



Ribb"IT" Review

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably" Issue 1 Volume 05 January 2015



"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!"
- Jennifer L. Blead, Frogworks

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Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

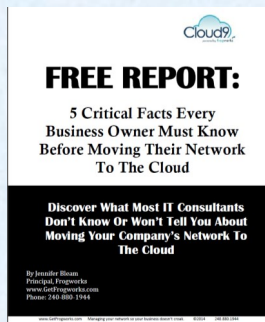
- 1. Mention: Google Alerts for the social web.** Mention helps you monitor your brand's presence on social networks, forums, blogs, and more. It also includes social features that allow you to respond to mentions of your brand, and to share industry news that you find.
- 2. Buffer: Social media publishing, plus powerful analytics.** Buffer is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+, and App.net.
- 3. Feedly: Content discovery.** Finding great content to share with your audience is easy with Feedly. Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.
- 4. Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where Twitter Counter comes in. It's a free service that tracks changes in your follower count, and predicts future growth over time.
- 5. Zapier: Link favorite social services.** Zapier connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up automatic notifications inside HipChat rooms for Tweets, MailChimp campaigns, or new RSS items.
- 6. Bottlenose: Intelligence for social networks.** Bottlenose features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.
- 7. Followerwonk: Follower analysis for Twitter.** Although you can use a tool like Twitter Counter to watch the growth of the number of your Twitter followers, you may need to analyze your followers more carefully. Followerwonk breaks down your followers into demographics so you can understand them better.
- 8. Quintly: Social analytics for brands.** Quintly is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn, and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.



"I've put on a lot of weight, but I'll lose it all in the Spring."

Attention Washington DC Metro Business Owners:

**If You Are Considering Office
365, Google Apps, Or Some
Other Cloud Computing
For Your Company,
**Don't Do Anything **
Until You Read This
Important Free Report**



If you are the owner of a rapidly growing firm facing a server refresh, and are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read our new special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, and how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know, or won't tell you, about cloud computing that could end up causing you MORE problems, and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Request Your FREE Copy Now:

www.GetFrogworks.com/Cloud

How To WOW Your Prospects

Would you like to WOW your prospect before you even have the first meeting? The picture you see at the bottom is actually a website. Each item on that page is a clickable item that will allow you to educate your prospect before you even meet them for the first time.

You can configure the page any way you like. You can even add a custom video and/or audio message. Once set up, sending a link to this website takes about 3 minutes!

With our prospect landing pages, you will get the following:

- The ability to create unlimited custom landing pages, just like you see below
- The ability to personalize each page for your prospects
- Create as many templates as you like
- Configure the content any way you like, including: video, audio, e-books, and PDFs
- You will also receive our hassle-free full 30-day money back guarantee!

To get started, it is only \$59/month for a single named-user, and \$250/month for a sales force (up to 7 users.)

Call us today to get started, or to see a demo! Call our office at 240-880-1944, or email me at: Jennifer@GetFrogworks.com



Shiny New Gadget of the Month:



iPhone Binoculars

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at www.SkyMall.com!

Take Your Profit First, Always

The formula for profitability has been established for ages. Every business owner, CEO, freelancer, and entrepreneur knows it. The Generally Accepted Accounting Principles' (GAAP) fundamental formula for profit is simple: **Sales – Expenses = Profit**

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" doesn't produce a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the formula makes logical sense, it ignores the fact that it is managed by **people**. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first: **Sales – Profit = Expenses**

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted), and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better.) Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.



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 Provendus 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 www.mikemichalowicz.com/

*The Lighter Side:
Cakes, Presents, And
Embezzlement*



There's nothing like a birthday party complete with an over-the-top cake, mounds of balloons, and presents stacked to the ceiling.

No, we're not talking about Miley Cyrus' 23rd birthday extravaganza, we're talking about the surprise birthday bash Ruth C. Amen threw for her boss, without approval.

The lavish party raised eyebrows, and led to a review of the office manager's accounting practices.

Turns out, Amen had been embezzling money from the business to pay her personal credit card debt. She also cut extra paychecks for herself, "forgetting" to deduct insurance costs from them. Maybe Amen felt bad about stealing and wanted to make up for it somehow, but all of the birthday cakes in the world wouldn't quite cover the \$181,674 she stole. When the last candle was blown out, Amen was found guilty of Grand Theft and Scheme to Defraud, both felonies.

Next time, buy a card; it's much less suspicious.

**Pet Of The Quarter:
Rocket**

Our Pet Of The Quarter belongs to Ashley Voorhees of Hao Orthodontics in Charlotte Hall, MD.

Rocket is a 4-month old Red Heeler mix. As he is too young—he's an energetic little puppy!—he doesn't accompany Ashley to work, so he has to stay home.



Rocket's favorite toy is a tennis ball, and he also loves to go for walks.

An interesting fact about Rocket is that he is afraid of his own reflection in the mirror! But the best thing about Rocket is he is the biggest Momma's boy, and loves to cuddle.

Congratulations, Ashley and Rocket, on your gift of treats and toys! Be on the lookout for your Gift Basket in the next couple of days.



**Your Chance To WIN A
\$25 Gift Card To Best Buy!**

The Grand Prize Winner of last month's Trivia Challenge Quiz—and Olive Garden gift card—is Maureen Treas, of Ferguson, Schetelich & Ballew, P.A. in Baltimore, MD! She correctly answered my quiz question from last month:

What film released in December 1988 went on to win an Academy Award for Best Picture?

- a) Working Girl b) The Accidental Tourist c) Rain Man
d) Dirty Rotten Scoundrels

The correct answer was D) Rain Man. Now, here's this month's trivia question. The winner will receive a gift card to Best Buy!

Take my monthly "Trivia Challenge," and you could win too!

Send me an email with Trivia in the subject line and your answer: Jennifer@GetFrogworks.com

To ring in the New Year in Spain, it is traditional to do what on each chime of the clock?

- a) Eat a grape
b) Take a sip of wine
c) Clap your hands
d) Light a candle