

TECHNOLOGY TIMES

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"

Hackers Are Now Targeting Macs

Macintosh computer users have long enjoyed relative freedom from hacker attacks; however, researchers at Symantec Corporation say online criminals are setting their sites on Mac users now, more than ever.

Online porn hunters are the latest target. Visitors to certain web sites are led to believe they can download a free video player when in fact they are installing malicious code onto their Macs.

Once the users authorize the transaction, the hackers can redirect the users future browsing to fraudulent web sites and possibly steal the user's information or passwords. Sometimes they simply send ads for other pornographic web sites. This results in thousands of dollars in income for the criminals.

While you may think that Macs are essentially more secure than PCs because they are built better, security experts would argue differently. They believe that the Mac is actually no more secure than a PC. In fact, they note that the relatively low number of viruses, exploits and other cyber attacks directed at Mac users is due to Apple's relatively small share of the computer market.

"I don't think that the Mac OS is more secure than Windows -- I think it is safer than Windows because there are less people trying to attack it. There is a big difference," Natalie Lambert, a senior analyst at Forrester Research recently shared with MacNewsWorld.

With that said, the fact remains that for every single attack on a Mac, there are at least 100 attacks on Windows-based systems.



"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!"
-Brian Curtis, President
DominionTech

April 2015

Williston, VT

Inside This Issue...

- Hackers are now Targeting Macs...Page 1
- Six Easy Ways To Improve Your LinkedIn Profile.....Page 2
- Help Us Out And We'll Give You A Brand New iPod.....Page 2
- The WayTools TextBlade.....Page 3
- Customers Expect More.....Page 3
- Does This Password Sound Familiar?.....Page 4
- A Pleasant Drive With The Queen Of England.....Page 4



"How often does he go online?"

Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, business owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

Step 1. Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

Step 2. Layer in your keywords. The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

Step 3. Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your business or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

Step 4. Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

Step 5. Take a good look at your profile photo. A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

Step 6. Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

Help Us Out And We'll Give You A Brand-New iPod 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 through May 8th of this year.

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 iPod Nano of your choice as a thank-you (or donate \$100 to your favorite charity ... your choice!). Simply call us at 802-655-0880 or e-mail us at Brian@DominionTech.com with your referral's name and contact information today!

Shiny New Gadget Of The Month:



The WayTools TextBlade

When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

It's priced at \$99 and you can find it online at www.waytools.com.

CUSTOMERS EXPECT MORE

In today's market, as in none before, it is crucial that we learn selling savvy. The sales environment has changed radically in four distinct ways:

1. Customers are better-educated, more sophisticated and more value-conscious. In other words, they are harder to please; they want more for their money. Think about your own demands as a consumer. You insist on quality goods and efficient service. You don't want some slick con artist trying to trick you into buying a product or service you don't want or need. And you don't want to be abandoned after the sale. You expect follow-up service. If something goes wrong, you want to know that the salesperson and the company are going to stand behind the sale.

This means that salespeople have to stay on top of their markets. They have to be knowledgeable about the products and services they are selling. And they have to be honest—they have to be sincerely interested in helping their customers find value and derive satisfaction.

2. Competition is stiffer. Customers now have so many options that price will always be the deciding factor—unless you can offer a strong differential advantage. That means you have to offer something that sets you apart from all the other salespeople who are trying to get your customers to buy from them. You have to provide quicker service, more up-to-date product knowledge and better follow-up. Moreover, your customers must acknowledge the superiority of your products and services, and the object of your presentation should be to lead them toward that recognition and acknowledgment.

If you can't lead your customers to that acknowledgment, you won't get the sale, no matter how good your product. Your success in selling depends less and less on the product you are selling, and more and more on your skills as a salesperson.

3. Technology is rapidly replacing peddlers. People are buying more through direct mail. The Internet is making it possible to buy almost anything you want at the click of a mouse. Companies are no longer looking for peddlers to handle items that are much easier to sell online or through the mail. In many cases, they're setting up self-service systems that can be operated by clerks. Of course, there are plenty of very good opportunities for really sharp salespeople who can sell with power and skill, especially in the industrial field.

To be successful as a salesperson, you must find ways to distinguish yourself from the inexpensive clerks and the commonplace peddlers. You must rise to the challenge with proficient skills, depth of knowledge and a positive attitude.

4. Time has become a priceless commodity. Prospects don't want salespeople wasting their time. And if you're serious about becoming successful, you don't have time to wander around showing your products or services to anyone who will look at them.

To survive in today's volatile marketplace, you need a clear and effective strategy. You need the skills to implement that strategy. And you need the know-how to make that strategy work for you. When you acquire and apply these things, you're demonstrating selling savvy.



Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,300 students from 40 countries. He has authored two dozen books and audio programs distributed worldwide. As a business leader, he is chairman of the Great Harvest Bread Company, with 220 stores in 43 states. He serves on the boards of several national organizations, including BB&T (a Fortune 500 company with \$185 billion in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country). As a professional speaker, Dr. Qubein has received many distinctions, including the Golden Gavel Medal, induction into the International Speaker Hall of Fame and as the founder of the NSA Foundation in Arizona. To learn more about Dr. Qubein, go to: <http://www.nidoqubein.com/>

DominionTech Hours of Operation

Retail Store Hours	9:00 am—5:00 pm
Help Desk Hours	8:00 am—5:00 pm
Emergency Support	24/7/365

Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we **don't** use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year, followed by the classic **password**.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or **qwerty**, or **111111**, or **iloveyou**. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.



Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is Darcy Tardie of Middlebury, VT! She was the first person to correctly answer my quiz question from last month: **According to Irish lore, St. Patrick banished all the snakes from Ireland. What other island nation is also devoid of snakes?**

a) Cuba b) Madagascar c) New Zealand d) Jamaica e) Sri Lanka

The correct answer was **c) New Zealand**. Now, here's this month's trivia question. **The winner will receive a gift card to Majestic 10 in Williston.**

One famous April Fools' Day hoax occurred in the 1957 when the BBC aired a curious story that tricked quite a few viewers into believing they could grow what?

a) Musical Shrubbery b) Horse-sized Hamsters c) Spaghetti Trees d) Chocolate Potatoes

Call Us Right Now With Your Answer!

Misty@DominionTech.com

The Lighter Side: A Pleasant Drive With The Queen Of England



In 2003, the recently deceased King Abdullah of Saudi Arabia paid a visit to the UK. During the trip, he met with Queen Elizabeth II at Balmoral, the royal family's castle and estate in Scotland. The queen asked then-Crown Prince Abdullah if he would enjoy a tour of the estate. The prince wasn't initially keen on a tour, but he decided it would be polite to accept as a guest of the queen. He agreed.

When their transportation arrived—two regal Land Rovers—the prince stepped into the front passenger seat. It allowed him an exquisite view of the estate and the surrounding countryside. What happened next, he was not fully prepared for. The queen opened the driver's-side door and climbed in. She swiftly turned the ignition, threw it into gear and hit the accelerator.

Keep in mind, women in Saudi Arabia are prohibited from driving.

Also keep in mind, the queen is a *very* experienced driver.

While giving the prince the royal tour, she did not hold back. It was pedal to the metal. As she blasted down the narrow country roads, she remained attentive to her guest and kept the conversation lively. It was an attentiveness the prince felt was misdirected. He pled with the queen to focus on the road. She did not.

Following Abdullah's death in January, Queen Elizabeth takes the throne as the world's oldest reigning monarch at a spry 88. Abdullah was 90.