

TECHSAGE Monthly Newsletter

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*Your monthly
newsletter provided
by John Hill, Pres-
ident and CEO of
TechSage
Solutions*

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You're Better Off Giving Your Employees A \$1,000 Bonus Than Being Cheap With Technology

Imagine, for a minute, that you're the CEO of a scrappy, promising new start-up. In the beginning, it was just you and two other employees working on dinky PCs out of a 12-by-12-foot office, but times are picking up and the company is heading into the uncharted waters of rapid growth.

As the business moves into the public eye — and, in turn, the hungry eyes of potential hackers — it's become obvious that you're going to need to lock down your data. At this critical stage, a cyber-attack could mean the death of everything you and your team have built.

But the budget is looking lean. Everything you've done so far has been by the skin of your teeth, so why should security be any different? You put one of your more

tech-savvy employees on the case, tasking him with finding the cheapest cyber security solutions available. Sure, he may not be an expert, but he understands computers. What could go wrong?

He scours the web, perusing dozens of "Top 5 Cheap Firewall Software" articles, and, with the help of a scrappy how-to guide, installs what seems to be the best of the lot on your servers and across all your computers. The entire process takes 10 hours, and costs the company next to nothing.

Potential crisis averted, you turn your attention to other matters. We'll revisit our cyber security later, you think, once we have a little more financial wiggle room.

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Sign up for weekly security tips www.techsagesolutions.com/cyber-security-tip-of-the-week/ - Page 1

Across the following year, the company's success skyrockets. The phone is ringing off the hook, new business is flooding in and your profit margin is exploding. You even ended up snagging a feature in *Entrepreneur* magazine. Your company is the envy of all your peers.

That is, until the day that you get hacked. One morning, an advanced strain of ransomware easily sidesteps your free antivirus and starts wreaking havoc. It slithers through your systems and locks you out of *everything*, from client data to basic Word documents, and encrypts it behind a paywall, demanding \$50,000 in Bitcoin or you'll lose access to all of it — forever.

"The fact is, when your time, money and business are on the line, it simply doesn't pay to be cheap when choosing your cyber security technology."

You couldn't make room in your budget for a robust cyber security solution. Well, how does that \$50K ransom strike you?

This may sound like nothing more than a horror story, but in reality, this happens to business owners all over the world each and every day. An IBM security study from last December discovered that over half of businesses surveyed had paid over \$10,000 in ransomware payoffs, with 20% paying over \$40,000. And that's not even including the millions of dollars of damage caused by other forms of malicious software every year.

The fact is, when your time, money and business are on the line, it simply doesn't pay to be cheap when choosing your cyber security technology.

Think of it this way. Say, with your free antivirus, you're "saving" \$100 a month. Lo and behold, a virus manages to punch its way through and causes chaos throughout the company server. Even if you're lucky and it isn't ransomware, by the time you've managed to expunge the stubborn virus from your business, you'll have put in countless man-hours, guaranteed to cost you more than that \$100 a month. Instead of throwing those

thousands of dollars down the drain, you'd be better off giving each of your employees a \$1,000 bonus!

Free antivirus software, giveaway cyber-protection, or a \$5 firewall seems like a great idea, until a hacker cuts through your company's defenses like a warm knife through butter. These guys *love* when they see these outdated, cheapo barriers guarding your priceless data — those are the paper-thin defenses that keep hackers in business.

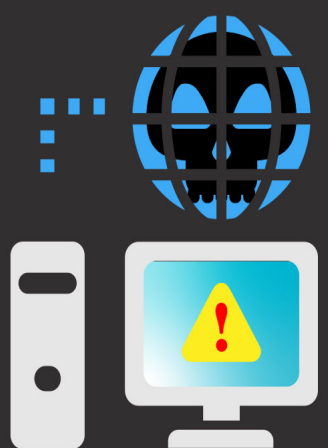
You wouldn't buy a rusty, secondhand old lock for your house, so why are you installing primitive cyber security software to protect your most precious company resources?

In today's world of rampant cybercrime, it's inevitable that somebody will come knocking at your digital door. When that day comes, do you want a free piece of software that you saw on LifeHacker, or a tried-and-tested, up-to-the-minute, comprehensive security solution?

Don't be shortsighted and risk everything just to save a quick buck. Invest in your company's future, and protect yourself with the most powerful tools on the market.

Would you be concerned if your company credentials are being sold for as little as \$2?

On the Dark Web,
Remote access
credentials cost as
little as **\$2**



Does your company have unique passwords for every login site they use, including their computer network password? If one of the passwords is compromised and sold (cheaply), how much would this cost your company? As a company owner, we should reduce our risks as low as possible.

We are offering a free dark web scan on the company's domain (email). To request your free scan, go to:

www.techsagesolutions.com/dark-web-scan/

Bromium Into The Web of Profit, 2019

New
Gadget Of The Month:
FlexSafe Is Here To Protect
Your Valuables

Beachgoers all know the security dilemma that comes with a stray wallet. When it comes time to put on your trunks and head into the sea, do you bury your valuables in the sand? Hide them under a towel? Or leave them be and hope for the best?



For all of those who find each of these options less than ideal, there's FlexSafe. It's a handy, personal, portable safe designed to stave off thieves, wherever you are. Water-resistant, slash-proof, RFID-blocking and equipped with a heavy-duty three-digit combination lock, it turns you from an easy target to a walking fortress. The bag-shaped design clips into itself, allowing you to secure it to a beach chair, umbrella or any other unwieldy surface and go on your merry way without worry. At \$59.99, it could be a sound investment for those of us finding ourselves leaving our valuables exposed on the regular.

Boiling
Down The Best
Business Advice



In a recent article for *Inc.com*, several founders shared the best advice they'd received over their long and storied careers.

The wisdom runs the gamut, but reading through the article, it is clear that the factors essential to being successful orbit a few key points. You need to be adaptable yet focused on the specific things that you and your business can do really well. You need to prune your priorities while taking time for yourself and your health. You need to show your team and those who depend on your success that you are driven, but you also need to take care not to overextend yourself.

The Questions Entrepreneurs Need To Ask To Succeed

Many entrepreneurs fall into the same cycle. Working their fingers to the bone just to keep their heads above water. No exercise, no healthy food and no time for their family. If this sounds like you, then you are indeed in the trap.

CHASING YOUR TAIL

Popular entrepreneur and author Barry Moltz coined a phrase to describe these tendencies: the Double Helix Trap. It works something like this: You work as hard as you can, focusing your efforts on servicing your clients, but then sales drop. You're busy servicing clients, after all, not selling. So, then you do everything you can to boost sales. You network like mad; you call prospects; you do everything you can to book more business.

But then, since you are selling, you're not making money. You need to do the work to make the money! So, you shift back to servicing clients and not selling. You've fallen into the trap!

SELF-EVALUATION TIME

Luckily, believe it or not, there is a way out of the trap. All you need to do is ask two simple questions, answer them honestly and then take two simple actions.

Every 90 days, ask yourself, "**What's working?**" List all the things you've been doing over the past three months that have been making you money. Whether they're specific market techniques, specific high-spending clients, specific services that are



bringing in profits or anything else, they're worth tracking. Once you identify what's working, you now need to amplify it.

But this is only half of the equation. The other half is to ask yourself, "**What's not working?**" List everything that is bringing you and your business down. Afterward, you have two options: reduce and eliminate it as quickly as possible, or find a way to change it so that it gets into the working category by the next 90-day evaluation.

TRUSTING THE SYSTEM

Obviously, this 90-day time-frame analysis system is not scientific. And I'm sure there are a million arguments out there stating why some things need several years before hitting their peak. But the point is that a lot of parts of your business can be evaluated every 90 days, to great benefit. Those questions are definitely worth asking.

And once you do ask them, you'll ask yourself why the heck you didn't stop that a long time ago, and you'll get started on more of the good stuff a lot sooner!



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. He is also 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 www.mikemichalowicz.com.

4 Things You Should Do RIGHT NOW To Protect Your User Account In Case It Gets Hacked

Last year, the top 15 hacks compromised more than 2.5 billion user accounts. You can safely assume that, even if you haven't been notified, it's likely your data is out there as well. So, get savvy and follow these simple tips.

1. Enlist in protection. In the wake of these high-profile breaches, many companies have extended free credit and identity monitoring as an olive branch to stave off lawsuits. Take advantage of it. Even if it's not free, it might be worth investing in.

2. Close loose ends. Only make an account for sites you actually visit regularly. Use guest accounts whenever possible, and delete accounts you never use.

3. Use a password manager. Seriously, most people's passwords are an absolute joke. A password manager allows you to use a different, powerful and unique password for

every account you have while still being able to remember it.

4. Freeze your credit. If you have been notified of a breach and you're worried, you can take drastic action and set up a credit freeze with each credit agency you work with.

Alternatively, you can just set up a free fraud alert. *Inc.com*, 12/11/2018

Top Tips To Protect Your Business From Social Engineering Attacks

Every year, millions of attacks are successfully carried out against businesses just like yours. It's important to know what you're up against and how to protect yourself.

The most common social engineering tactic is phishing, often coupled with a strategy called pretexting. By gaining the trust of the victim, hackers are able to lure them into

giving out sensitive personal information. Also be on the lookout for baiting, in which attackers offer free downloads, such as movies or e-books, and demand personal information from the victim. The best tools against phishing are online filters that automatically detect phishing scams, security programs, antivirus programs and education on best online practices. It should be obvious to your employees that giving out personal or company information is something they should never ever do outside of trusted sites that they can confirm are genuine.

SmallBizTrends.com, 2/28/2019



Refer a friend

From April 2019 to June 31, 2019:
Receive a pair of Apple AirPods with
Wireless Charging Case

How the Contest Works:

- 1) Call or email us with your referral information and receive \$25 gift card.
- 2) We will call your friend to schedule an appointment. If an appointment is made, we will send you a \$50 gift card.
- 3) After the appointment we will add your name into the drawing for a pair of Apple AirPods with Wireless Charging Case (*are compatible with all Smartphones and Tablets*).
- 4) If your friend becomes a client and spends \$1,000 or more, we'll send you a check for \$100. As a bonus, we'll also give your friend a \$100 discount off our services!

What makes a good referral for TechSage Solutions?

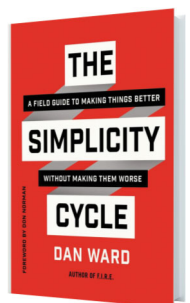
A business owner who has 5 or more PC's and needs help with their network, data backups, phones, email, data security, etc. or is just interested in having a second opinion on how they are doing things now. We provide service to the San Antonio area and surrounding cities.

Send email to info@techsagesolutions.com or call (210)-582-5814

The Simplicity Cycle

By: Dan Ward

Today, it seems the world is more complex than ever. Business is no different. But in our quest to address the intricacies of our circumstances with our products, offerings, services, communication and everything else, too often something is lost. The fact is that during the development process, it is easy to keep adding more and more complicated elements until the thing gets completely bogged down.



In Dan Ward's book *The Simplicity Cycle: A Field Guide To Making Things Better Without Making Them Worse*, he breaks down his methods for pinpointing the exact point at which "complexity" and "goodness" meet in order to avoid these oversteps and optimize the future of your business.