

Ribb "IT" Review

Happy Labor Day

Enjoy the three day weekend as we have a national tribute to the contributions workers have made to the strength, prosperity, and well-being of our country.

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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



SURVIVING THE TOUGH TIMES WHILE RUNNING YOUR BUSINESS

Every business runs into a rough patch here and there. It's just part of running a company. Maybe technology doesn't work or an employee makes a mistake and a dip in sales ensues. If you're new to running your own business, these moments can be downright frightening. Here are a couple of things to do in those scary moments to remember to keep on keeping on.

Check out the Good Times in the Past

If you're panicking or feeling like you're at fault, relax. One of the best ways to reorganize your emotions is to look at a time when you faced a similarly bad situation and you have to rise above and overcome. Don't think you have? Think again. We're not talking about just business. Remember the last time you worried over something you couldn't control and remember how it ended. Think about what you learned. Keep that in mind as you face the

rough patch you're going through now.

Take a Moment to Improve Upon a Weak Area

The most challenging rough patches are the ones that blindsided you. As you own your company for a longer amount of time, it gets harder for problems to take you by surprise, but it still happens. When they occur, find a weak spot in your business (and sometimes your personal life!) that helped the rough patch escape your notice. Be completely upfront and honest with yourself. Recognize the weakness, take a big breath, and correct it. It's almost always hard work, but it's also almost always rewarding. It's also very empowering to be able to smooth over your own issues as an entrepreneur instead of having to go to someone else to take care of it. The more you define and destroy your weaknesses, the less rough patches you'll encounter.

Take a Break

Get away from it all! Sometimes a person might just need a moment. Take the afternoon or day off. Get yourself away from the problems at work and go see the ocean or enjoy the local park. A rough patch doesn't have to destroy you; use it to learn something new. Put yourself in a happy place where there is absolutely no room to worry about your problem. After you've recollected yourself, revisit and rethink the issue. A fresh mind can think of a thousand things a weary and worn-out mind cannot.



"I love what you are doing here! I want to signup, but I just need you to make these few changes in what you do and I'll sign right up", said the prospect.

We all hate losing a sale, we all also hate not pleasing a potential client, but we know what had to be said. "Sir, I'd love to accommodate you, the service you have selected wasn't built for that and it won't work well for you. We can do exactly what you want, but it will not be with this service and the price point will be a little higher since it is a custom solution."

Then the client responded, "Well, if you can't make these few changes to do what I want with the service I selected, I'll go elsewhere."

Again, knowing what had to be said. "Sorry to hear that, best of luck sir." *click*

Have you ever had a conversation like this? Sometimes you will be unable to meet a clients request and as a result turn away work. It wasn't that the clients request was that hard, it just went against policies put in place that allow us to rapidly deliver quality work.

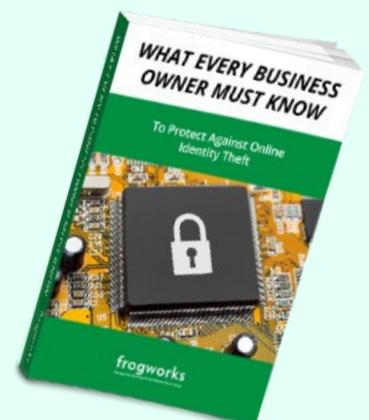
Ultimately, knowing what the service was built to do and it wasn't the right fit for the prospect. You could have changed for just the prospect, but easily you can then fall into a pattern of one off changes and eventually lose control.

You cannot possibly please every person every time. Though when you run into these issues, you can get really downhearted and start to question if you are doing the right thing for your business. So, if we can't please everyone and we don't want to feel like failures to our clients, what should we do?

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These are some simple things you can do to keep from getting down when you can't please everyone:

1. Focus on what you know how to do. Just because a client wants you to add a product line or feature doesn't mean you have to. Ultimately, you know your goals and how to achieve them. It certainly doesn't hurt to evaluate options on including new things in your offering, but don't force it in just because one person wants it.
2. Do what you do well. If you make sure your offering is the best it can be, you won't worry as much when naysayers and haters come to try to tear you down.
3. Educate your clients and prospects on what it is you provide and how it should be used. If you properly set expectations on what you provide and how your client is to use it, chances are they will not be disappointed when you have to say "No" to a pet request.
4. Keep in touch with the latest innovations in your market to evaluate what fits and what doesn't. If you are staying on top of the latest trends and innovations in your market you are more likely to be prepared when a client hits you with a new request.

Remember, only you know the path you want your business to grow towards. Don't be afraid to do what's right for your business, even if it means not pleasing everyone.



Everybody knows, or at least should, that the way to a secure password is using uppercase and lowercase letters and throwing some numbers in there as well to make an at least eight character code, but your first name and the year you got married is a pretty easy thing to guess and most information needed to guess a password you can learn just from your social media. That's why if you want a "no hack" password don't use public information, no names, birthdays, phone numbers, etc. No words either, as these both are very easy to guess, if you want to use these though as they're easy to remember for you, password1 is much easier to guess than p@\$w0Rd110%, so if you must, change the letters for symbols and make it less like a word and more like a code. You can even make your own codes for phrases and use that for your password, like saying I love penguins, but putting it as "IL<3e<(')s ." And when you do it like this you can have a little cheat sheet for yourself where you would write down that your password was "I love penguins" but only you would know what the code for that is. Another good way of having a strong password that you can easily remember is by making a shape with your keyboard, if you do "!qAzsE\$3@1" and look on your keyboard it makes a triangle. With any method you choose, you can write them down, but don't store them near your computer and add extra numbers or symbols with the password, this way if anyone finds it they won't know what your actual password is. You should do this every couple of months to change your password and try to avoid reusing a password for at least a year.

Four Things to Tell Yourself to Make You Feel More Resilient

Bad things happen. But you already knew that, right? Some of us, however, suffer in big ways because we are simply unable to accept that stuff happens that we can't control. This includes outside events, lost clients, missed opportunities, and many more. Because of this "stuck" feeling, focusing on things that are right in front of us and are much easier to control becomes secondary to the things that cannot be reversed. You can however change the way you look at the situation, for the benefit of both you and your business. Focused people are the ones that succeed, after all.

Here are a couple of things you can start telling yourself today (even if it might feel silly).

Today's success is useless if you do not continuously move forward and focus on the end goal. Today's awesome success can be tomorrow's failure if you're not careful.

I will learn tons if I fail – and in fact, I'll learn more from failing than I would from succeeding anyway. Every time you fail at something, you receive an opportunity to live and learn. Is it difficult? Yes. But absolutely necessary to move up, up, and away from the mistake you made.

My words mean something. If I'm about to say something that doesn't uplift me or those around me, I should stay quiet. Even if you have good intentions, saying things that doesn't move you or your team towards your goal of success will *always* do more damage than simply leaving it as a thought.

I am happy because I am happy, not because others are unhappy or happy around me. If someone's unkind to you, that doesn't give you any reason to be unkind to yourself. So what if they say a service or product you have to offer isn't worth its weight in lead? It doesn't matter. You're responsible for your own happiness and success; make sure you move on from that negativity as fast as you can.

Do You Think Your Information Is Safe? I Bet The Woman In This True Story Did Too.

I have a friend who was on a dating website and he started chatting with this girl. He started to become somewhat interested in her and they talked about meeting for coffee. He decided that he wanted to see if he could find any information on her, to make sure she was not an axe murderer, before they met.

He discovered a lot through just a simple search on the screen name she had chosen for the dating site. Though it had appeared to him as just a combination of letters, as it was not something like "Goldie Locks," or "Green-eyed Redhead." She chose something that she was familiar with, and while it did not make any sense to my friend, it was easy for her to remember because it was something she had used before.

Social engineering to the rescue. In this sense, it is more like social detective work or the ability to connect the dots to find out more about a person than they are disclosing on any particular site. Social engineering gave him the information he was looking for and, though she was not an axe murderer, it gave him considerably more than what you might think.

When he googled her screen name she had chosen for this dating site and it turned out it was her old Twitter handle, and even though she had not used her account to tweet for many years it was still out there and easy to find. He did not even need to login to his own Twitter account to see her full name, including her maiden and married name. Yes, she was on a dating site and he now had her married name.

So, he googled her full name and up popped her Facebook account, which is where her security settings and her trust in Facebook failed her as she had it set that anyone, friend or foe, could see her mother's and sister's name, pictures of her kids, her honeymoon, and finally her home address.

Further Google results showed legal documents from the court systems of her filing for divorce and being separated from her husband. And if you aren't creeped out yet, and you should be, just keep reading.

He googled her address and found a listing on Zillow showing it was on the market. Just a few more clicks he was able to take a virtual tour of her house, seeing the kitchen, bathrooms, master bedroom, and kids' bedrooms complete with stuffed animals on their beds. He knew the layout of her whole house, her whole life basically, but yet they still have never met.

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He was able to find all of this information in less than 10 minutes! Now my friend is an honest and nice guy and let her know all of the information he had found on her in the short amount of time that it took. She no longer chats with him, but he found her personal information on Facebook had been removed (no address). Her security settings were also locked down tighter so that he could not see nearly as much information. She should also be thankful that he was not an axe murderer. In the online dating arena, he could very well have been. I guess she learned her lesson.

Hopefully, you can learn the same lesson about how private your information is not and do your part to keep your life confidential to those who aren't your friends.



"Somebody broke into your computer, but it looks like the work of an inexperienced hacker."