

## What's New

BIS Designs is hosting a FREE lunch-and-learn seminar on marketing called "What Every Business Owner Must Know About Digital Marketing to Grow Their Business"



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## June 2017



This monthly publication provided courtesy of Phillip Long, CEO of BIS Technology Group.

Our Mission: To build a community of successful minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.

## Goal Setting Doesn't Work



When we were kids, we thought we could write down a list of everything we wanted and mail it to the North Pole. When we grew up, we realized there wasn't really a big roly-poly guy who delivered presents. A real person had to earn the money, march through shopping malls, wrestle the presents home, wrap them up, and place them under the tree. But I think many people still believe in Santa Claus. Why else would they write down a list of wants on New Year's Day, stick it in a drawer for the rest of the year, and wait around for their lives to change?

Sorry, but it's time to grow up. Most people know how to write down goals, but few ever achieve them. Want to stop chasing rainbows, wishing on stars, and rubbing lamps, and instead achieve real results? This article will help you start.

**WARNING:** Achievement requires work, discipline, commitment, and maybe some heartache and a stiffened spine. If any of that makes you queasy, I invite you to continue reading.

### The Cause of All Your Problems — and the Solution

When I ask people what they want to improve in their lives, I hear things like, "I need to make more money," or "My marriage is unhappy," or "I need to lose weight."

But these are simply symptoms or outcomes of the problem. The cause of the problem is you — and this is probably one of the most sobering understandings you can reach as you work toward your stated goals. Whatever it is you want to change, whether it's your marriage, financial situation, or weight, you'll never achieve lasting change until you change. Once you improve, everything else around you will improve.

In life, you don't get what you want; you get in life what you are. The success you have in life correlates with your level of self-worth. But the human tendency is to engage in the study of effects, while giving little attention to causes.

I see this travesty play out every day. People complain about their terrible marriage, so they leave it. Oddly enough, they end up with similar problems in the next relationship. Why? Because they didn't address the real problem. The same set of circumstances and patterns of behavior will create the same outcome. Some people go from diet plan to diet plan, losing weight and then gaining it all back. Why? Because the plan and the weight aren't the issues or the solutions; they are effects, and the weight will ultimately meet them back where they are.

- Darren Hardy

## 5 Facebook Marketing Tips to Increase Engagement

Facebook is continually using updating their algorithm to help their users see more relative content and less of what they don't like. If you have a Facebook business page, you have probably noticed that it is more difficult to get engagement than it does on your personal Facebook page.

### Why?

Facebook sees your business page as a business. Essentially, you're a business so you should pay for exposure. Before you start running Facebook ads, try these 5 Facebook marketing tips:

### Images

Share images of real people. As a social network, people want to see people, especially people they know, like, and trust. Lose the sales pitch. People are turned off by continuous product images.

### Host Facebook Contests

People want to win free swag, free product, or free/discounted services. Contests with the right prize will organically boost your traffic. You'll increase your fan base, page likes, and grow your email list. You'll increase your chances of going viral with the right product and right response.

### Go LIVE!

Facebook is very proud of this feature. It took quite a long time for this to roll out to all of their users, so those that Go Live - get seen! Going Live

allows you to interact with your audience, increase your overall reach, and increase your page likes. A lot of people are afraid to go live, but the ones that do are heavily rewarded.

### Respond to Messages

You've probably seen the response time to messages on your Facebook page or another page. The better your response time, the more Facebook will show your posts to your followers/fans. Engagement is key. When you have a private chat with one of your Facebook friends, you'll start to see them more in your newsfeed, and vice versa.

### Be Consistent

When you are consistent, your audience will expect it. They will look forward to your engaging posts and Facebook live videos. Make sure you are posting 3-5 high quality posts per week. Create a hashtag, not only for fun, but for tracking purposes. Eventually, your followers will start using your hashtag. Be consistent, but remember, to have fun!

Facebook is meant for socializing and having fun. Re-evaluate your social media plan and determine what it is your audience responds to the most. Use the tips we suggested and just remember to lose the sales pitch and stay consistent!

## *Is Your Marketing On Track?*

*Give us a call now to set up your FREE marketing roadmap assessment! Call 251-410-7601!*



## Client Spotlight: The Colony Shop

“Everyone we've talked to through the learning process has worked well with us... it's been easy.”

- Kim McLemore, Co-Owner

The Colony Shop is a ladies boutique nestled in the heart of Fairhope, Alabama. Visit [www.thecolonysshopfairhope.com](http://www.thecolonysshopfairhope.com)



## Keeping Employees from Leaking Confidential Information

**B**ack in 2014, Code Spaces was murdered. The company offered tools for source code

management, but they didn't have solid control over sensitive information — including their backups. One cyberattack later, and Code Spaces was out of business. Their killer had used some standard techniques, but the most effective was getting an unwitting Code Space employee to help — likely via a phishing attack.

When it comes to cybercrime that targets businesses, employees are the largest risks. Sure, your IT guys and gals are trained to recognize phishing attempts, funky websites, and other things that just don't seem right. But can you say the same thing about the people in reception, or the folks over in sales?

Sure, those employees might know that clicking on links or opening attachments in strange emails can cause issues. But things have become pretty sophisticated; cybercriminals can make it look like someone in your office is sending the email, even if the content looks funny. It only takes a click to compromise the system. It also only takes a click to Google a funny-looking link or ask IT about a weird download you don't recognize.

Just as you can't trust people to be email-savvy, you also can't trust them to come up with good passwords. It may sound so 2002, but plenty of people still use birthdays, pet names, or even "password" as their passcodes — or they meet the bare-minimum standards for required passcode complexity. Randomly generated passcodes are always better, and requiring multiple levels of authentication for secure data access is a must-do.

Remember, that's just for the office. Once employees start working outside of your network, even more issues crop up. It's not always possible to keep them from working from home, or from a coffee shop on the road. But it is possible to invest in security tools, like email encryption, that keep data more secure if they have to work outside your network. And if people are working remote-

ly, remind them that walking away from the computer is a no-no. Anybody could lean over and see what they're working on, download malware or spyware, or even swipe the entire device and walk out — all of which are cybersecurity disasters.

Last but not least, you need to consider the possibility of a deliberate security compromise. Whether they're setting themselves up for a future job or setting you up for a vengeful fall, this common occurrence is hard to prevent. It's possible that Code Space's demise was the result of malice, so let it be a warning to you as well! Whenever an employee leaves the company for any reason, remove their accounts and access to your data. And make it clear to employees that this behavior is considered stealing, or worse, and will be treated as such in criminal and civil court.

You really have your work cut out for you, huh? Fortunately, it's still possible to run a secure-enough company in today's world. Keep an eye on your data and on your employees. And foster an open communication that allows you to spot potential — or developing — compromises as soon as possible.



### Who Wants To Win A \$5 Starbucks Gift Card?

Every week, we will have a Grand-Prize Winner for our Monthly Trivia Challenge Quiz! He or she has to be the first person to correctly answer my quiz question. Last month's winner was Lauren!

**Now, here's this month's trivia question. The winner will receive a \$5 gift card to Starbucks!**

**In the U.S. what is the most popular selling grilling meat throughout the summer?**

- a) Hot Dogs
- b) Hamburgers
- c) Chicken

*[Email us right now with your answer!](mailto:kfaggard@askbis.com)*  
[kfaggard@askbis.com](mailto:kfaggard@askbis.com)

## Shiny New Gadget Of The Month:



OctoGripper, the Octopus-Inspired Robotic Arm, Is Here

“The animal kingdom is a reliable place to turn for mechanical inspiration. The German automation company Festo just made a robotic arm that takes its cue from an octopus. Meet the OctoGripper!

Festo figured it’s hard to beat the octopus’ flexibility. Built with a soft silicone structure that can be pneumatically controlled, the device bends inward to grip an item with two rows of suction cups. These create a vacuum, allowing the gripper to hold onto objects tightly while moving quickly – a common challenge in robotics.

This isn’t the only thing Festo is taking from nature. They want to see the OctoGripper incorporated into their BionicMotion Robot, which is inspired by an elephant’s trunk. These could work side by side with humans, perhaps speeding up work.

Or they could pair up with Boston Dynamics and start the best robotic zoo this side of “Horizon: Zero Dawn.”

### FREE Web And E-mail Usage Audit Instantly Reveals If You Have A Problem

If you’d like a snapshot of where your employees are going online and how much time they’re spending surfing the net on non-work-related activities, I’d like to offer you a FREE Internet And E-mail Usage Audit worth \$300. At no cost or obligation on your part, we’ll come by and install a special diagnostic program that will expose lurking threats due to inappropriate employee use of websites, e-mail and instant messaging. I’m making this offer because I’d like to give

you a bite-sized sample of our extraordinary customer service and proactive approach to protecting you and your organization. And to be perfectly clear, no matter what we may find during your audit, you are under no obligation to buy anything or ever use our services again.

However, there is a catch: we’d like to help every company on the Gulf Coast eliminate this risk, but we’re only able to perform 10 audits per month. Call 251-410-7601, while you’re thinking of it. The five minutes you invest could save your company thousands of dollars in lost produc-

tivity, potential lawsuits and company resources.

Let’s not let your company become yet another statistic, hemorrhaging cash as a result of a destructive cyber-attack. Call me TODAY at 251-410-7601, or e-mail me at [plong@askbis.com](mailto:plong@askbis.com), and let’s make sure your systems are safe.

I’ll provide you with a Cyber Security Risk Assessment to check for and safe-guard against any points of entry for an attack. This service is FREE, but DO NOT RISK WAITING: contact me NOW before the next scam puts your network at risk.



## Dinner & a Movie Anyone?

We’ve decided to start a special rewards program for the clients we value the most. When someone you refer to us becomes a client, we’ll give you a gift card to enjoy dinner and a movie on us!

For more information, visit

[www.askbis.com/referral](http://www.askbis.com/referral)

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