



Ribb"IT" Review

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

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“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

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“Your password was so clever I mentioned it to everyone who came in today.”

The Legend of the Plumber (or What Can A Plunger Teach You About Marketing?)

By Jennifer L. Bleam, Marketing Manager

A few weeks ago, I left my house and noticed a plunger sitting on my front porch. Yes, the device used to unplug stopped up toilets! I immediately texted my husband to let him know that HE would need to deal with it when he got home. (This obviously fell into the “other duties as assigned” category in The Official Husband Job Description.)

Imagine my surprise when he showed me the (brand new) plunger. It was actually a marketing piece! On the handle was a professional sticker that said, “Use this plunger for small jobs. For bigger jobs, call us.” OK, other than the ick factor, this was actually pretty clever! There are at least five marketing fundamentals that this plunger can remind us of:

1. **“May I have your attention please?”** Your prospective clients are busy. They’ve got the same crazy-busy life that you have: doctor’s appointments, music lessons, date nights, running a business, family challenges. You have to get them to stop momentarily and pay attention to your message. Get your prospect’s attention with your headlines, titles of articles, colored boxes, handwriting on the outside of an envelope, etc. You have to get their attention first. Let’s face it, NO ONE is going to leave a plunger on their front porch! How can you generate that same level of attention?
2. **“Why did they give me a plunger?”** So they got my attention, got me to stop in my tracks, and even entertained me a bit (yes, I’m easily entertained.) Once you figure out how to gain your prospects’ attention, you need to explain your offer. And if you used lumpy mail, your offer should tie back into the lumpy mail piece you decide to use.
3. **“Call today!”** We’re so used to big companies “branding” themselves, that we fall into the trap of thinking that branding will work for our business. You cannot take branding to the bank! Maybe your bank is different, but my bank only takes money. So you have to generate it! There is no shame in that! Branding does NOT equal money for a small business owner. Phone calls and web inquiries don’t equal money. They lead to the possibility of making money. Only SALES equals money. (Marketing and Sales are two very different things, although they’re complementary.) It’s the job of your marketing to generate phone calls and inquiries. In order to do that, you must ask them to call you, click a link, or email you.

There are at least two more lessons to be learned from the plunger! Stay tuned next month for the conclusion.

Shiny New Gadget Of The Month:



Laser Projection Virtual Keyboard

Put the future at your fingertips with our virtual laser keyboard. This revolutionary little gadget uses state-of-the-art laser to project a virtual keyboard onto any flat surface. It tracks your fingers like magic using advanced optics and connects via Bluetooth to any Apple or Android device – it can even connect to your laptop!

You touch, it types.

Transform any flat surface into an instant workstation and type up a storm any time and virtually anywhere you may want. The Bluetooth technology allows a quick and easy pairing with your tablets, your smartphones and most laptops, and this little device comes with a USB cord for easy charging. The battery can last up to two hours of continuous typing.

Revolutionize the way you work.

It's the future of technology – get it first at www.Brookstone.com and show it off. It packs plenty of punch for \$120.

7 Ways To Keep Your Tablet Secure

- 1. Don't leave it lying around**
Although this is common sense, you've probably violated this rule more than once. Tablets are easy targets for thieves, so don't let it out of your sight when in a public place – and don't leave it in plain view in your car or you might end up with a broken window in addition to a stolen tablet.
- 2. Use a passcode**
Although it's not 100% hacker-proof, it will block unauthorized users from accessing your information.
- 3. Consider enabling automatic data erasing**
You can configure your iPad to erase your data after 10 failed pass-code attempts. Clearly this is not a good solution for anyone who constantly forgets a password or for those who have kids trying to log in repeatedly. However, if you have a Microsoft Exchange account connected to your mobile device, your IT guy can remotely wipe your mobile device as soon as you report that it has been lost.
- 4. Encrypt your hard drive**
On your iPad, simply enabling the password will turn on encryption. All iOS devices also come with a second layer of encryption (called data protection) that protects your e-mails and attachments. This protection can't be broken, even if the passcode is stripped. On Android tablets, you need to enable hard-drive encryption in the security settings.
- 5. Enable iCloud Find My Phone or Android Device Manager**
These are valuable tools to use when you misplace your tablet. Both of these services allow you to log in and find your tablet or even wipe it if you have sensitive data on it.
- 6. Install software updates**
As with all software, make sure you have the latest security updates and patches installed to protect against hackers and viruses.
- 7. Only connect to trusted WiFi networks**
Public WiFi's are open territory for hackers and identity thieves. Whenever you connect, make sure it's a legitimate, secure connection.

We can help protect your mobile devices. Give us a call at 240-880-1944



Pet of the Quarter

Our Pet of the Quarter belongs to Lisa Rice of Jones Advisory, LLC located in Towson, MD. Congratulations, Charlie on your gift!!!

- **Pet's Name:** Charlie
- **Breed:** Morkie - He is a Maltese and Yorkie mix, a Morkie
- **Age:** Charlie is 5 1/2! We have had him since he was 13 weeks old. He was born the day after my husband and I got married.
- **Do I bring him to work?** Unfortunately I cannot bring him to work. When he was little, my retired neighbor used to come over and get him to play every day. We also took him to doggie day camp during the week.
- **Favorite Toy?** Charlie doesn't have any "favorite" toy but he loves for you to chase him around the house and try to get any toy from him.
- **Interesting fact about my pet:** Charlie climbs on top of the sofa like a cat and sits there. When anyone is away for the night he stays downstairs waiting for that person, even if it is all night.
- **Best thing about Charlie:** Charlie can smile, and he smiles at you when you come home. When I was pregnant he would sleep right next to me all night, as if he was keeping watch.



Charles County Chamber of Commerce Golf Outing



On April 28, Frogworks helped sponsor the Charles County Chamber of Commerce Golf Outing at the Swan Point Yacht & Country Club.

As part of the sponsorship, we had a drawing for an Odyssey White Hot Pro D.A.R.T Putter.

We pulled the winner and it was Dan Kelsh, Principle at Collinson, Oliff & Associates!

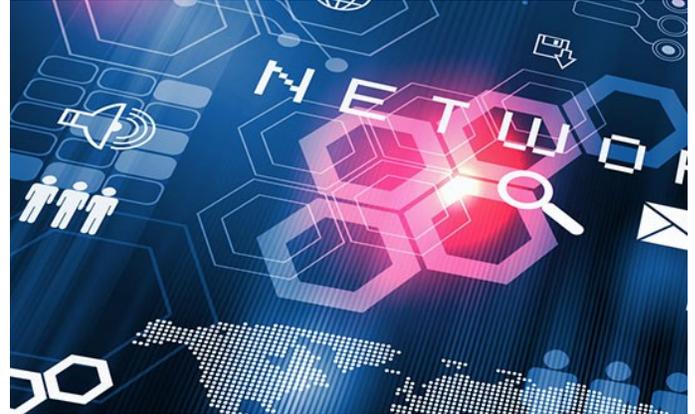
Congratulations Dan, Hit 'Em Well!



Congratulations to Dan Kelsh, Principle at Collinson, Oliff & Associates, Inc. who won the Odyssey White Hot Pro D.A.R.T Putter!

My Computer Network Doesn't Need Regular Monitoring And Maintenance, Does It?

This is probably one of the biggest and most costly misconceptions that many business owners have. Usually this is because they've been fortunate enough to never have encountered a major computer-related disaster, but that's similar to someone thinking they don't need to wear a seat belt when driving a car because they've never had an accident.



Computer networks are complex and dynamic systems that need regular updates and maintenance to stay up, running fast, and problem-free. In fact, it's surprising how fast a brand-new computer will slow down after a few weeks or months of use without proper updates and maintenance. Here are just a FEW of the critical updates that need to be done on a weekly – if not daily – basis:

- Security patches applied – with NEW viruses and hacker attacks cropping up DAILY, this is a CRITICAL part of maintaining your network
- Antivirus updates and monitoring
- Firewall updates and monitoring
- Backup monitoring and test restores
- Spam-filter installation and updates
- Spyware detection and removal
- Monitoring disk space on workstations and servers
- Monitoring hardware for signs of failure
- Optimizing systems for maximum speed

A computer is just like a car: if you don't change the oil, replace the filter, rotate the tires, flush the transmission and perform other regular maintenance on your car, it will eventually break down and cost you FAR MORE to repair than the cost of the basic maintenance – and cars are much simpler than a computer network!

Call us today at 240-880-1944 to see how we can take the stress out of monitoring and maintaining your network.

The Lighter Side:

Did June Know This?



1. Did you know it is **Candy Month**? Go ahead and satisfy your sweet tooth – you're supposed to!
2. Also, the polar opposite: it is also **Fresh Fruits and Vegetables Month**.
3. Aside from that, **June is National Turkey Lovers' Month**. Americans consume *more than 353 million pounds* of turkey during National Turkey Lovers' Month.
4. Marilyn Monroe (*Norma Jeane Baker Mortenson*) was born June 1st, 1926.
5. On June 19th, 1997, *Cats* became the longest-running show in the history of Broadway.
6. **The American War of Independence** began in June of 1775 with the battle of Bunker Hill outside of Boston.
7. The very **first baseball game** was played on June 19th, 1845, across the Hudson River in Hoboken, New Jersey.
8. June 1st also marks the start of **Atlantic Hurricane Season** – be careful!
9. And, of course, we can't forget the **holidays** in June – Flag Day is the 14th, Father's Day is the 19th, and the first day of summer also falls in June!

Have You Installed Microsoft Office On Your iPad?

After years of rumors, Microsoft finally unveiled Office for iPad in late March. This is a huge addition to the iPad, as demonstrated by the more than 12 million downloads of the product in the first week it was released.

The iPad Just Got More Business-Friendly

One of the biggest business complaints about the iPad has been that it's great as a personal device and for catching up on e-mail, but you really couldn't do real work on it. You can now use the core 3 of Word, Excel and PowerPoint on your iPad fairly seamlessly. Microsoft has integrated Office for iPad into their Office 365 suite of products with an annual fee of only \$100, which includes online file storage (or you can simply view files in Office for iPad, but not work on them, for free).



Used with permission from Microsoft.

A Familiar Interface And Functionality

Just about everything you're used to within the Office Suite is here on the iPad, optimized for touch screens. These three apps are feature-rich, powerful business tools.

And while a menu item or two might be out of place, you'll soon quickly adapt to the user interface. If you've used an iPad and you've used Office on your desktop, you'll be just fine. Advanced features such as change tracking, find and replace are all there, and while there still may be a few things you need to do on your desktop, we're hard-pressed to find many of them.

Your Chance To WIN a \$25 Gift Card to Starbucks



The Grand Prize Winner of last month's challenge was **Cassandra Nesmith of Robinson Kirlaw & Associates in Greenbelt, MD**

Famous May baby **Paul David Hewson** is better known to the world as ...? The correct answer was d) Bono

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

Which of the following stones are not considered a June Birthstone?

- a) Moonstone
- b) Alexandrite
- c) Sardonyx
- d) Pearl