TECH TALK

"Insider Tips To Make Your Business Run Faster, Eas"ier, And More Profitably"

"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 finally and forever!"
- John Hill, TechSage Solutions

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San Antonio, Texas 78229

Inside This Issue...

We wish you a very Merry Christmas and a wonderful holiday season.

What Every Business Owner MUST Know To Protect Against Online Identity Theft

All it takes is one innocent security slip by you or one of your employees to instantly give online criminals the information they need to access your network and steal your identity. In no time at all, they can gain enough information to max out your credit cards, wipe out your bank accounts, and completely obliterate your business and personal credit. They can even use your identity to commit further crimes such as forgery, stealing from other businesses, or online scams. This nightmare can take months - sometimes years - to clean up and can destroy your credit and good name.

That's why for a limited time I'm giving away FREE copies of my new eBook, "What Every Business Owner MUST Know To Protect Themselves Against Online Identity Theft" (a $19.97 Value, FREE during December). This critical eBook will reveal:

- The 3 most effective tricks online identity thieves use to gain access to your business and personal information - and how to avoid them.

- Sneaky e-mails you should delete IMMEDIATELY upon receiving them (you'll want to share this list with your friends, family and staff).

- One super-easy, sure-fire way to make your computer network impervious to online identity thieves.

- How to protect yourself against NEW scams being spread through social media sites like Facebook or Twitter.

- How to keep your employees from accidentally giving away passwords and other "keys to the kingdom" to Internet criminals.

To receive your free copy, send an email to the below address. Copies of this eBook will be made available for FREE until December 31, 2011.

customerservice@techsagesolutions.com

If you have questions about how we can assess your network to verify you have all of the best identity theft protection in place, give us a call a 210-582-5814.

Get More Information about our Services At: *www.techsagesolutions.com*

Shiny New Gadget Of The Month:
Quirky Ray Solar Powered Charger
Have Sun, Will Travel

It happens all the time…you are out at a meeting, traveling or running errands, you look down and realize your smartphone is on its last bar of battery.

No need to fret when this happens again! Charging on the go has never been easier. With the Quirky ray solar powered charger, you simply connect your phone and suction the device to a nearby window (in your office, your car or even on an airplane) and it will begin to charge using the solar power surrounding you.

The charger measures 2.5 X 2.5 X 3 inches. Its suctioning stand absorbs solar energy while its battery stores the power. It provides enough energy to fully charge a mobile phone. The solar powered device has an LED indicator and also comes with a USB port to facilitate connections to electronic devices.

The flexible suction cup can be attached to any window to absorb solar energy. This is perfect for car and airline travel. Pre-order yours for around $40:

http://www.quirky.com/products

Humble Beginnings

In the early 1960's, Phillip Knight and his college track coach, William Bowerman, sold imported Japanese sneakers from the backend of a station wagon. They invested $1,000 in start-up costs to get their company off and running.

In 1907, two teenagers from Seattle began a message-and-parcel delivery service for local merchants. The total investment to get their company started was $100.

With $900, Tom Monaghan and his brother bought a small pizzeria in 1960 and expanded their company using a simple strategy: locate their stores near college campuses or military bases and deliver their pizza within 30 minutes of receiving an order. Tom Monaghan didn't finish college, but as he would note, he stayed long enough to learn that college kids eat a lot.

In 1933, with $923 of their own money and $5,000 that they borrowed, two brothers with no business experience, rented a warehouse in Modesto, California and launched their business. Not only were they lacking business experience, they learned their new chosen profession, wine-making, by studying pamphlets at the local library.

An old, white-haired man drove around the country, giving out samples to people, of what he had cooked in the back of his station wagon. He wanted to show people just how good his fried specialty tasted.

Michael started his company in his college dorm room and ended up dropping out of college. Harvard college drop-out Bill and his high school friend Allen, moved into an Albuquerque hotel room, started a little computer software company and went bankrupt. Restarted it again, with a slightly different name, and the rest is history.

Today might not be going so well for you … and you or your company might be facing challenges or competition that seem to be overwhelming. I think it is safe to say Nike, United Parcel Service, Domino's Pizza, E & J Gallo Winery, Kentucky Fried Chicken, Dell Computer, and Microsoft all felt the same way numerous times. Success comes to those who will persist, fight, challenge, and change when times get tough. Nothing worthwhile ever comes easy. If those great companies can come from such humble beginnings and make it work … so can you.

Guest article provided by:
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/

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The Lighter Side...
Swimming With Alligators

A CEO throwing a party takes his executives on a tour of his opulent mansion. In the back of the property, the CEO has the largest swimming pool any of them has ever seen.

The huge pool, however, is filled with hungry alligators.   The CEO says to his executives "I think an executive should be measured by courage. Courage is what made me CEO. So this is my challenge to each
of you: if anyone has enough courage to dive into the pool, swim through those alligators, and make it to the other side, I will give that person anything they desire. My job, my money, my house, anything!"

Everyone laughs at the outrageous offer and proceeds to follow the CEO on the tour of the estate. Suddenly, they hear a loud splash. Everyone turns around and sees the CFO in the pool, swimming for his life. He dodges the alligators left and right and makes it to the edge of the pool with seconds to spare. He pulls himself out just as a huge alligator snaps at his shoes.

The flabbergasted CEO approaches the CFO and says, "You are amazing. I've never seen anything like it in my life. You are brave beyond measure and anything I own is yours. Tell me what I can do for you.

The CFO, panting for breath, looks up and says, "You can tell me who pushed me in the pool!"

The 15 Most Important Rules Of E-mail Etiquette

More than 80 years have passed since Emily Post wrote her first book on etiquette. Back then, the rules had more to do with how to properly introduce someone and which fork to use at a dinner party. But with the introduction of new communication tools comes new rules of engagement. Here are 15 quick tips and rules for what is—and isn't—acceptable behavior when using e-mail.

1) Be concise and to the point. Read your e-mail to make sure it makes sense before sending to avoid e-mail "ping-pong."
2) Use proper spelling, grammar & punctuation. This is still a communication and a representation of YOU. Sloppy spelling and punctuation looks unprofessional.
3) Don't use e-mail to deliver bad or personal news. If you need to discuss a serious matter with someone, only use e-mail to request a face to face meeting or phone call, not to deliver the news.
4) Do not attach unnecessary files, especially large ones. Sending big files can cause someone's e-mail system to clog, shut down or crash. Instead, use www.yousendit.com for large documents.
5) Do not overuse the high priority option. Use it only when something is truly critical and time sensitive.
6) Do not write in CAPITALS—it's the equivalent of shouting.
7) Don't leave out the message thread.
8) Give your recipients an easy way to opt-out or remove themselves from your list.
9) Do not overuse "Reply to All." If you have a message for the sender that is not relevant to everyone else, make sure you only send it to that person.
10) Do not "CC" everyone when sending a broadcast to multiple people. Instead, use the bcc (blind carbon copy) to keep everyone's e-mail private.
11) Don't overuse abbreviations and emoticons.
12) Don't use neon colors, hard to read fancy fonts and background images. They make it difficult—if not impossible—to read your message.
13) Only use rich text and HTML messages when you are certain the recipient can receive that type of message. Many people can only open text messages, and most rich text and HTML messages don't convert well.
14) Do not forward a message that was sent to you without permission from the original sender.
15) Do not use email to discuss confidential information. If you don't want the entire world to see it, then don't put it in an e-mail.

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10 Easy Ways To Keep Your Computers Safe

1) Be sure you have a good anti-virus program installed that includes anti-spyware.

2) Make sure all of your security programs have real-time updates and scans to check for viruses on a continuous basis.

3) Check regularly to be sure your virus scan programs are up-to-date and the most recent versions.

4) Have a firewall installed and make sure it is properly configured.

5) Make sure your browsers have the latest security patches installed.

6) Avoid downloading applications from the Internet. Free games and applications often contain unwanted spyware and malware.

7) Be careful when you open e-mail attachments. Even if you know the person sending it to you, scan the e-mail before you open it.

8) Install a spam filter or delete spam e-mail as soon as it arrives in your inbox. Do not be tempted to open spam as such messages can often contain links that lead to phishing sites or viruses.

9) Beware of virus hoaxes. If you receive an e-mail that says certain files on your computer need to be deleted because they have been infected with a virus then search the web for sites that write about hoaxes to see if the message is genuine or not.

10) Always choose secure passwords. Do not use names of relatives, birth dates or anything else that can be easily guessed. Use a combination of letter, numbers and symbols to strengthen passwords.

Skype – It's Much More Than Video Chatting

When most people think of Skype, they think of video chatting. The truth is, Skype is much more. Skype works on your computer, regular phone, or cell phone and runs off your Internet connection so you can talk, IM, send pictures, videos and conduct live video conferences for free with anyone else in the world that also has Skype. It even works on various game consoles.

You can also use Skype to make calls, texts, and video conferences to phone numbers that do not have Skype. Because of its versatility, ease of use, and low-cost, many businesses are adopting the technology to help them communicate with their mobile workers and with vendors from around the world.

To set up Skype on your computer, simply go to www.skype.com and click on the "Download" tab. To install on your mobile phone, open up your phone's web browser and go to skype.com/m.

What is "The Cloud"?
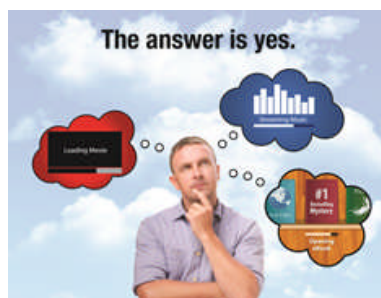
Come join us **January 26th** for **Breakfast** and find out what is **"The Cloud".**

Call the office 210-582-5814 and ask for Beth and I will get you registered, **or** register online at www.techsagesolutions.com/free-stuff/events/

Merry Christmas & Happy New Year

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