



# Ribb"IT" Review

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably" Issue 10 Volume 04 October 2014



"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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In the year 2030.

## This Halloween...Who's Keeping An Eye On Your Computer Network?

Many business owners and managers we work with wait FAR too long to have us check and update their computer network's health and security. Unless we are actively performing regular daily/weekly/monthly maintenance, a nasty virus, malicious hacker, unexpected software corruption, hardware failure, or dozens of other problems could catch you off guard and result in extensive downtime, data loss, and expensive data recovery efforts.



That's because many businesses do not perform regular maintenance on their network, and therefore are overlooking many serious threats that are increasing all the time. At some point, disaster strikes and they find themselves in a real mess, with a network down and employees sitting idle, waiting to get back to work.

By then the damage is done, and it can cost thousands of dollars to get the network back to normal, if that's even possible. What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network's security and health to remove these threats on a regular basis.

### No More Excuses! Our Free Network Checkup Will "Exorcise" The Demons Hiding In Your Computer Network

From now until Halloween (October 31<sup>st</sup>), we're offering all clients and newsletter recipients a FREE Network Checkup (\$497 value) so that you have no excuse for not making sure your computer network is safe and sound.

**Schedule your FREE Network Checkup to "see" if you are truly safe from spyware, viruses, hackers, and other SPOOKY disasters by calling our office at 240-880-1944.**

## FREE Executive Lunch & Learn Seminar!

## Don't Make These 3 Mistakes With Your Next Office Move

Moving is always a pain in the rump, but it doesn't have to be a horrific, expensive experience. The number one lament from someone who's experienced a "bad" move is "I didn't know I needed to..." followed closely by "I completely forgot that..." In other words, *it's what you don't do that makes the move a disaster*. To make your move easy and effortless, here are the 3 most common mistakes you want to avoid:

### Mistake #1 — Trying To Save Money By Using Your Employees To Move Your Computer Network

Don't ask your staff to disconnect, move, and reconnect computers, phones, and other devices just to save a few bucks. You'll frustrate them and end up with phones ringing at the wrong extension, lost cables, and computers that get dropped. You don't want to let your movers do this job, either; they may be great at moving furniture, but a network is a lot more sophisticated and sensitive. *Be smart and hire an IT pro to pack and move your network.*

### Mistake #2 — Not Hiring The RIGHT IT Firm To Move Your Network

While we're on the topic, make sure you know what to look for when outsourcing the move. A few things to look for would include references from other clients, proof of insurance (get them to fax you a copy), a service-level guarantee limiting the amount of time you are down and a professional, organized approach to quoting the move. A real pro will insist on visiting your current location as well as your new location to conduct a detailed site survey. NEVER hire anyone who wants to quote moving your network over the phone.

### Mistake #3 — Not Giving Your Phone, Internet, And Cable Vendors Enough Advance Notice

80% of unexpected communications blackouts and cost overruns on network moves are caused by failure to properly plan voice, data, and electrical installation *in advance*. Just because the prior tenant had computers and telephones is no guarantee that the cabling is suitable for *your* phones and *your* computer network. Allow at least 6 weeks for Internet and telephone connections to be installed. Advance planning will help you avoid emergency rush fees and Band-Aid fixes to make things work.

**Call us before your next office move, and get an Office Move Checklist, Site Survey, and Network Plan for only \$99!**



## How Businesses Are Getting Cleaned Out By Cyber Crooks (And How To Avoid Becoming Another Statistic)

Presented by Jennifer Bleam, CEO of Frogworks

Tuesday, October 21, 12:00pm- 1:15pm  
Charles County Chamber of Commerce  
101 Centennial Street, Suite A  
La Plata, MD 20646

During this seminar, you'll learn:

- Why criminals would bother to hack "Little Ol' You"
- The methods criminals use to easily hack your computer network
- 3 steps every business must implement to significantly minimize risk
- The most common ways to catch spyware
- Top mistakes most employees make that could put your business at risk

Seating is very limited, so register today!

Online: [www.GetFrogworks.com/Cyber-Security-Seminar](http://www.GetFrogworks.com/Cyber-Security-Seminar)

Email: [Info@GetFrogworks.com](mailto:Info@GetFrogworks.com)

Call: 240-880-1944

\*Lunch will be provided courtesy of Frogworks, beverages courtesy of the Chamber

## Shiny New Gadget of the Month:



### NEO GRAB

It's amazing how quickly our technology evolves. When the GPS devices for cars first came out, could we imagine that our phones would quickly take over that job? More and more, we see people using their phones to navigate in the car, but holding on to the phone while driving can be dangerous. The result has been a series of phone-holding apparatuses that cling to the car in the same manner our GPS's did.

Finally, there is one that is not only functional, but also beautiful, and it battles one of the biggest problems with car phone holders.

The NEO GRAB allows you to mount and remove your phone one-handed, and it works for you in ways unimaginable, not only in the car, but also in the kitchen, office, bathroom, bedroom, garage, at work, etc. With its extreme suction cup, the NEO GRAB is easy to attach to any smooth, non-porous surface, like glass, drywall, plastic, wood, and metal.

The NEO GRAB fits devices with LCD screens up to 6 inches, and can be used for smartphones, mini-tablets, and even your GPS device. Needless to say, this is the ideal accessory for any smartphone user.

The NEO GRAB comes in 5 colors, and can be purchased for \$34.99 from [www.SkyMall.com](http://www.SkyMall.com).

## The Business Innovation Technique of Blending

Entrepreneurs are natural innovators, but even the most forward-thinking people sometimes need a little nudge to help open their minds to new possibilities for growth.

One of the best ways to think outside of the box is to start asking "what if" questions. Here's a "what if" question I've been kicking around lately: What if we took 2 disparate businesses, and blended them to make something new? I'm not talking about merging or partnering with another company; I'm talking about blending business methodologies from 2 (or more) industries to create a new business, or dramatically improve an existing business.

A classic example of this is Commerce Bank. Founded by Vernon Hill in 1973, Commerce Bank blended 2 industries: fast-food restaurants and banking. The owner of a fast-food restaurant franchise, Vernon Hill's bright idea was to bring the convenience and perks of fast food to banking.

For example, fast-food restaurants are open every day, and they start early and close late. Hill implemented extended hours at Commerce Bank, and kept the doors open 7 days a week. No other bank had done this before.

Hill blended other systems from his fast-food franchise when he launched his blended business. He installed a "Penny Arcade" coin-counting machine in his lobby, which had the same effect as video games in family restaurants. Kids could count money and win a prize, and the adults loved it, too.

One of my favorite examples of Hill's blending genius is when you use the drive-thru window at Commerce Bank and get a treat for your dog, just like the toy in a kid's meal. Is it any wonder people call it "McBank"? By blending 2 industries, Hill created the fastest-growing bank ever.

Commerce Bank grew from one location to more than 400, and the franchise sold for \$8.5 billion in 2007. See what a little game of "what if" can spark?

What if you blended your business with hallmarks from another industry? Start thinking WAY outside of the box, looking at winning concepts from industries that may seem to have nothing to do with your business. (Of course, you do have something in common with businesses in ALL industries: customers.) You never know—you just might make billions.

Consider yourself nudged.



**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: <http://www.mikemichalowicz.com/>

## The Lighter Side: A Halloween Story



Chris Cross, a tourist in Vienna, is going past Vienna's Zentralfriedhof churchyard on October 31st. Suddenly, he hears some music. No one is around, so he starts searching for the source. Chris finally locates the origin, and finds it is coming from a grave with a headstone that reads:

*Ludwig van Beethoven, 1770-1827.*

Then he realizes that the music is the Ninth Symphony, and it is being played backward! Puzzled, he leaves the graveyard and persuades Tim Burr, a friend, to return with him.

By the time they arrive back at the grave, the music has changed. This time it is the Seventh Symphony, but like the previous piece, it is being played backward.

Curious, the men agree to consult a music scholar. When they return with the expert, the Fifth Symphony is playing, again backward. The expert notices that the symphonies are being played in the reverse order in which they were composed, the 9th, then the 7th, then the 5th.

By the next day, the word has spread, and a throng has gathered around the grave. They are all listening to the Second Symphony being played backward.

Just then, the graveyard's caretaker ambles up to the group. Someone in the crowd asks him if he has an explanation for the music.

"Oh, it's nothing to worry about," says the caretaker. "He's just decomposing!"

## 5 Tools To Better Manage Your Inbox

In 2013, over 100 billion business emails were sent every day. According to the Radicati Group, that number is expected to exceed 132 billion emails per day by 2017.

That means approximately 100 emails hit your inbox per day. No wonder it's so hard to keep your inbox relatively clean! Here are some tools that can help:

- 1. Mailbox** - Mailbox makes it easy to organize your inbox from your smartphone. You can quickly archive, delete or save messages for later. You can even add emails to your to-do list so you never forget about a message you don't have time to address when it first arrives.
- 2. The Email Game** - The Email Game turns responding to and archiving emails into – you guessed it – a game. Skip an email and you lose 25 points; respond to one and you gain 175 points. You can also challenge yourself to sort through your email in a set time period.
- 3. Unroll.me** - Sorting through all the email you've subscribed to (or been subscribed to) can be tough. This service takes all your subscription-based emails and transforms them into a daily digest.
- 4. SaneBox** - SaneBox moves unimportant emails out of sight so you can focus on your most important tasks. SaneBox uses an algorithm to filter through your emails, and put nonessentials into a folder for you to look at later; that way, you can focus on the important stuff.
- 5. ActiveInbox** - If you use Gmail, ActiveInbox turns email into a task management system. You can categorize tasks as "action," "waiting on" or "overdue." If you need something done on a certain day, you can schedule it on your calendar and receive a reminder.



### Your Chance To WIN a \$25 Gift Card to Amazon!

The Grand Prize Winner of last month's Trivia Challenge Quiz—and Red Lobster gift card—is **Tucker Clagett, of Andrews, Bongar, Gormley & Clagett in Waldorf, MD!** He correctly answered my quiz question from last month:

The length of time between the March equinox and the September equinox is the same as the time from the September equinox to the next March equinox. True or false? The correct answer was false.

Now, here's this month's trivia question. The winner will receive a gift card to Amazon.com!

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](mailto:Jennifer@GetFrogworks.com)

Complete this old farmers' saying:  
"Rain in October means \_\_\_\_\_ in December."

- a) snow
- b) wind
- c) ice
- d) warmth