

# TECHNOLOGY TIMES

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


## The 5 Most Dangerous Pieces Of Information To Give In An E-mail

In the book *Spam Nation*, investigative journalist and cybersecurity expert Brian Krebs revealed the single most effective (and relied upon) way cybercrime rings gain access to your bank account, credit cards and identity. Ready for it? E-mail.

Whether it's opening an attachment infected by a virus, or a phishing scam where you unknowingly give up your login to a critical web site, e-mail still remains the most popular and reliable way digital thieves can rob you blind, steal your identity and wreak havoc on your network. Worst of all? You're INVITING them in! While there are a number of things you need to do to protect yourself, here are five pieces of information you (and your team) should NEVER put in an e-mail.

1. **Your social security number.** Think of this as your “bank account” number with the government. You should never e-mail this to anyone because it can be used to open credit cards and steal your identity.
2. **Banking information.** Your bank account numbers, routing number and online banking login credentials should never be e-mailed. Further, avoid sending a voided, blank check as an attachment to an e-mail.
3. **Your credit and/or debit card information.** NEVER update a credit card via an e-mail! If you need to update a card with a vendor, there are two safe ways to do this. The first is to log in to your vendor's secured site by going to the URL and logging in. Do NOT click on a link in an e-mail to go to any web site to update your account password or credit card! Hackers are masters at creating VERY legit-looking e-mails designed to fool you into logging in to their spoof site, which LOOKS very similar to a trusted web site, to enter your username, password and other financial details, thereby gaining access. Another way to update your account is to simply CALL the vendor direct.
4. **Login credentials and passwords.** You should never share your passwords or answers to security questions with anyone for any site, period.
5. **Financial documents.** An ATTACHMENT that includes any of the above is just as dangerous to e-mail as typing it in. Never e-mail any type of financial documents (or scans of documents) to your CPA, financial advisor, bank, etc.

Remember: Banks, credit card companies and the government will never ask you to click a link to provide them with any of the five items above. If you get an e-mail requesting you to update any of the above information, there's a good chance it's a phishing e-mail from a hacker. Don't be fooled!



“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!”

- Chris Benson, AlwaysOnIT

October 2015  
PORTLAND, OREGON

---

**Inside This Issue...**

The 5 Most Dangerous Pieces Of Information To Give In An E-mail...Page 1

Six Easy Ways To Improve Your LinkedIn Profile.....Page 2

Help Us Out And We'll Give You A Brand New Amazon Fire Tablet.....Page 2

The WayTools TextBlade.....Page 3

Customers Expect More.....Page 3

Does This Password Sound Familiar?.....Page 4

The First Computer Bug Was Actually A Moth?.....Page 4



Stinger

“How often does he go online?”

## Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

**Step 1. Revisit your goals.** At its most basic level, LinkedIn is about marketing; marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

**Step 2. Layer in your keywords.** The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

**Step 3. Strip out the clutter.** The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

**Step 4. Add in some personality.** Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

**Step 5. Take a good look at your profile photo.** A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

**Step 6. Get recommendations.** Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

---

## Help Us Out And We'll Give You A Brand-New Amazon Fire Tablet For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of October.

Simply refer any company with 15 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free Amazon Fire Tablet of your choice as a thank-you (or donate \$50 to your favorite charity ... your choice!). Simply call us at 503-601-4335 or e-mail us at [feedback@AlwaysOnIT.com](mailto:feedback@AlwaysOnIT.com) with your referral's name and contact information today!

## Shiny New Gadget Of The Month:



### The WayTools TextBlade

When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

It's priced at \$99 and you can find it online at [www.waytools.com](http://www.waytools.com).

## CUSTOMERS EXPECT MORE

In today's market, as in none before, it is crucial that we learn selling savvy. The sales environment has changed radically in four distinct ways:

**1. Customers are better-educated, more sophisticated and more value-conscious.** In other words, they are harder to please; they want more for their money. Think about your own demands as a consumer. You insist on quality goods and efficient service. You don't want some slick con artist trying to trick you into buying a product or service you don't want or need. And you don't want to be abandoned after the sale. You expect follow-up service. If something goes wrong, you want to know that the salesperson and the company are going to stand behind the sale.

This means that salespeople have to stay on top of their markets. They have to be knowledgeable about the products and services they are selling. And they have to be honest—they have to be sincerely interested in helping their customers find value and derive satisfaction.

**2. Competition is stiffer.** Customers now have so many options that price will always be the deciding factor—unless you can offer a strong differential advantage. That means you have to offer something that sets you apart from all the other salespeople who are trying to get your customers to buy from them. You have to provide quicker service, more up-to-date product knowledge and better follow-up. Moreover, your customers must acknowledge the superiority of your products and services, and the object of your presentation should be to lead them toward that recognition and acknowledgment.

If you can't lead your customers to that acknowledgment, you won't get the sale, no matter how good your product. Your success in selling depends less and less on the product you are selling, and more and more on your skills as a salesperson.

**3. Technology is rapidly replacing peddlers.** People are buying more through direct mail. The Internet is making it possible to buy almost anything you want at the click of a mouse. Companies are no longer looking for peddlers to handle items that are much easier to sell online or through the mail. In many cases, they're setting up self-service systems that can be operated by clerks. Of course, there are plenty of very good opportunities for really sharp salespeople who can sell with power and skill, especially in the industrial field.

To be successful as a salesperson, you must find ways to distinguish yourself from the inexpensive clerks and the commonplace peddlers. You must rise to the challenge with proficient skills, depth of knowledge and a positive attitude.

**4. Time has become a priceless commodity.** Prospects don't want salespeople wasting their time. And if you're serious about becoming successful, you don't have time to wander around showing your products or services to anyone who will look at them.

To survive in today's volatile marketplace, you need a clear and effective strategy. You need the skills to implement that strategy. And you need the know-how to make that strategy work for you. When you acquire and apply these things, you're demonstrating selling savvy.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona. To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>

## Client Spotlight: Industrial Tire Service

If you are looking for a local tire and auto repair service then look no further! We recently took over their IT services. We moved them to Office 365 Hosted Exchange giving them easy access to email, calendar and contacts from any device that has an internet connection.

Would you like your company highlighted here in our "Client Spotlight"?

Then give us a call today at 503-601-4335.



## Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we **don't** use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year, followed by the classic **password**.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or **qwerty**, or **111111**, or **iloveyou**. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.



## Who Else Wants To Win A \$25 Gift Card?

Introducing our Trivia Challenge Quiz! No strings attached, the first person to call with the correct answer to the Trivia Challenge Quiz gets a \$25 Gift Card and their name in next months Technology Times! Its THAT easy!

Here's this months trivia question. The winner will receive a \$25 gift card to Cheesecake Factory.

**What is a petaflop?**

a) your dog after a long walk   b) the latest toy for kids   c) a measure of a computer's processing speed expressed as: a quadrillion (thousand trillion) floating point operations

Call Us Right Now With Your Answer!

503-601-4335

The Lighter Side:

## The First Computer Bug Was Actually A Moth?



- The first actual computer "bug" was a dead moth stuck in a Harvard Mark II computer in 1947.
- Big banks don't process checks and debit card charges to your account in the order they're received, but instead use a computer program that selects the biggest amounts first and charges them against your account, emptying your account faster and resulting in more overdraft fees (profit).
- In September 1956, IBM launched the 305 RAMAC, the first "SUPER" computer with a hard disk drive (HDD). The HDD weighed over a ton and stored 5 MB of data.
- A computer as powerful as the human brain would be able to perform about 38 thousand trillion operations per second and hold about 3,584 terabytes of memory.
- The first entirely computer-generated movie sequence in cinema history was the Genesis Device demonstration video in *Star Trek II: The Wrath of Khan*. The studio that made the scene would later become Pixar.
- CAPTCHA is an acronym for "Completely Automated Public Turing test to tell Computers and Humans Apart."
- MIT has developed computer software that can identify and distinguish a real smile from a smile of frustration.