

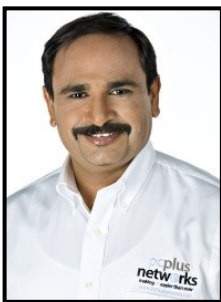
## What's New

### 9 Ways to prevent Disaster.

1. Spam Emails: Secure your email. Most attacks happen through email.
2. Passwords: Apply Security Policies.
3. Computer Updates: Keep Microsoft, Adobe and JAVA products updated.
4. Training: Train your users - Often! Teach them about data security, email attacks, policies and procedures.
5. Advance Security: Move beyond outdated antivirus tools of the past.
6. Firewall: Turn on Intrusion Detection & Intrusion prevention features.
7. Encryption: Whenever possible, the goal is to encrypt files at rest and in motion.
8. Two Factor Authentication.
9. The Most important is Backup: Local (BDR Appliance) & to the cloud, test your backups often.

If you need help to implement any of these, call us today at (678) 523-5599!

**January 2020**



**This monthly publication provided courtesy of Shan Dholaria, CTO of PCPlus Networks.**

"As a business owner, you don't have time to waste on technical and operational issues plus security is a BIG concern too. That's where we shine! Call us and put an end to your IT problems finally and forever!"



## Top Strategies I Learned To Fight Off Complacency And Get Out Of My Comfort Zone

Jesse Itzler is a man of many talents. He spoke at a recent conference this past fall and brought a lot of great business insight with him. Itzler got his start as a rapper in the early '90s. He worked with artists including Tone Lōc, wrote a song that made it to the Billboard Hot 100 ("Shake It Like A White Girl") and wrote and sang the New York Knicks theme song, "Go NY Go." He then went on to write the theme songs for over 50 other professional sports teams.

But it turned out that as much as he loved the music business, it wasn't his true passion. Itzler was an entrepreneur at heart. He had a lot of ideas he wanted to turn into reality. One of

those ideas stemmed from his short music career. In 1996, he founded Alphabet City Sports Records with a friend. The business served pro sports teams and remixed songs for their use. In 1998, Itzler and his friend sold the company.

Then in 2001, Itzler moved on to his next major venture: Marquis Jet. This company would quickly become one of the biggest and best-known private jet companies ever. They offered prepaid access to private jets, and it became wildly popular. In fact, in 2009, Warren Buffett's Berkshire Hathaway bought Marquis Jet (Berkshire Hathaway is also the parent company of NetJets,

*Continued on pg.2*

*Continued from pg.1*

which offers fractional ownership in private jets).

Itzler didn't stop there. He founded 100 Mile Group, a brand incubator. He partnered with ZICO Coconut Water, which exploded in popularity and was acquired by Coca-Cola. And to top it all off, he lived with a former Navy SEAL and wrote a book about the experience: *Living With A SEAL: 31 Days Training With The Toughest Man On The Planet*. All these accomplishments only scratch the surface of Itzler's professional life.

Itzler accomplished all of this over the last 30 years because he wasn't complacent. He routinely pushed himself out of his comfort zone and made choices to get to the next level. It's not an easy thing to do, but he knew that if he wanted to be successful, he had to push himself. It's something we all have to do.

One major piece of advice he offered to the Producers Club crowd was to differentiate. He used a great analogy: "Your brownies have to be different from all of the other brownies on the market." This was in reference to a brownie business he worked on in college. You must ask yourself how you're

**"... he knew that if he wanted to be successful, he had to push himself."**

going to stand out in the market, because chances are there's another guy out there offering the same thing you are. You have to set yourself apart. This is why Itzler got out of the rap game and started producing music for sports teams – he set himself apart.

Another strategy to fight complacency that he recommends is this: You need to put yourself in a position where luck will find you. You have to put yourself out there. Early in his career, Itzler was cold-calling all the way to the top. He'd cold-call CEOs to get their attention when he was working on his music career. Later, when he was running Marquis Jet, he was getting himself in front of celebrities like Matt Damon and Ben Affleck. He took major risks getting his name and company in front of influential people, but by being willing to take those risks, luck, as he put it, found him.

Another of his strategies that really stood out to me was when you have momentum, you have to double down and "hit the gas." For instance, when you accomplish a goal, go after even bigger goals. Complacency is what happens when you don't hit the gas. On top of that, you can't negotiate your goals and change them because you don't want to put the effort into doubling down. It's okay if how you get to the goal changes, but the final goal shouldn't change. After all, you set goals for a reason – you do want to push yourself; you just have to put in the effort.

## Free Report Download: The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

### IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

Claim your FREE copy today at

[www.pcplustnetworks.com/itbuyersguide/](http://www.pcplustnetworks.com/itbuyersguide/)

Get More Free Tips, Tools and Services At Our Website: [www.pcplustnetworks.com](http://www.pcplustnetworks.com)

(678) 523-5599

## Services We Offer

PCPlus Networks connects you to maximum return on your IT investment with top notch business continuity solutions. As your partner we'll deliver speed, value, and quality from start to finish - using expert Engineers & project managers to keep everything running smoothly. We work with you every step of the way, from consulting to design, project management, installation and ongoing support. We even back it all up with a long lasting warranty.

### IT Services includes:

Managed Cyber Security  
IT Infrastructure Management.  
Network Support  
Managed IT Services  
Cloud Integration  
IT Consulting.  
Hardware/Software  
Backup & Disaster Recovery  
Network Storage Solutions  
VOIP / Virtualization  
Wireless / Wi-Fi Solutions  
Virus/Malware Protection  
Email / Spam Protection.  
Business Continuity Solutions  
IP Video Surveillance.  
Network Wiring/Cabling

Give us a call today at  
(678) 523-5599 to discuss  
your needs.

# 6 Time Management Tips For The Busy Entrepreneur

*Face it, there will never be enough hours in the day to accomplish everything you need to do. But if you methodically review how you spend your days and instill focus and discipline while completing daily priorities, you will soon find more time to work on the long-term success of your business. Here are six ways to do it.*

### 1. CONDUCT A TIME AUDIT.

Sit down and review three months of activity. The data from the analysis will show where you spent your time (which projects, tasks and priorities demanded your attention) and with whom you collaborated to get the work done. The audit will also shed light on areas where you were distracted, where you were the most productive and which tasks/projects took more (or less) time than anticipated.

### 2. ELIMINATE TIME DRAINS.

These are the kinds of things that sneak up on you and steal time and can be better put to use growing your business. Look for these time drains: not delegating tasks, not managing meetings efficiently (Tip: always have an agenda!) and spending too much time writing/responding to e-mails. If you've done your job as a leader, members of your team can handle a majority of meetings and e-mails. You hired great people. Now let them do their jobs.

### 3. TAKE CONTROL OF YOUR CALENDAR.

Remember: you drive your schedule; don't let others drive it. Block time throughout your day and guard against changing your schedule to work on tasks that are not important or urgent. The way you allocate your time has a direct correlation to your effectiveness as a leader and, ultimately, the performance of your business. Prudent calendar management will also send a strong signal to your team that you take this seriously.



### 4. PLAN YOUR DAY.

When you know your priorities for the day, you will be better prepared to reset your work schedule if the unexpected comes your way. Once your schedule is set, block off chunks of time to work on your priorities. I recommend 90-minute blocks so you can concentrate on big-picture items or work on a group of related tasks. Stay disciplined and don't allow yourself to go over that allotted time.

### 5. LIMIT INTERRUPTIONS.

Now comes the hard part. Once you start working on each priority, you need to remain focused. Close the door and don't answer the phone unless it's a critical issue. Avoid checking e-mail. Don't let distractions slow you down.

### 6. HOLD YOURSELF ACCOUNTABLE.

Share your tasks, priorities and deadlines with a colleague. Meet with that person at least monthly to review how well you managed your time. The probability of success increases when you have someone watching your progress and coaching you across the finish line. ~Andy Bailey

### IT Security Tip: Should My Computer Be Encrypted?

It's another Tuesday in the airport and you just cleared the TSA line and went to the pretzel shop for a quick bite before you catch your plane. You sit your laptop down to get a straw and the next second...your laptop is gone. It's not in sight, nor is the thief who stole it.

If you have a password on your laptop, that will likely prevent the thief from immediately having access to your private documents. What it doesn't stop is some removing the hard drive from your laptop and connecting it to another computer—suddenly your hard drive is sitting there, ready to browse—just like any other folder or drive letter.

What do you do? Encrypt it! A good first step toward protecting the hard drive of your laptop and other mobile devices is to encrypt it. With the drive encrypted, a thief can't just pull it out, hook it up and suddenly have access to all your files. At least you've made it pretty hard for them to get to your data.





1010 Lakes Pkwy  
Lawrenceville, GA 30043

## Inside This Issue

**Top Strategies I Learned to Fight Off Complacency  
And Get Out Of My Comfort Zone**

**6 Time Management Tips For The Busy Entrepreneur**

### **Do You Have These 3 Things Every Business Needs To Be Successful?**

You have a solid team. People are everything in business – that includes your employees. You strive to hire the best team (who match your core values and company culture and who bring top-notch skills to the table) and you train them well (they understand your systems and processes). On top of that, they're happy!

You have purpose behind what you do. We all need purpose to not only be happy but also to thrive. When your team knows what they're working toward and understand the value of their work, that gives them purpose. You've clearly laid out the objectives and everyone is on the same page. When your employees know why they do what they do, they're happier and more productive for it.

You are passionate. You don't just love what you do, you love the people you work with and you love the difference your business makes in the community or the world. When you have passion, it's infectious. It inspires people around you. When your team is inspired, they'll go the extra mile and your business will find success like it's never found before.

*Inc.com, 5/20/2019*

### **What The Heck Is An AUP ... And Why Do You Want It?**

With so many access points, from cell phones to laptops and home computers, how can anyone hope to keep their network safe from hackers, viruses and other unintentional security breaches? The answer is not "one thing" but a series of things you have to implement and constantly be vigilant about, such as installing and constantly updating your firewall, antivirus, spam-filtering software and backups. This is why clients hire us – it's a full-time job for someone with specific expertise (which we have!).

Once that basic foundation is in place, the next most important thing you can do is create an Acceptable Use Policy (AUP) and train your employees on how to use company devices and other security protocols, such as never accessing company e-mail, data or applications with unprotected home PCs and devices (for example). Also, how to create good passwords, how to recognize a phishing e-mail, what websites to never access, etc. NEVER assume your employees know everything they need to know about IT security. Threats are ever-evolving and attacks are getting more sophisticated and cleverer by the minute.

If you'd like our help in creating an AUP for your company, based on best practices, call us. You'll be glad you did.