

TECH SAGE TECH TALK

“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”

Declare Freedom From High Costs & Risks By Throwing Out Data Now

Do you have mountains of information stored on your server that you’ll never use, but feel like you should keep? You are not alone. Given expanding regulatory rules, some businesses save every bit of data they have, just to be safe.

You may be thinking, “What’s the big deal in keeping everything?” While it is true off-site data storage costs have gone down by about 25% every year, the fact is that keeping your data forever can create big management challenges and lead to retrieval headaches. Most often companies that save everything don’t do so because they think it’s the best way, but because they aren’t sure what needs to be saved.

Every organization needs to save data for its own purposes, such as transactions, accounting records and so on. Not only that, but industry regulations require companies to save certain kinds of content for a prescribed period.

So what should you be doing? Here are 4 data-retention strategies you must consider:

1. Start with the storage analysis, not the storage technology or procedures.

Know what data has to be kept and for how long. Many times requirements are dictated by industry or legal requirements.

2. Segment user populations.

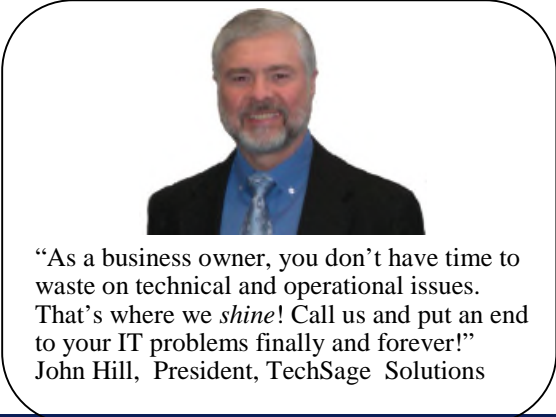
Use categories such as executives, back-office employees, sales and people who deal with the company’s intellectual property and treat their data differently.

3. Be precise and consistent with data-retention policies.

4. Don’t confuse backup with archiving.

Since backup systems don’t generally have the granular control needed to save some types of information for a short time and others for longer, using them as archival systems can be costly and risky.

We can assist you in identifying best practices and cost-effective software tools for your business. **Contact us by August 21st at 210-582-5814 to receive a FREE DATA STORAGE AUDIT (normally \$297!).**



“As a business owner, 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, President, TechSage Solutions

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How To Use Your Client/Prospect E-mail List To Significantly Improve Your Results With Facebook Ads

For many businesses, advertising on Facebook can be a big time and money suck. Even though Facebook is the #1 social media tool, it can be difficult to get a great ROI since you're marketing to a wide range of prospects. The biggest problem is getting a qualified prospect to "Like" your company Facebook page so you can market to them...but who goes out and likes a potential vendor's page? Nobody, that's who! And if you market based on demographics, then you're targeting a bunch of people who don't know you on a platform where they're not looking for your product or service in the first place. They are there for cat pictures and videos of their 2-year-old nephew. The answer that solves a big part of this dilemma... "Facebook Audiences."

Facebook Audiences allows you to display your Facebook ads specifically to just about anyone that you have an e-mail address for, without them even knowing you are marketing to them this way. Plus, based on market testing, ads directed to a targeted "house list" instead of demographics- or interest-based lists cost about 75% less with 4x the results. Not too shabby.

So ask yourself...who do you have e-mail addresses for? Clients... Prospects... Membership lists from groups you belong to... E-mail opt-ins... You can segment your list in any way you want.

Have a list of clients or prospects who expressed interest in a product but never bought? Create an audience of just these people to remind them about the product with a special Facebook offer. The list segmentation is nearly endless.

Using Facebook Audiences, you upload your e-mail list to Facebook and they will match these e-mail addresses up to Facebook user accounts. Not everyone has a Facebook account, but based on our testing so far, somewhere between 35%-60% of your e-mail list should match up with Facebook.

To find out more about custom audiences and how to get started, simply Google "Facebook custom audiences" and you'll find all of the "how to" that you need.



Help Us Improve!

After a ticket is closed, an email will be received stating the issue has been resolved and the ticket has been closed. Within the body of the email you will see the below sentence.

TechSage Solutions goal is to provide you with outstanding service. Please provide your feedback by completing the short survey below:

[Service Ticket Completed Survey](#)

Or you can contact me directly at 210-582-5814 for your feedback. Appreciate your help. Beth



Shiny New Gadget Of The Month:



Inflatable Movie Screen

This 120-inch-diagonal airblown Inflatable Movie Screen is perfect for family movie nights and block parties, because everyone can see it all on this big screen in your backyard! The giant outdoor movie screen can be set up and inflated in minutes, ready to show movies, TV shows, cartoons, sporting events or even video presentations. This inflatable movie screen is also great to use indoors or out for fundraising events, festivals or prom parties, providing a drive-in movie experience everyone will enjoy.

You can even hook up your game console to your projector (not included) to play video games for “tremendous” fun! And since this outdoor movie screen is portable, you can take it along to your summer cottage or company picnic!

This awesome addition to your family life AND your business can be found at www.skymall.com for about \$250.

THE TOP 5 MOVIES EVERY ENTREPRENEUR MUST WATCH

1. Miracle On 34th Street

What You'll Learn: The greatest lesson in salesmanship that no one follows.

The Entrepreneur's Lesson: Santa Claus, working at Macy's, goes out of his way to help customers, often encouraging them to shop elsewhere for the best deals. Instead of losing customers, Macy's becomes overwhelmed with customers seeking Santa's help. Macy's sales increase simply by doing what's best for the customer – too bad they don't do this in the real world, but *you* should.

2. Click

What You'll Learn: What it's like to fast-forward life.

The Entrepreneur's Lesson: Adam Sandler wants to keep fast-forwarding to the major accomplishments of his career. He loses the balance between work and home, and misses the lessons hidden in life's daily routine. Entrepreneurs are generally of the “I want it all now” breed, and this movie will show you how wrong that is. Take the good with the bad, and never stop pursuing your entrepreneurial AND family dreams.

3. Glengarry Glen Ross

What You'll Learn: Lying, cheating and stealing never work long-term.

The Entrepreneur's Lesson: Hard-close sales work...for a single sale. Ultimately your reputation is ruined, and deceived people lie in your wake. This movie is all about what not to do as an entrepreneur. Unfortunately, too many businesses still follow these practices. Get in an industry with a “Glengarry” reputation and be honest, reliable and go out of your way to be helpful. Your business will flourish.

4. Office Space

What You'll Learn: If you don't like what you are doing, change.

The Entrepreneur's Lesson: Follow your gut. If you hate what you do, change. Just don't steal – that never works. Instead, find your passion and pursue it. And if you already own a business you love, don't mess with Melvin. He might just burn down your entire building.

5. Jerry Maguire

What You'll Learn: What you expect when launching your business never comes true.

The Entrepreneur's Lesson: Hands down, the best movie of all time for entrepreneurs. Jerry leaves his big-money agency position to go out and start his own shop. Just like any entrepreneur who leaves to start their own business, he suspects every client will leave with him. There is no easier way to start a business, right? This movie shows the real deal. Nothing ever goes as planned.



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 multi-million-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/>

This picture was taken while John and I were in Nashville back in May at our annual Boot Camp. As you can guess, this years theme was the Wizard of Oz.

I leave next week for Nashville for my quarterly mastermind group. Mike Michalowicz above will be coaching us.



App of the Month

Waze Social GPS, Maps & Traffic

I had to travel to my parents town more frequently lately. If you travel IH-10 toward Louisiana, you never know what kind of issues you will experience. There has not been a smooth trip to date. I discovered this app and have not tried it as of yet. The app uses crowdsourced traffic data to give you real-time updates of what's happening on the roads, and makes suggestions based on your destination to improve your route.

Available for Apple iOS and Android.

Do you have a favorite app that you would like to share?

If so, email ehill@techsagesolutions.com and let me know the app name and how it has benefited you.

9 Ways To Stay Safe Online This Summer

Being that it is summer, school is out and families are traveling. I ran across this article on Microsoft's Security Blog by Eve Blakemore. Below are some summer security tips.

- 1) **Don't broadcast vacation plans on your social networking sites.** Wait until you come home to post your vacation pictures on social media sites. There are applications available that scans social media sites. Posting where you are advertises that your home is unoccupied and at risk for a potential burglary.
- 2) **Limit who knows your location.** Before leaving for vacation, you might want to adjust your location sharing on your smartphone. This includes the kids as well. With location services turned on, your location can be known through various apps like Facebook.
- 3) **Set computer and devices rules for when you're not around.** With kids being out of school, ensure parental controls are set to protect your kids from certain sites.
- 4) **Learn how to use parental controls.** All Microsoft products include built-in privacy controls and safeguards that put you in charge of your children's entertainment experiences and allow you to customize how personal information is, or is not, shared. Below is a link with different videos for "Safer Families". <http://www.microsoft.com/en-gb/about/family-safety/safer-families>
- 5) **Update your software on your laptop or tablet.** Ensure all your devices are updated with the latest patches. Hackers are always finding different ways to exploit software.
- 6) **Check the security level of public Wi-Fi networks before you use them.** There are many places that allows free Wi-Fi. If the connection is not password protected, there are ways someone can be in your device collecting data without you even being aware. I travel with a personal hotspot at all times.

Phishing

Phishing refers to the process of tricking recipients into sharing sensitive information with an unknown third party.

Typically, you receive an email that appears to come from a reputable organization such as:

- * Banks
- * Social Media
- * Online Games
- * Departments in your own organization
- * Online services with access to your financial information

The email includes what appears to be a link to the organization's website. However, if you follow the link, you are connected to a phony copy of the website. Any details you enter, such as account numbers, PINs or passwords, can be stolen and used by the hackers who created the bogus site.

To better protect against phishing attacks, it's good practice not to click on links in email messages. Instead, you should enter the website address in the address field and then navigate to the correct page, or use a bookmark or a Favorite Link.

If you have any doubt, call our office prior to clicking any links or filling out any personal information.

