

What's New

Take Advantage Of Google Reviews

When you are deciding on a restaurant to dine at, you might check the Google reviews to help with your decision. The same thing goes for your business. Before people come in to buy your product or services, they might check your Google reviews – so it's important that your reviews positively reflect your business. If you own a company, you should understand how Google reviews work and do everything you can to encourage customers to leave positive ratings and comments.

If you haven't already claimed your Google business profile, you should do so immediately. It will allow you to add pictures and a description so customers know what to expect from your business. When customers have completed a purchase with you, encourage them to leave a review if they had a positive experience. Some customers may need help with the review process, so teach them how to leave a review if they have never done it before. Make sure you thank customers who leave positive reviews and try to fix the issues explained in your negative reviews. Being a responsive owner will reflect positively on your business. When you use Google reviews to your advantage, you will see a boost in clientele.

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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!”



Keep Your Information Secure

By Using Strong Passwords

We use passwords for just about everything. Most of us have to enter a password to get into our computers, then enter more passwords to access our e-mail, social media profiles, databases and other accounts. Even our cell phones and tablets can and should be password-protected. In fact, if you aren't securing all of your devices and accounts with passwords, you should definitely start. It could help prevent your business and personal information from becoming compromised.

Why Passwords?

We use passwords to ensure that those who don't have access to our accounts can't get access. Most of our devices hold large amounts of personal information. Think about the potential harm someone could do if they gained access to your personal cell phone. They would immediately be able to see all of your contacts, pictures and applications. They might even be

able to log in to your e-mail, where they could obtain your banking information. If this type of access falls into the wrong hands, it could be detrimental to your life. Passwords offer the first line of defense to prevent others from obtaining sensitive information.

This becomes even more important if you own a business. Each of your employees should be utilizing strong passwords to access company information. If your business is not using passwords – or is using simple passwords – you could be opening yourself up to hackers and cybercriminals. If a cybercriminal gains access to your company's private information through a weak password, they will gain access to customer information, which could damage your reputation and open you up to lawsuits. That being said, everyone within your business needs to utilize complex and unique passwords.

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Making A Strong Password

Not all passwords are created equal. When it comes to making a strong password, you must think about it. If you use a password that you can't remember, then it's essentially useless. And if you use a password that's too easy to remember, your password probably won't be strong enough to keep cybercriminals out. Your password should be long, have a mix of lowercase and uppercase letters, utilize numbers and special characters, have no ties to personal information and should not be a word from the dictionary.

In the grand scheme of things, it's not enough to just create complex passwords. They also need to be unique. In addition to this, you should use a different password for each and every one of your accounts to help maximize their effectiveness. Think about it this way: let's say you use the same password across your business e-mail accounts, social media accounts and bank accounts. If someone decrypts the password for your Facebook page, they now have the password for more valuable accounts. If you can't tell that your social media account was compromised, the cybercriminal could try to use that same password to gain access to more important accounts. It's a dangerous game that can be avoided by using unique and complex passwords for every account you use.

Remembering All Of These Passwords

You may be worried about remembering all of your passwords if you have to create a unique one for each

"You should use a different password for each and every one of your accounts to help maximize their effectiveness."

of your accounts. Your first thought may be to write them down, but that might not be the most secure option. If someone gets their hands on your little black book of passwords, they'll immediately gain access to all of your accounts with a handy directory showing them exactly where to go.

Instead, you should utilize a password manager to help keep track of all of this sensitive information.

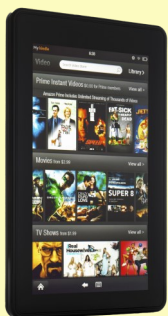
With a password manager, you only have to worry about remembering the master password for your password manager. All of your other passwords will be securely hidden. Password managers also give you the option to create random passwords for

your accounts to bolster their security. That way you can have the most complex password possible without worrying about forgetting it. Additionally,

password managers can also help remember the answers to security questions and more so that you never get accidentally locked out of one of your accounts. They're easy to use, convenient and secure.

Passwords are an important part of your cyber security plan. Make sure you and your employees are using complex and unique passwords. It can also help you to implement some training so your employees understand the importance of secure passwords. When used correctly, passwords will help deter any would-be cybercriminals from accessing your sensitive information.

Help Us Out And We'll Give You A Brand-New Kindle Fire 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 10 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 Kindle Fire of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!).

Contact Kristyn at kmarquez@tworivertech.com with your referral's name and contact information today

Shiny New Gadget Of The Month:



Bril

It might be surprising to hear, but our toothbrushes are some of the dirtiest items in our households. There's a good chance that there are more than a million kinds of bacteria living on your toothbrush right now. Unfortunately, rinsing your toothbrush after brushing is only so effective. That's why Bril was invented.

Bril is a portable toothbrush case that sterilizes your toothbrush after every use. It contains an all-natural ultraviolet light that kills 99.9% of germs on contact. It's simple to use as all you have to do is place your toothbrush inside and close the lid. Bril does the rest. It's the quickest, most effective and easiest way to ensure your toothbrush head stays clean.

The Secret To Job Happiness Might Be Who You Work With

If I were to ask you where job happiness comes from, how would you respond? Conventional wisdom says that your happiness at work comes from one of these four sources:

- "Follow your passion" (what)
- "Play to your strengths" (what again)
- "Do something with purpose" (why)
- "Live your values" (how)

It's also true that 95% of career-success books follow one of these lines of advice, but what if they're wrong?

What if your job happiness comes not from *what* you do, *why* you do it or *how* you do it ... but instead comes from the people around you? Your bosses, peers, and subordinates all can play a huge role in your job happiness. Let me give you a few examples that support this idea.

I know a talented MBA who works for a public-private partnership with a mission that would make any do-gooder proud. He is planning to quit that job because he feels the firm's leadership disregards the human element of their work, bickers internally and lacks integrity. I'm reminded of a well-researched fact I learned during graduate school: employees don't quit jobs, they quit supervisors.

My firm once did a pro bono project for the US Navy where I observed a grueling exercise routine. I asked one of the instructors why anyone would sign up for that – and honestly, I think I expected a response about patriotism. Instead, he explained that they join to be part of a camaraderie. It was a community where they had each other's backs.

If the secret to job happiness is who you work with, then that means you should plan your



career differently. Rather than meditate for too long on your passion and purpose, you could think about the kinds of people you really want to be around. Who do you want to be your customers? Who do you want to be your colleagues? What sorts of personalities?

Rather than sourcing job titles, you could be sourcing bosses and colleagues you want to work with. I recently told a young job-seeker, "Don't just go find any old job in your industry. The most important thing you can do right now is to find the right boss – to hire your boss. Hire the best boss in your industry – someone who will teach you, invest in you, tell you the truth, give you real feedback, put energy into helping you discover your ideal path and then help you achieve it."

Once you land your new dream job, be mindful of the time you are spending with the people you want to work with. Don't just track your goals and results, track the time you are spending working with the specific people in your company you want to work with.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.

Services We Offer

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

TRTG Happenings

Meet Chris Galati!



We are happy to welcome our new Chief Operating Officer, Chris Galati, to our team! Chris brings more than 25 years of experience in the telecommunications and technology space. He has far reaching experience in leadership as evidenced by performing turn arounds, operating efficiency, and helping to develop an exceptional high performing team. In his role at Two River Tech, he has been tasked with the responsibility to manage our help desk, installations, account services, and sales team. In his short time with us he has already started mapping out a path to stability and growth for these service lines. He is dedicated to supporting the CEO, Frank DeBenedetto's initiatives across the organization.

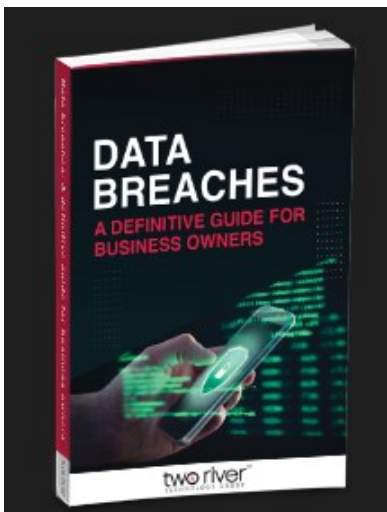
Prior to joining Two River Technology Group, Chris was Vice President of Adalex Communications. He also has extensive experience in sales, management and operations in the telecom industry.

He lives in Clark, NJ with his wife Jennifer, son Nicolas, daughter Ariana and dogs Jake and Vino. When not at work, Chris enjoys spending quality time with family and friends. He is an avid sports fan and his favorite teams

are New York Rangers, New York Yankees and New York Giants. In his spare time he enjoys weight training, fitness and golf.

We know how important it is to secure your data from Cyber criminals, so we created this eBook to make the process easier. Read it and learn how data breaches work, why they happen, and what you need to protect your business. If you have any questions or concerns along the way, we're always here to help.

Free eBook: Data Breaches: The Definitive Guide For Business Owners



By understanding the ins and outs of cybersecurity, you can take the necessary precautions to protect your information. Business data protection is nonnegotiable these days, given the rise of data reaches that expose the confidential information of companies and individuals. Some companies may not even know how to protect themselves or respond when such an incident occurs. But by learning how data breaches work businesses have a better chance of surviving them. This is what this e-book from Two River Technology Group is for. It will teach you how these unfortunate events

happen, what happens to your data in such an event, what happens to your data in such an event, and how you can avoid falling victim to these attacks. This eBook also presents steps to take in case your data is compromised.

Data Breaches: The Definitive Guide For Business Owners covers:

- ◆ What a data breach is and who causes them
- ◆ Signs your data has been compromised
- ◆ What to do in case of a data breach
- ◆ How to prevent data breaches
- ◆ And more

Minimizing data breach risks and knowing how to respond when a security incident does occur can be an overwhelming task for any business, but you don't have to face these challenges alone. A dependable managed IT services provider like **Two River Technology Group** can establish a solid security strategy and framework to safeguard your data.

This means we fully assess your security vulnerabilities and deploy robust preventive measures to defend against data breaches. We'll then proactively monitor your systems for any signs of a breach and help your business respond quickly. Best of all, our solutions and services can be customized to your needs and budget, so you can have peace of mind knowing your data is safe and sound.

Make cybersecurity a top priority

Two river technology group offers first-class services to protect your data

[Download our free eBook](#)

