

What's New

Surviving The Great Resignation

The pandemic completely changed how freelancers function. Previously, full-time employees were the most sought-after employees. With the pandemic and the ensuing labor shortages, freelancers have been brought further into the corporate world, and it looks like they're here to stay. Now, if you want to attract freelancers to work for your business, you need to entice them.

One of the most desirable things you can offer a freelance worker is flexibility. Don't restrict their hours to the usual 9-to-5 — they want freedom, and with proper communication, flexibility can work to your benefit and theirs. Freelancers often feel disconnected from their team, and you should make an effort to include them as part of the team. Create an inviting atmosphere and encourage them to take part in team-building exercises. Lastly, you need to offer competitive pay and stick to it. If you're not paying them enough, they will find someone who will.

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This monthly publication provided courtesy of Frank M. DeBenedetto, President of TRTG.

“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!”



All across the world, hackers are targeting and exploiting security weaknesses and holding data hostage. In May, the Colonial Pipeline was hit by a cyber-attack that disrupted fuel supplies along the East Coast for several days. The company – and the FBI – paid hackers \$4.4 million in Bitcoin to regain control of the system.

Colonial Pipeline was not the only corporation that paid hackers an exorbitant amount of money. The NBA, Kia Motors and JBS Foods have also been victimized by cyber-attacks where hackers demanded millions of dollars. CD Projekt RED, a Polish video game developer, was also a victim of a cyber-attack, but since they had backups in place, they never had to pay the demanded ransom.

While these are all big organizations, that does not mean that small businesses are safe. These stories made the news because companies paid millions of dollars to regain control of their data. When a small or mid-size business (SMB) gets

attacked, they can't pay millions of dollars to recover stolen information. Instead, these hackers will usually go after customer and employee information as well as financial records and statements. When a hacker attacks an SMB, it often ends in the business closing their doors for good.

The year 2021 set a record for cyber-attacks, and 2022 is shaping out to be no different. If you're a business owner, you need to wake up to the reality of cyberthreats and cyber security before it's too late.

Here are a couple of the best cyber security practices you should put into place immediately.

Hire A Managed Services Provider For Your IT Needs

Cyber security awareness has grown over the past five years, but there are still plenty of SMB owners who think there is no need for cyber security measures or that they're too expensive. The simple truth is that every business can be a victim of cyber-attacks. If you think it's too

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expensive to have your own IT team watching over your cyber needs, think again. Hiring an MSP is one of the best and most cost-effective ways to ensure that your network and information are protected.

MSPs can be incredibly beneficial to any business. They're designed to recognize and fix weak points in your IT infrastructure. MSPs work proactively to ensure that your business is fully protected in the cyberworld. They offer around-the-clock monitoring, data backup and recovery, firewall and network protection, real-time threat prevention and so much more. MSPs provide you with a dedicated team of IT professionals who are available to assist with any IT needs. If you have not looked into hiring an MSP for your business, you need to consider it.

If you're interested in hiring an MSP or want more information about the benefits, reach out to us and we will assist with any concerns or questions you may have.

Create A Cyber-Secure Culture

Many cyber-attacks stem from employee error or misunderstanding. You need to make sure that all of your employees are aware of the risks associated with cyber-attacks. When you first hire an employee, train them on cyber security. In addition to this, your current employees should go through a reminder course at least once a year.

You'll need to inform your employees about the dangers of phishing e-mails and texts, downloading malware, social media scams and password protection. If you have



employees working remotely, you should ensure that their devices have security measures built into them. If your employees are informed about the risks, they will be more observant so they can spot any potential threats. Your entire team needs to buy into the cyber-secure culture if you want your training to be effective.

In today's day and age, you can never be too careful when it comes to your cyber security. You need to be proactive and put into effect all of the security measures you possibly can. The year 2021 saw cyber-attacks reach new heights, and it's likely that these numbers will continue to rise even higher this year. Take preventive action and don't let your business add to the cyber-attack statistics. If you're unsure of where to begin when it comes to buffing up your cyber security practices, give us a call, and we will be glad to help.

'I DIDN'T KNOW'

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.



It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-sized quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

To get your **FREE** "Cyber Security Tip Of The Week" email kmarquez@tworivertech.com

Shiny New Gadget Of The Month:



Kailo – The Future Of Pain Relief

Nearly everyone has felt pain so intense that they had to take a painkiller to calm the discomfort. Sometimes orally administered painkillers can take too long to be effective, or they simply fail to dull the pain at all. The people at Kailo realized this and made it their mission to help people manage pain with a nanotech patch.

Kailo interacts directly with your brain's electrical system, telling it to calm down and reduce pain. Kailo doesn't use medicine or drugs, and there are zero side effects. In addition to this, it works anywhere on your body, and you'll start feeling the effects within the first minute. If the usual painkillers aren't working for you, give Kailo a try.

Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with immediate success. Instead, nobody bought the book on its initial release day. Like most would be in this situation, I felt defeated. I had to think about my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market the book. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I'd love to share the three main steps from this book, as they can help any business's marketing strategy be more engaging and effective.

- The first thing you need to do is differentiate your business from its competitors. If you rely on word-of-mouth marketing, you'll fail.

Instead, you should get out there and use your marketing tools to ensure that people know your business is the best in the industry. Use your talents to stand out from the crowd. Be funnier or smarter than the rest, and consumers will surely take notice of your brand.

- After you get your consumers' attention, you need to attract and engage them. Give your campaign an authoritative, trustful, repetitive or socially significant approach so they feel comfortable using your business.
- Lastly, you need to be direct. After you get their attention, tell them what to do. Develop a call to action so customers and ideal prospects will take the next step. By picking a specific action, you can also measure the results and see how effective your marketing truly is.

Proper marketing can be very difficult to achieve, but with these steps, you will be on the road to business success.



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for *The Wall Street Journal* and served as a business makeover specialist for *MSNBC*. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

Services We Offer

*Cloud Services ~ Managed Networking Services
Cybersecurity ~ Hosted Voice over IP*

TRTG Happenings

Educating Kids on Cybersecurity



It is never too early to start educating our youth on cybersecurity threats. If they are old enough to pick up a tablet or play with our devices, they are old enough to receive some information on electronic device security as well. Whether you have kids, grandkids, nieces, or nephews it is never too early to discuss cybersecurity. Here are six tips on educating our youth on Cybersecurity:

1. Know the three big scam methods, email, text messages, and phone calls- These methods are the most common mediums for scams, so consider showing some examples, safely of course. Point out what makes this a probable scam, what they should be looking/listening for, and what dangers could come if they take the bait.
2. Learn the lesson of something being "too good to be true"- Children and young adults may not grasp this concept yet, which can be dangerous in a world full of scams. Feed them an extra scoop of skepticism; if it sounds too good to be true, it probably is.
3. Be Smart on social media- Set up their social media profiles to be as private as possible. Caution them to never accept friend requests from someone they do not personally know.
4. Use Strong Passwords- As they begin creating more accounts, kids may be more inclined to reuse the same, often weak, password. Teach them how to create a strong and unique password or passphrase for each account. Consider purchasing them a password manager subscription for their birthday to help manage these passwords securely.
5. Protect your devices- Smartphone, laptops, tablets and other such devices should be continuously updated to ensure critical updates are received. Make sure these devices are protected with anti-virus solutions and consider setting up parental controls where necessary.
6. Get a second set of eyes-Make sure they know they can come to you as a resource for any questions they have and to avoid rushed decisions. It may seem that kids and young adults know more about technology than us sometimes, but many in this younger generation do not understand the dangers faced from a cybersecurity perspective.

Take a few minutes to talk to about some of these dangers to ensure our younger generation is well equipped to battle a scammer.

New Client Alert-MBS Highway

We are excited to announce that we just welcomed the awesome crew over at MBS highway to the Two

River Tech family! They came looking for a more streamlined technology solution that would allow them more time to focus on their business.

MBS Highway is the solution of choice for high-performing Mortgage Loan Officers because it offers tools and insights to build trust and deliver value to customers and partners.

- Daily market analysis and economic news that enable you to position yourself as an expert
- Customizable, easy-to-digest reports to address your customers' biggest questions and concerns
- Timely reprice alerts
- Financial tools and calculators to help your customers make educated decisions



Content and social media assets that you can leverage to build your brand and gain new relationship

We are looking forward to a long partnership and seeing how our technology solutions will help them with their long-term success.

You can contact them by visiting their website at <https://mbshighway.com/>

