



# BeckTek Journal

ISSUE 25 SEPTEMBER 2015

“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**

## Inside This Issue

Cybercriminals Now Have A Bull’s-Eye On Small Business... Is Your Company’s Data At Risk? .....Page 1

Money Lessons from Steve Forbes.....Page 2

Did Your Web Site Ranking Just Go In The Tank Because It’s Not Mobile Friendly? .....Page 3

IT Fun Facts .....Page 3

Referral Contest .....Page 3

Nest Cam: Keeping An Eye On Things While You’re Away .....Page 4

Turn Your Biggest Weakness Into Your Greatest Strength .....Page 4

## Cybercriminals Now Have A Bull’s-Eye On Small Business... Is Your Company’s Data At Risk?

In a December 2014 survey by the National Small Business Association, 61% of small businesses reported being victims of a cybercrime within the past 12 months.

The average cost to recover from a cyber-attack skyrocketed from \$8,699 per attack in 2013 to \$20,752 per attack in 2014. And, of the businesses targeted, 68% said they’d been hacked more than once.

Experts agree, as cybercrooks become ever more sophisticated, the threat to small businesses is going to get worse before it gets better... So what can you do to beat the bad guys?

Here are three common ploys used by hackers – and how you can fend them off:

**Phishing** – A really legitimate-looking e-mail urges you to click a link or open a file that triggers a malware installation on your computer.

**Best Defense:** Don’t let anyone in your company open files or click links in an e-mail unless they’re certain who it came from.

**Cracking Your Password** – Hackers can run programs 24/7 testing password combinations. The easier your password is to guess, the more likely it is they’ll crack it.

**Best Defense:** Consider using a password manager that generates and stores tough-to-crack passwords. For extra security, use unique passphrases for financial accounts in case the manager gets hacked.

**Drive-By Download** – You visit what appears to be an innocent site; yet when you click, your device gets hacked – and you may never know it, until it’s too late.

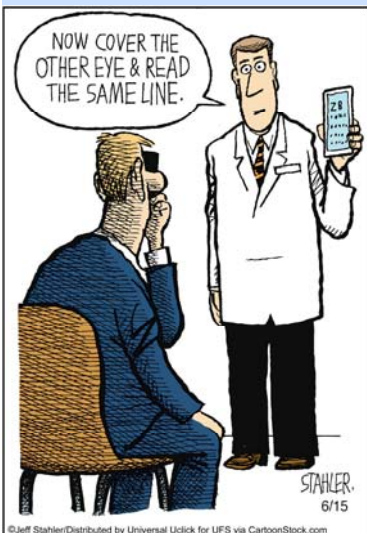
**Best Defense:** Make sure your browser is up-to-date.

Unfortunately, these three examples are just a small sampling of the dozens of ever more ingenious ways cybercriminals are breaking down the doors and destroying unprepared businesses.

**Let us help!** Through September 30, call our office and receive a FREE 15-Point Cyber-Security Audit to uncover gaps in your company’s online security.

Our highly trained team of IT pros will come to your office and conduct this comprehensive audit. We’ll then prepare a customized “Report Of Findings” that reveals specific vulnerabilities and a Prioritized Plan Of Attack for getting any problems addressed fast.

To take advantage of this limited-time offer, just call our office at 506-383-2895 or visit <http://www.becktek.ca/contact-us/> to schedule yours today.



Get More Free Tips, Tools, and Services At My Web Site: [www.becktek.ca](http://www.becktek.ca)

## Win With BeckTek Trivia

The Winner of last month's Trivia Challenge Quiz is



Paulette Wynberg  
Downtown Moncton  
Centre-vile Inc.

She correctly answered the question from last month: What do we commonly call our \$1 coin?

b) Loonie

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

**Mr. Dressup was played by:**

- a) Paul Reubens
- b) Fred Rogers
- c) Ernie Coombs

**Email your answer to: [newsletter@becktek.ca](mailto:newsletter@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/>

**Is break/fix eating your profit?**

<http://www.becktek.ca/2015/07/09/breakfix-eating-profits/>

## Money Lessons from Steve Forbes

Recently I had the pleasure of listening to and meeting Steve Forbes, of the Forbes publishing empire. With over 900 thousand subscribers to Forbes and readership of over 6 Million worldwide across their publications, Forbes is well know and respected in the Business and Financial sectors.

It's no wonder then that his talk revolved around the concept of wealth and money. He pointed out that the purpose of money is to make buying and selling easier - instead of the old barter system, where value of an item was subjective.

He went on to discuss how artificially fluctuating the dollar and foreign exchange are bad for the valuation of the dollar, regardless of the country.

In his talk he said that money measures value the same way scales measure weight or clocks measure time. He compared Government's manipulation of the dollars value to manipulating time.

Lets say a minute today has 48 seconds, tomorrow 65, the next day 54, the day after 82...you get the idea. Now what would happen if you were to try and make a cake that needs to be baked 25 minutes. Would that be todays minutes, tomorrows', a New York minutes, a Mexican minute? If would make baking the perfect cake next to impossible. You'd have no idea how long to actually leave the cake in the oven.

His point - it makes investing difficult because you never know to what value of the dollar to compare your return on investment against.

Using Steve's comparisons from above, productivity is a measure of technology. Properly implemented and maintained technology can make your team more productive and increase profitability.

The downside, technology can sap productivity. Staff surfing the net, playing on Facebook, doing personal banking, online dating sites, online shopping or checking personal email. Studies show that the average employee wastes about an hour a day online. May not sound like much but that's 5 hours a week or 20 hours a month. How much is that impacting your bottom line?

If you want to find out if your technology is helping productivity and profitability or possibly hurting it and exposing your business to increased risks -Call me at 506-383-2895



**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/](http://www.becktek.ca/identitytheft/)**

**PROTECT YOUR IDENTITY**  
"What Every Business Owner MUST Know To Protect Against Online Identity Theft"

Discover What Most IT Consultants Don't Know Or Won't Tell You About Protecting Against Online Identity Theft

## The Lighter Side:

### IT Fun Facts

Technology has forever changed our lives and our world more than you know. Here are some numbers to put that fact into perspective:

1. About 4 billion people world-wide own a mobile phone, but only 3.5 billion people own a toothbrush.
2. Computers and other electronics account for 220,000 tons of annual trash in the U.S. alone.
3. About 300 hours of video are uploaded to YouTube every minute.
4. Around 100 billion e-mails traverse the Internet every day, and about 95% of those messages go straight to spam folders.
5. The annual amount of electricity it takes for Google to handle a billion search queries every day is around 15 billion kWh, which is more than most countries consume.
6. About 500 new mobile games appear on the Apple App Store each day.
7. The “father of information theory,” Claude Shannon, invented the digital circuit at age 21 while he was in college.
8. Regular computer users blink only half as often as non-users.
9. Over 1 million children can say their parents met on Match.com



## Did Your Web Site Ranking Just Go In The Tank

### Because It's Not Mobile-Friendly?

As of last April, mobile-friendly web sites were given a big leg up on competitors. Known as “responsive” web sites, these sites instantly adapt to whatever device you are viewing them on.

As users were turning to smartphones and other mobile devices to surf the web, Google realized that most sites didn't display well on mobile devices. Therefore, Google updated the way they list sites, giving mobile-friendly sites a higher ranking.

Google hasn't removed all non-responsive pages from its top smartphone listings. But it's quickly heading in that direction.

According to Searchmetrics, many rankings have suffered as a result. Non-responsive yet high traffic sites such as SearchBug, Reddit and Webs.com lost visibility, while responsive sites such as Advance Auto Parts and Grist moved up in the ranks, gaining more traffic.

In addition to getting higher search rankings, responsive sites are easier for visitors to use. Happy visitors engage more, increasing the rate at which they turn into customers.

There are three ways to make your web site mobile-friendly:

- 1) Build a separate mobile edition that fits small screens and loads quickly.
- 2) Adapt your current web site design to be more mobile-friendly. In some cases it may be difficult to make such a design responsive on all devices.
- 3) Convert your current web site design into a responsive one. Going this route, you won't need a separate mobile version, and you avoid potential penalties from Google for having the same content on multiple domains.

Find out if your web site is mobile-friendly at [www.google.com/webmasters/tools/mobile-friendly](http://www.google.com/webmasters/tools/mobile-friendly).

### Tip Of The Month

#### Windows 10—To Upgrade or Not

Windows 10 is VERY promising and brings many new benefits and enhancements making the upgrade worthwhile. And you can't beat the price, free. That said, the first major update is already slated for release in October according to reports.

Our recommendation, wait until after the first major update is released and then do the free upgrade. Business owners, make sure all your business applications are Windows 10 compatible BEFORE upgrading.

### WIN A \$500 PRE-PAID VISA

If you know of a business with 10 or more computers who would benefit from our services go to our web site at [www.becktek.ca/referrals](http://www.becktek.ca/referrals) and fill out the form or email the referral information to [referrals@becktek.ca](mailto:referrals@becktek.ca). Remember to include the persons name, company and telephone number.

For each referral submitted you will receive a ballot to win the \$500 Pre-Paid Credit /Card.

The people you refer don't have to buy anything or do anything for you to win. They simply must be business owners or executives who rely on email, the Internet and their Computer Network to work as it is supposed to. Most of our clients have a specialized line of business programs that they heavily rely on being operational.

**Contest Starts July 1, 2014**

**Contest Ends: September 30, 2015**

**Draw will be October 15, 2015**

## Shiny New Gadget Of The Month:



### Nest Cam: Keeping An Eye On Things While You're Away

Have you ever worried about what's happening at home when you're away? The Nest Cam can keep you informed. This wide-angle camera streams sound and video to your smartphone. It will even warn you about any unusual activity.

If the Nest Cam detects sudden movement or loud noises, it instantly alerts you by phone. The video feed lets you see what's happening and even scold kids, pets or burglars through a speaker.

This product integrates with other Nest equipment. For example, smart smoke alarms can activate the Nest Cam. It also saves alerts and footage in a convenient archive. The camera even makes it easy to share fun video clips online.

If you already have WiFi, setup is a breeze. This gadget comes with a stand that lets you put it on any flat surface. It also sticks to metal objects or screws onto a regular camera tripod.

## Turn Your Biggest Weakness Into Your Greatest Strength

You know the standard approach – first, identify your company's weakness and then do everything you can to fix it. Practice at it relentlessly, feed your team (and yourself) with constant affirmations, do anything you can to dive deep into your weakness and fix it once and for all. If you can't fix it, then go to Plan B by burying the weakness in hopes that none of your prospects or competitors find out.

Well, here's the dealio: the business down the street that is naturally strong at the same thing your company is weak at is working just as relentlessly to improve their strength. While you are fixing something that's broke, they are getting better at something that already works. While you may improve your weakness, their strength gets better too. At the end of the day they are still ahead of you. You lose. That is, unless you know the power of spin.

Instead of trying to fix weaknesses, smart leaders will turn the tables and make their weakness or even an industry weakness a competitive advantage. A wonderful example in the restaurant industry is Dick's Last Resort. Like all restaurants that struggle with the occasional rude waiter, Dick's could have tried to fix this industry-wide weakness. Instead they turned the weakness into their greatest strength. Known to have the "most obnoxious waitstaff in the world," Dick's built a whole system around exploiting an industry weakness. They hire and train people to be obnoxious (while the competition tries to fix it), and Dick's has grown explosively.

I have found that exploiting a weakness can draw droves of prospects. So, let's do it with your weakness. Here are the three simple steps you need to take:

### Step 1

Know what your (or your industry's) weakness is. The process is simple: ask your customer and prospects what they don't like about your industry. Ask more customers the same question. Very soon you will know exactly what weakness they see.

### Step 2

Instead of brainstorming ways to fix it, brainstorm ways to make the weakness absurdly weak. Can you make fun of it? Can you make it the core experience for your customers (think Dick's Last Resort)? How can you make the weakness a good thing?

### Step 3

Now that you have a new and improved weakness, let the world know all about it. Market it to your prospects, inform your customers and even leverage all that work your fiercest competitor put into highlighting your weakness in the past.

The process of spinning a weakness takes courage, and that is exactly why it works. It is likely you have been afraid of doing this in the past, and it is highly likely your competitors are just as afraid too. If you have the courage to spin your weakness into an über-weakness (a.k.a. a big-time strength), you might just blow your competition out of the water once and for all.



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/>.

Get More Free Tips, Tools, and Services At My Web Site: [www.becktek.ca](http://www.becktek.ca)