

Outlook E-Mail Signatures Protect You From Lawsuits

Do you hate typing your name and contact information at the end of each e-mail you create? Would you like to include legal disclaimers to help protect you and your company? Then use an Outlook "signature" to automate the insertion of this information.

Here's how... On the Tools menu, click Options. Then click the Mail Format tab. Then click the Signatures button. Click the New... button and give your signature a name when prompted and click Next. Type the text you would like to have appear at the end of each email in the box and click Finished. That's all there is to it. Be sure the name of the signature you just created appears in the box titled Signature For New Messages: and Signature For Replies and Forwards: and click the OK button. You can test the signature by creating a new email message. The signature you created should automatically appear at the end of your email message.

Once you have successfully created this basic e-mail signature, you can experiment with adding company logos, color and custom fonts to the signature. For more MS Office features, go to <http://office.microsoft.com>. For more on email disclaimers, go to <http://www.emaildisclaimers.com>.

Here is a template for a disclaimer message. ***Be sure to have your lawyer approve your disclaimer prior to use.***

DISCLAIMER: This e-mail message and any attachments are intended solely for the use of the individual or entity to which it is addressed and may contain information which is proprietary, privileged, confidential or otherwise legally exempt from disclosure. If you are not the named addressee, you are not authorized to read, print, retain, copy or disseminate this message or any part of it. If you have received this message in error, please notify Your Name at Your Company immediately (by replying to this message or by sending an email to Your Email or by calling Your Phone Number) and permanently delete this message and any attachments. Thank you.



"You are a top expert in what you do. We are top experts in what we do. Let us save you time and money by helping with any of your IT concerns."

- Tim Steinour, E-Safe Technologies

October 2015

Pittsburgh, PA

Inside This Issue...

**Outlook E-Mail Signatures
Protect You From Lawsuits... Page 1**

**Are You Using Social Media To Market
Your Business?... Page 2**

Passion Is Powerful... Page 3

**How to Keep Employees Working
Through Disasters... Page 4**

**Get More out of your Laptop Battery
... Page 5**

**Four Tools to Help Make More of your
Work Day... Page 6**

**FREE Disaster Recovery, Security and
Backup Assessment... Page 7**

**Google Plus: For Geeks Only? What You
Need To Know Now... Page 8**

**Could Your Laptop Battery
Revolutionize The Way We Drive?
... Page 8**

FREE Penguins Tickets... Page 8

Are You Using Social Media To Market Your Business?

Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, “Half of the money I spend on advertising is wasted; the trouble is, I don’t know which half!” With an ever-growing number of sophisticated online tracking tools, you’d think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors, but mostly because they’re confusing *activity* with *results*.

In business, the only thing we can take to the bank is money – checks, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I’m not impressed. In fact, I believe management of all the social media sites ends up taking an enormous amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it didn’t go through your normal process of handling such requests, you’ve just created a customer service failure that is open for the public to see.

To be clear, I’m not suggesting that you should shut down all social media sites and marketing; there are situations where it’s a very smart and strategic part of a business strategy. But, as my mother would say, “Don’t jump off a cliff just because everyone else is.” Be sure that whatever you’re doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept “getting our name out there” as a sufficient result for your marketing efforts.

Shiny New Gadget Of The Month:



THE AMAZON ECHO: LIKE SIRI FOR YOUR HOME

It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons... Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana.

This "smart" speaker in a 9¼ x 3¼-inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more.

You might even get it to tell you terrible jokes...

It won't replace a high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home.

Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet.

All in all, it can make your life easier. And maybe just a little more fun.

Passion Is Powerful

A few months ago I had the pleasure of working with Germania Insurance at their annual sales conference. The night before, at dinner, I was fortunate to sit at the table with Matt Sodolak. I use the word "fortunate" because I was about to witness what I would best describe as TRUE PASSION for your profession.

I asked a question of Matt that I have asked countless times, "How do you like being in the insurance business?" His response surprised me. Without any hesitation he said, "I love it. It's my job for life."

In all my years of interviewing people, I have never had anyone say, "This is my job for life." The passion, sincerity and conviction in his voice just knocked me over. He sat forward in his chair and followed his statement with, "I love helping people, and I get to do it every day."

There was NO DOUBT in my mind the passion Matt felt for his job, career and the company he worked for. I felt that anyone who had Matt as their agent was so fortunate. He never mentioned commissions ... he talked the whole time about protecting his clients and how people counted on him to make sure they had the proper coverage in case something disastrous happened.

Unfortunately, something disastrous did happen; Texas has been slammed this year with enormous floods destroying millions of dollars in property and causing havoc to people's lives. I heard from Matt last week and he shared a quick story about one of the people who works in their claims department. She said,

"Being in the insurance business, all of our customers' problems become our problems and we have to be here to help them through it... that's why they do business with us and that's what keeps our lights on; you gotta love it or you are at the wrong place!"

It doesn't surprise me that anyone who works with Matt would also have a passion for their job; he would attract other people who would want to do, help and care for others. Let me share a few anonymous quotes with you about the Power of Passion:

Maybe the one thing that is keeping your career from taking off ... is that you aren't looking at it as a career; it is simply a job to you; and your customers, associates, managers and boss can sense that.

There is always going to be frustration, toil, hassles, problems, glitches, hitches and difficulties in any job (that is why they call it work). But, if you look at it from a different perspective ... that what you are doing is helping people in some way ... then it all becomes worthwhile.

Galileo, the great Italian astronomer, physicist, engineer, philosopher and mathematician, once said: "Passion is the genesis of genius." So, let your passion become the start of something great for your career.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush,

Anthony Robbins and Steven Covey. www.robertstevenson.org/

How to Keep Employees Working Through Disasters

One of the most neglected aspects of a Business Continuity Plan (BCP) is what happens to employees. Much emphasis is put on protecting and recovering data, but your employees are just as valuable to keep your company running. By setting up your company's BCP with detailed instructions on working from home during a disaster, your employees can help you make it through anything. Here's how you can do it.

Step 1 - Prepare

What good is a BCP if your employees don't understand or even know about it? Saving your data and information is important during times of emergency, but so is making sure your employees can execute their day-to-day functions. Guarantee they understand what is expected from them during a disaster by explaining this in a dedicated meeting. This will also provide a forum for your staff to ask questions and better understand how they fit into the BCP as a whole.

Among the most important things to include in the formulation of any planning are clearly defined roles and open lines of communication. Everyone should know who they report to, as well as who his or her backup is. This will help ensure your company has all its bases covered if a disaster should strike.

Step 2 - Give them the right tools

You can't expect employees to work from home during a disaster if they do not have the proper tools to succeed. Of course, these also have to be cost effective as well; it's not feasible to simply hand out workstations to everyone to store at home in case of emergency. For starters, investing in cloud-based solutions will help make it possible to keep service interruptions to a minimum. Microsoft Office 365, for instance, lets users access its programs and files from anywhere and on any device. This means that, if your office is no longer accessible, staff can keep working on their existing projects at home from their own device.

Cloud-based VoIP is another tool that can keep employees up and running from home. These systems can make sure all calls to your office are forwarded to your employees' cell phones. This allows for communication between your clients and employees to continue uninterrupted even if your office is closed.

Step 3 - Practice

Have each employee take a day to work from home so they are able to get hang of how the process will go if a disaster strikes. This will get them comfortable with the workings of everything, as well as seeing if there are any issues that crop up. Rarely, if ever, does anything go perfectly on the first attempt, so practicing before a disaster can help eliminate any problems that might occur during the real thing.

Make sure you take the time to review how it went with each employee. This will give you an opportunity to see how practical this aspect of your BCP is, and which areas can be made stronger. The idea of the exercise is to allow each employee to feel confident in his or her ability to work during a disaster, and to give you the reassurance that they understand their role as it relates to the wider BCP.

Step 4 - Be alert

Finally, it's important to keep an eye on possible events that could force you to shut down your office, and make sure your staff is also aware of the situation. The more time they have to prepare to work from home, the more ready they will be. Of course, not every event is possible to predict ahead of time, but if the a blizzard is forecast or there have been protests nearby, alert your staff of the possibility that your BCP may go into effect. A comprehensive Business Continuity Plan can be the difference between your business surviving or failing if a disaster occurs. Let our experts find a BCP that ensures your company can carry on through thick and thin.

Get More out of your Laptop Battery

Even in today's world where electrical outlets are more numerous than ever before, there will still be times you need to push your laptop's battery to the edge. Ever wish you could buy yourself a few extra minutes by extending your battery life? Here are a few tips to help you get every last drop of energy from your laptop battery.

Dim the screen

The easiest way to conserve your battery is to dim the screen of the laptop. The screen eats up a lot of energy, and chances are you don't really need it that bright in the first place. The more you dim it, the more energy you will save. If you are desperate for battery life, turning it down to the lowest setting that still renders screen readable to you is the way to go. If you just want to conserve energy, taking it down to halfway will help conserve the battery and give you additional time down the road.

Stop charging your phone

It is almost second nature for people to charge their phones when they have a chance, but doing so while using your laptop can be a serious drain on its battery. If you need to maximize your laptop battery then unplug your phone, tablet or other device from it. You should see a big difference in battery performance almost immediately. In fact, it is best not to have any USB accessories, such as a wireless mouse, plugged in at all. These can also deplete your laptop battery in short order.

Only use what you need

While it's fine to keep open multiple programs, applications and other features when your laptop is plugged in, these will eat away at your battery life when you're away from a power socket. You should run a quick inventory on what you are using, and then close out of the rest. Do you really need to be running Skype if you are not talking to anyone? Probably not. Don't just push them into the background, though. Be sure to close out of them completely. By only running what you need, you can reduce the burden on your battery.

Shutdown Wi-Fi

Wi-Fi can be one of the biggest drags on a laptop battery, because it is constantly using energy to search for new networks or to stay connected to the one it's on. Not only that, but internet browsers, especially ones with multiple tabs open, can increase energy consumption. If you aren't using the internet, you should shut off the Wi-Fi and close out of any browsers. If you do need to use the internet, avoid opening multiple tabs, watching videos or streaming music.

Plan ahead

If you aren't sure when you will be able to charge your laptop again, it is best to implement some of these battery-saving techniques before the situation gets critical. Chances are if you aren't using certain apps now, you probably weren't using them 30 minutes ago either. The best way to conserve your laptop's battery life is by being vigilant and alert to usage in advance. It is almost always better to err on the side of caution when it comes to the battery life left on your laptop.

Let us show you how to get the most out of your laptop. Our trained experts can also answer all your hardware questions. Drop us a line for more information.

Four Tools to Help Make More of your Work Day

We're all in the same boat - a million and one things to get done, and seemingly never enough hours in the day to fit them all in. But technology can come to your aid and, by using the best productivity tools you can find, you'll add valuable minutes and hours to your workday. That all adds up, and you'll quickly discover there's more time to squeeze in the strategic tasks that so often fall by the wayside, but which are so crucial to defining the future direction of your business. Here are four tools to start using if you're not already.

Google Alerts

Every business wants to keep track of what others are saying about it and, in this modern age where the likes of blogs and social media rule the roost, it's more important than ever before. In an ideal world you'll pick up on positive references to your company, and will be able to share these to enhance your good name further. But of course, every so often even the world's best companies suffer a blip, and in those scenarios reputation management becomes a question of damage limitation, proactively responding to negative feedback, and putting right what harm has already been caused.

Yet doing all that manually is a real time-drain, if not next to impossible to do effectively - just think of all the websites you would have to scroll through to check for mentions of your company's name, all the while knowing you've not even really scratched the surface. Thankfully Google Alerts relieves the pain of this crucial task; the tool allows you to set up alerts for specific terms, and receive an email notification when something crops up that you ought to know about. It can save you hours and enable you to do more justice to your reputation management efforts than you considered feasible.

Chrome to Mobile

If you're like the vast majority of modern business people, you're never sat at your desk for very long. That means you're not always able to use your desktop computer, and probably have to do what you can to make the most of time spent traveling, between meetings and so on. Yet truly being productive during those down periods necessitates having access to the same materials you have when you're in the office; that way, you're actually contributing to clearing your overall to-do list rather than just picking a random task to work on so that you're at least getting something done.

The Chrome to Mobile extension for Google's signature web browser allows you to quickly transmit to your phone all the web pages you're currently viewing on your desktop or laptop. When you're away from your desk, you can pick up right where you left off without any interruption - no more emailing yourself links to everything you're working on, and then having to open it all afresh on your phone or tablet. If you know you're going to be away from a reliable internet connection for a while, you can even opt to send an offline version of those pages, so you can continue working regardless. You just need to have a mobile device that runs Android 4.0 or later, or have an iPhone, iPad or iPod Touch that has Chrome installed.

Pocket

The inclination to keep too many tabs open in your web browser is practically a chronic condition among business professionals, symptomatic of us trying to get too much done in too little time, and never really finishing one task before moving onto the next. Whatever the cause, it's something lots of us have to deal with every day; we all stumble across news articles, blogs and other online resources that are infinitely useful to us, but which we don't have the time to stop and act on there and then.

Pocket solves that problem - this simple tool allows you to save content that you find online to one central place, so that you can go back to it with ease when the time is right. It will save you from needing to keep those hundreds of tabs open until you have a spare moment to go back and plough through your reading list (or more likely until you decide is enough is enough, and close all the tabs to stop them slowing down your computer any further - and in the process you lose all that valuable information without keeping a copy).

Rescue Time

If you've ever wondered how much time you waste between tasks while you're reading your email, updating your social media, checking the news and so forth, then Rescue Time could be the answer to your curiosity - even if you might not actually want to know the truth! Once you activate Rescue Time on your devices, it will track how long you spend not only on different websites but also in the various computer software applications that you use on a day-to-day basis - whether that's Microsoft Word, Photoshop or Sage.

This helpful little program sends you a regular email report detailing how many hours you've logged in total - discovering how long you routinely sit at your computer can be revealing in itself - along with a breakdown of the percentage of time spent on various work- and non-work-related tasks, and an overall ranking for your productivity. It even sets you goals, for example to spend less than two hours a day on what it classes as non-productive activities (which you can customize to suit your line of work, since it's hardly fair to penalize yourself for being on Facebook if that's a key part of your job).

Are you ready to use these tools, and other intelligent technology, to streamline your workflow and get more out of your day? Give us a call and see how we can help you put IT at the forefront of a more efficient approach to business.

Published with permission from TechAdvisory.org. [Source.](#)

How Fast Could Your Business Be Back Up And Running After A Natural Disaster, Server Crash, Hacker Attack, Or Other Data-Erasing Tragedy

Claim your FREE Disaster Recovery, Security and Backup Assessment and get answers to these critical questions:

How fast you could realistically be back up and running in the event of any natural or human disaster. What backup, security and business continuity systems you currently have in place and determine whether they are sufficient.

Is all of your critical data being backed up, every day?

What are the largest threats to the security and integrity of your critical business data?

Do you know what steps and costs would be involved to rebuild your server and recover your data if you had to?

Claim Your Free Disaster Recovery Assessment Today online at
www.e-safetech.com/about-us/contact-us/
or by calling us at 412-944-2424.

Google Plus: For Geeks Only? What You Need To Know Now

Is Google Plus a bust? Or is it still a channel to be reckoned with if you don't want to lose touch with your customers?

Google Plus – aka “Google+” – is a social network built by Google. It's been connected to other Google products. It was the birthplace of Hangouts, for instance, now a standalone product.

But things are changing. Google is dismantling Google+ for parts. What will remain may be just a stream, yet it will likely endure due to its die-hard fan base.

So how relevant is Google+ to your business?

The answer is, it depends on your customer base. Are your ideal customers using it? If not, perhaps you can safely ignore it.

However, if you already have a following on Google+, or if you are targeting new customers who use it, here are three ways you can leverage it for your business:

Get Found Fast

It's no surprise that Google Search favors Google+ posts. With a little reader engagement, your post can show up on page one in just a few days.

Give to Gain

Content that helps you target prospects with a simple “thank you” to folks who engage can work wonders.

Build Micro-Lists with Circles

Here's a little-known secret: For circles up to 100, Google+ allows you to “Also send e-mail.” This can be a great way to build tightly segmented lists.

Depending on your audience, Google+ may still be the best way to connect with your customers.

Refer Someone You Know to E-Safe and Get a Chance to Win: Two FREE Pittsburgh Penguins Tickets

Referrals play a big role in our journey to help the many businesses that we do with their IT support. To show our appreciation for all of the kind words and new business you provide, we want to give you a couple tickets for a Pittsburgh Penguins hockey game just for telling your vendors, associates, and colleagues about E-Safe Technologies. All you have to do is **refer one person** who agrees to meet with us and we will put your name into a drawing to win (2) tickets to attend a 2015 Pittsburgh Penguins hockey game as our way of saying thank you. We'll also send the people that you refer who meet with us a voucher entitling them to (2) FREE HOURS of computer support so everyone wins!!! **This offer is only available to the first five people who refer someone to E-Safe so act quickly!!**

Call our office today to make a referral or go online to:

<http://www.e-safetech.com/resources/referrals/>

On A Side Note... Could Your Laptop Battery Revolutionize The Way We Drive?



If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

Yet, aside from cool looks and speed, did you know the simple design edge that's putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop – thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive – like Henry Ford's Model T did over a century ago.