATELY delete if they land in your in-box
- 3) One easy, surefire way to keep your network and computers safe and secure from online thieves
- 4) Best practices to prevent your employees from inadvertently giving away passwords and other "keys to the castle" to Internet criminals

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



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On A Side Note... Could Your Laptop Battery Revolutionize



If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

Yet, aside from cool looks and speed, did you know the simple design edge that's putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford's Model T did over a century ago.

Are You Using Social Media To Market Your Business?

Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, "Half of the money I spend on advertising is wasted; the trouble is, I don't know which half!" With an ever-growing number of sophisticated online tracking tools, you'd think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors, but mostly because they're confusing activity with results.

In business, the only thing we can take to the bank is money – cheques, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I'm not impressed. In fact, I believe management of all the social media sites ends up taking an enormous amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it didn't go through your normal process of handling such requests, you've just created a customer service failure that is open for the public to see.

To be clear, I'm not suggesting that you should shut down all social media sites and marketing; there are situations where it's a very smart and strategic part of a business strategy. But, as my mother would say, "Don't jump off a cliff just because everyone else is." Be sure that whatever you're doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept "getting our name out there" as a sufficient result for your marketing efforts.

Shiny New Gadget Of The Month:



The Amazon Echo: Like Siri For Your Home

It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons...

Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana.

This "smart" speaker in a 9¼ x 3¼ -inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more.

You might even get it to tell you terrible jokes...

It won't replace a high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home.

Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet.

All in all, it can make your life easier. And maybe just a little more fun.

Passion Is Powerful

A few months ago I had the pleasure of working with Germania Insurance at their annual sales conference. The night before, at dinner, I was fortunate to sit at the table with Matt Sodolak. I use the word "fortunate" because I was about to witness what I would best describe as TRUE PASSION for your profession.

I asked a question of Matt that I have asked countless times, "How do you like being in the insurance business?" His response surprised me. Without any hesitation he said, "I love it. It's my job for life."

In all my years of interviewing people, I have never had anyone say, "This is my job for life." The passion, sincerity and conviction in his voice just knocked me over. He sat forward in his chair and followed his statement with, "I love helping people, and I get to do it every day."

There was NO DOUBT in my mind the passion Matt felt for his job, career and the company he worked for. I felt that anyone who had Matt as their agent was so fortunate. He never mentioned commissions ... he talked the whole time about protecting his clients and how people counted on him to make sure they had the proper coverage in case something disastrous happened.

Unfortunately, something disastrous did happen; Texas has been slammed this year with enormous floods destroying millions of dollars in property and causing havoc to people's lives. I heard from Matt last week and he shared a quick story about one of the people who works in their claims department. She said,

"Being in the insurance business, all of our customers' problems become our problems and we have to be here to help them through it... that's why they do business with us and that's what keeps our lights on; you gotta love it or you are at the wrong place!"

It doesn't surprise me that anyone who works with Matt would also have a passion for their job; he would attract other people who would want to do, help and care for others. Let me share a few anonymous quotes with you about the Power of Passion:

Maybe the one thing that is keeping your career from taking off ... is that you aren't looking at it as a career; it is simply a job to you; and your customers, associates, managers and boss can sense that.

There is always going to be frustration, toil, hassles, problems, glitches, hitches and difficulties in any job (that is why they call it work). But, if you look at it from a different perspective ... that what you are doing is helping people in some way ... then it all becomes worthwhile.

Galileo, the great Italian astronomer, physicist, engineer, philosopher and mathematician, once said: "Passion is the genesis of genius." So, let your passion become the start of something great for your career.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/