



“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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TECH TALK

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

How To Be Safe And Smart On Social Networking Sites

Did you know*...

- More than 90,000 registered sex offenders were removed from one popular social networking site...and those were only the ones who used their real names.
- According to the Al Qaeda Handbook, terrorists search social networking sites for “government personnel, officers, important personalities and all matters related to them (residence, workplace, times of leaving and returning, children and places visited).
- Social networking sites have become a haven for identity thieves and con artists, and social networking viruses are on the rise.

Think about it: Facebook, Twitter and other social media web sites have become the world’s largest database of personal information, all served up intentionally by the user. It’s practically every scammer’s dream come true!

9 Smart Tips To Stay Safe

Protecting yourself requires some awareness of how cyber criminals use the system against you. Here are a few things you need to know:

1. Keep your firewall’s security and anti-virus software up-to-date.
2. Never log in from public hotspots. Social networking sites generally do not have secure logins available (that’s the https with the lock icon in the search bar). That means your username and password can be swiped at any time. Log in only from trusted wireless networks.
3. Use strong passwords that contain a mix of upper- and lowercase letters, symbols and numbers.
4. Remember the golden rule: If you wouldn’t do it or say it on a public street, don’t post it online.

Shiny New Gadget Of The Month: Camtasia Studio

With online video becoming a hot trend and an effective way of engaging visitors with your web site, you might be wondering how you can quickly and inexpensively create your own web videos. Or maybe you want to create a video tutorial to train employees how to perform a certain process or task without having to repeat the training over and over again. Or perhaps you want to create welcome videos and tutorials for new customers. All these are possible using Camtasia Studio.

Since the software comes in versions for Windows and Mac users, anyone can create professional-looking videos. The cost is \$300; compared to hiring someone to do this for you, it's a steal. There is a bit of a learning curve, but TechSmith (the makers of Camtasia Studio) offer several web videos to assist you. TechSmith also offers a 30-day trial so you can see if you like it before you commit to buying.



5. Be wary of all links and files. Hackers often post links in comments to try and trick you into downloading an “update,” “security patch” or “game.”
6. Keep an eye on what your friends post about you. Many people have been fired or lost an important client because of online pictures and content.
7. Be careful who you ‘friend.’ Yeah, it feels great to have hundreds (or thousands!) of friends, but the reality is, you really know only a fraction of those people.
8. Be wary of all add-ons. Many of the games and plug-ins are written by third-party companies, not the social network itself.
9. Do a search on yourself. You might be surprised at just how much information comes up! If it's more than you feel comfortable with, restrict your profile online.

What Are QR Codes And How Can You Profit From Them In Your Business?

The last time you were flipping through your favorite magazine, you may have noticed a small, digital-looking image on one or more of the advertisements. What is it? A “Quick Response” code or QR code for short.



A QR code is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL or other data.

This concept was initially created by Toyota for tracking parts in vehicle manufacturing; however, QR codes have been largely adopted by advertisers that want to target mobile phone users (known as mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a URL or to compose an e-mail or text message. Users can also generate and print their own QR codes for others to scan and use by visiting one of several free QR code-generating sites.

So how could you use this? Some companies are smartly using this technology to drive sales by allowing people flipping through a magazine or waiting at a bus stop to get more information on a product, connecting the dots to get people to buy much faster than these types of media originally offered. Others are putting QR codes on permanent coupons or on their business cards to allow would-be prospects an instant way to get more information about a business. You can get a free QR code by going to: <http://qrcode.kaywa.com>

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

The Lighter Side...

Important Lessons We Have Learned From The Movies:

- Ventilation ducts are roomy enough to allow anyone to wiggle through them.
- Medieval peasants all had perfect teeth and British accents.
- Everything always works out in the end if you are a good person.
- Striking one match will light up an area equivalent to a football field.
- The moon always shines enough light in the forest so you can clearly see what's going on.
- The Eiffel Tower can be seen from any hotel room in Paris.
- Every police investigation will require at least one trip to a strip club.

Planting The Seeds Of Motivation

An armed robber serving 10 years in prison got a letter from his wife that said, "I'm thinking about planting a garden in the backyard. When's the best time to start?" The prisoner wrote back, "Whatever you do, don't plant anything in the backyard. That's where I buried the money from my last job."

A week later, his wife wrote back, "They're reading our mail! The other day, a team of police officers showed up with a warrant and dug up the entire backyard! Now what do I do?"

The prisoner wrote back, "Start planting."

Win a 42" HD Television TechSage Solutions Referral Contest!

We are giving away a 42" HDTV flat screen TV to the person who refers the most business to us between June 1, 2011 through August 1 2011.



How the contest works:

- Call or email us with your referral information
- We will call to schedule an appointment
- We will send you a check for \$25
- If your friend becomes a client we will send you a check for \$50
- We will also give your friend a \$100 discount off our services.

If you have referred more friends than anyone else, you win the TV!

Contest Starts: June 1, 2011

Contest Ends: August 31, 2011

The winner will be published in the September 2011 newsletter.

**In the event of a tie, the person who had the first referral will be the winner.*

***To qualify as a referral, the business must have at least 5 PC users and a server.*

ehill@techsagesolutions.com 210-582-5814

Client Spotlight:

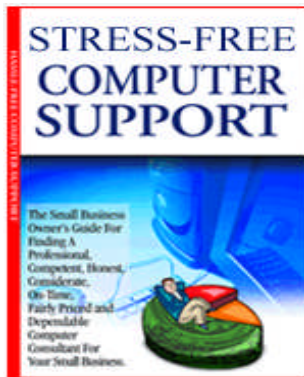
JB Goodwin Realtors

Focusing on real estate in the Austin, San Antonio and the Texas Hill Country. Their agents can assist with buying or resale or new homes, selling property or investing in real estate. Their web address is www.jbgoodwin.com

Would you like your company highlighted here in our "Client Spotlight?" Then give us a call today at 210-582-5814

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Get a **FREE** Copy of our New Book:



Only available while supplies last!

Don't hire ANY computer consultant until you read this book.

This book is the ultimate business owner's guide for finding a professional, competent, honest, considerate, on-time, fairly-priced and dependable computer consultant.

You'll discover:

- The 5 types of technical support available and the pros and cons of each.
- How to avoid over priced, disappointing and/or paying for substandard work.
- 12 warning signs that you hired the wrong consultant.
- Viruses, worms, spyware, and hackers: what you need to know to protect your company from invasion.
- Everything you need to know about contract, payment schedules, and rate negotiations.
- 10 Critical characteristics to look for in a competent computer consultant.
- And much, much more!!!!!!

Call now to get your FREE copy. (210) 582-5814

How To Get Your E-mails Delivered

Since e-mails are cheap and easy and deliver instant results, there's a good chance you are (or plan on) using e-mail broadcasts to communicate with your clients and prospects. But with so much spam, how can you make sure your e-mails stay OUT of the spam filter and get safely delivered to your recipients' inbox? Here are a few tips:

1. Send e-mails only to people who have opted in or requested to receive e-mails from you. Otherwise, you'll risk being flagged as a spammer and will get your account or server blocked.
2. Use a legitimate e-mail broadcasting service. This goes along with the above recommendation. These services have entire teams of people working to make sure the e-mail broadcasts sent from their servers are delivered – a huge task that is no simple thing in the online world. That's why it's better to use these services versus broadcasting from your own server. It takes only one person to flag you as a spammer to get your server shut down.
3. Send text e-mails instead of HTML. A study by AWeber.com shows that plain text messages are undeliverable 1.15% of the time and HTML-only messages were undeliverable 2.3%. If sending HTML, always send a plain text alternative message, also called text/HTML multi-part mime format.

The Learning Corner

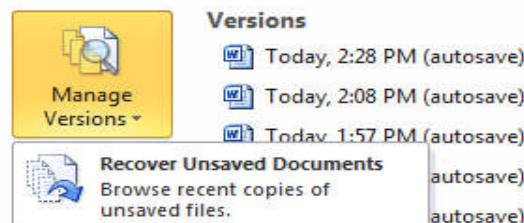
Recovering Files

Recover files that you close without saving

In earlier versions of Microsoft Office, you could often recover unsaved changes if the program closed unexpectedly, such as if the power goes out and shuts down your computer. But if you closed the file yourself without saving (and who hasn't done that at some point or another?), you were out of luck. The time you spent and the work you created were lost. Well, not anymore.

If you work for a while and then accidentally close the document without saving, Word, Excel, and PowerPoint now enable you to recover content—even if you never saved the file.

- Access drafts of documents that were never saved. To do this, in Backstage view, on the **Info** tab, click **Manage Versions**.
- You can also access up to the last five autosave versions of your previously saved active document from the **Info** tab in Backstage view. By default, the last autosave version remains available temporarily if you close the document without saving.



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