

Ribb "IT" Review

App of the Month: Good Budget



A money manager and expense tracker that's great for home budget planning. This personal finance manager is a virtual update on your grandma's envelope system--a proactive budget planner that helps you stay on top of your bills and finances. Built for easy, real-time tracking. And, sync across Android, iPhone, and the web to share your budget.

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This monthly publication provided courtesy of Alex Bleam, Owner of Frogworks

"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!"

- Alex Bleam, Frogworks



You Don't Convince; You Persuade

As entrepreneurs, we see that word a lot: "convince your target audience that you're the best one for them." "Convince the client that they can trust you." But do we really convince?

Marketers don't really convince. Engineers convince. Animal rights people convince. So what do marketers do? Persuade.

Convincing usually involves rationalization. It's the difference between telling you how many shelter animals die a day and putting cute, innocent puppies on television that stay behind bars and bark at the camera. Convincing has everything to do with numbers and logic; persuasion is a different beast.

Persuasion is gentle, and it takes some serious finesse. If your persuasion act goes wrong, you wind up with no client and no job. But if you use it correctly, persuasion is your best friend. It

uses emotions, fear of the unknown, and the most powerful tool of all: imagination.

What happens if you don't protect your business?

What if a cyberattack gets through your measly defenses and takes all of your data? Hackers do practice on small businesses, after all.

How would you feel if your computer crashed and burned and you had no one to help fix it?

Persuasion has everything to do with targeting someone's emotions, not cornering them with facts. However, it is much easier to persuade someone if they're already convinced (with said facts). But if you've just convinced someone that you're right and they're wrong, that doesn't necessarily mean they're going to do anything about it. And that's your goal, ultimately – to get them to do something.

So if you're spending all of your time trying to convince people with facts, figures, and interesting information, you may want to take a step back for just a moment and see what would work on you personally.

Beam Me Up, Scotty: Lessons from Star Trek

Every once in a while, it's worth looking at ideas that have persisted for decades – there's got to be a reason they're still around, right? In our case, these "ideas" come in the form of a TV show by the name of Star Trek. Started in the mid-1960's, the franchise is still going strong over fifty years later, even though much of the original cast has passed on and is no longer in the limelight. The original crew taught us a lot about friendship, teamwork, and yes, even business. Here are a couple of things you can learn from the Captain himself.

Your Crew Should Be Reliable

Who doesn't want a team like that of the Enterprise? When tragedy or drama strikes, the team is prepared and ready to react like a well-oiled machine. It's rare that the audience ever catches the bridge crew not knowing how to handle.

So why wouldn't you want the same thing for your well-rounded team members? You want members of your team to be self-motivated, independent, and willing to step out of their boxes and help with what's needed at the time.

Kobiyashi Maru Proving Grounds

In the last Star Trek movie, we become familiar with the Kobiyashi Maru proving grounds. In the movie, we see that a young Kirk is fighting against a simulation of enemies. The test is impossible to beat; the enemies always win, plain and simple. The test is about handling an impossible situation well as everything falls down around you.

This kind of skill is important of course, but Kirk would have none of it – so he simply changed the rules. When your business is up against a wall without much light at the end of the tunnel, make a decision about where you want to go and what you need to do to be successful.

Free IT Security Assessment

Don't leave yourself open to litigation, fines, or

the front page news. If you've caught the news

recently, you know that maintaining the security of your business data is tougher – and more critical

– than ever. A free IT security assessment from Frogworks (also called a "security audit" or "security review") will ensure that proper security controls are integrated into your technology environment.



REQUEST YOUR FREE IT SECURITY ASSESSMENT TODAY! at <http://www.getfrogworks.com/free-it-security-assessment/>

Or call us today at (240) 880-1944

Don't just deal with the pieces of your business falling apart – do something about it.

Keep your business in ship-shape, challenge your inner James T. Kirk, and meet challenges that face you and your business with confidence, pizzazz, and a smile on your face. You should, however, keep your red-shirted employees safe from danger.

The Mistakes that Could Kill your New Website



Not too long ago, my spouse was designing a website for a friend. It was a nice looking website even though my significant other is an amateur coder, but the real problem came up with the content the person was sending through e-mail. Being an editor and word Nazi at heart, I couldn't help but cringe at the quality of the work – It was riddled with errors and spelling mistakes, and the content was a poor representation of what a piece of writing should do for a website.

It didn't even have a call to action, which as you should know, is a sin in the marketing world.

Needless to say, poor decisions can lead business away from your website and to some other website that has more clear content and more interesting ideas. You might feel like dancing around the point will make your readers more excited to get to the point, but in today's very impatient world, it will likely make your potential customer click the back button instead.

So here are a couple of incredibly common mistakes you can make when you're building your own website from scratch.

Errors. Seriously, pay someone a sum of money to go through your website – twice – to look for common mistakes and errors that people make when writing content. There are so many confusable words – like compliment and complement – that not even a good writer will remember to check all of the time. Having someone double, triple, quadruple check for errors, small and large, can save you a lot of headaches in the end. Since you're just starting up, it shouldn't even take someone that long to make sure everything is at the level you'd like it to be, and from then on it's just maintenance and guarantee of quality work.

Not having people test your website before it goes live. Your site is perfect, you say? Great – recruit ten or so of your friends and family to make sure they think so, too. It's even better if they have no idea what the website is about and from the content will have to figure it out. If most of them guess wrong, or some of them are confused about what you want them to do, those are probably the weak areas in your website and you can work on improving them before your audience

New Releases in the technology world: iPhone X

An all new iPhone X. Apple says "Hello to the future." With iPhone X, the device is the display. An all-new 5.8-inch Super Retina screen fills the hand and dazzles the eyes. The display employs new techniques and technology to precisely follow the curves of the design, all the way to the elegantly rounded corners. The first OLED screen that rises to the standards of iPhone, with accurate, stunning colors, true blacks, high brightness, and a 1,000,000 to 1 contrast ratio. A tiny space houses some of the most sophisticated technology we've ever developed, including the cameras and sensors that enable Face ID. The most durable glass ever in a smartphone, front and back. Surgical-grade stainless steel. Wireless charging. Water and dust resistance. Familiar gestures make navigation natural and intuitive. Instead of pressing a button, a single swipe takes you home from anywhere. Your face is now your password. Face ID is a secure new way to unlock, authenticate, and pay. Face ID is enabled by the TrueDepth camera and is simple to set up. It projects and analyzes more than 30,000 invisible dots to create a precise depth map of your face. Face ID is so secure you can use it with Apple Pay. And check out with just a glance. Create beautiful selfies with sharp foregrounds and artfully blurred backgrounds. A new feature in Portrait mode, Portrait Lighting produces impressive studio-quality lighting effects. The TrueDepth camera analyzes more than 50 different muscle movements to mirror your expressions in 12 Animoji. Reveal your inner panda, pig, or robot. A larger and faster 12MP sensor. A new color filter. Deeper pixels. And a new telephoto camera with OIS. Depth-sensing cameras and precise facial mapping create striking studio-quality lighting effects. With all these new features, the most interesting for most being the facial recognition, is it worth the money?

finds it's inconsistent for you. Make sure it's easy for them to figure out how to contact you, too.

Forgetting your call to action. Having your CTA on every single page isn't necessary, but have it visible at the top or bottom of your page is essential in making sure that as soon as the potential client is interested in your site and its services they can contact you. Make it so obvious and easy to contact you that they can't help to contact you, at least because they're curious and want to know more (which is what your website content should make them feel like anyway).

Though the above pitfalls can kill a client's interest, making sure your site is perfect in other ways is important, too – consult a professional marketing company for further assistance.



Less people show up at trade shows than they used to. There are a lot of reasons for this, from a depressed economy to other effective marketing techniques coming into play. Most, if not all, of the product information that is presented at a trade show is also presented online on your website or during a webinar. It makes sense that trade shows are less busy, however, that doesn't mean you shouldn't be making an appearance; what you get in return will be worth your time.

Good Old-Fashioned Information

Many trade shows these days have something called a “breakout session”. These sessions focus on a single product or service that one or two of the vendors are pushing. You can learn a lot from just watching how they try to sell their product that may be useful to you when it's your turn to try and sell. The vendors also often bring along experts in their field who can be a wealth of knowledge for you.

Networking

It's likely you'll meet a large amount of people at trade shows that are interested in what your company does. Talk to these people, even if they won't get you a sale today or tomorrow. Who knows what the future holds for them? Titles change, companies change, people change jobs. If you make a lasting impact or spur an idea of theirs on with what you can provide for them, you may have a client down the road.

Take a moment and talk to the other vendors as well. They are valuable resources for solutions or recommendations if you have a problem that you need to fix. Networking with them also can lead to business partnerships later on, meaning even more chances to make sales. Talk to every vendor you can and make business conversation about what they do and what you do, too.

Services for Your Business

Even though the almighty Internet holds the majority of information you need to improve your business, sometimes seeing something up close can change what you think of it. Trade shows are excellent opportunities to find that “new thing” that will change your business for the better. Sometimes you don't even know you're looking for it – maybe it's a new design tool, technology, or website option that you believe will make your business ten times better than it is now.