

TECHNOLOGY TIMES

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

Best Year Ever!

As the new year starts I want to take the time to share with you all my thoughts on 2014 and our plans at DominionTech for 2015. Last year was the best year ever for the company, we added several great clients and improved our support offerings to the faithful clients we have had for years.

We have been blessed by many referrals to your friends and family. These referrals are always an honor to receive and I take them as the highest of compliments. The team here has grown to include the best in the industry. It is an honor lead this group of people and we look forward to doing everything we can to better our best.

My favorite thing in 2014 happened just a few weeks ago, my wife Misty took part in some of our gift basket deliveries. Your reception of her and the stories you shared with her were priceless. It was honoring to me and the team here to have you all share such thankfulness. We have the best clients there is and have partnered with the best vendors in the world and I am excited to move into 2015.

We have some exciting plans for 2015 some we aren't able to share until they are fully baked, but here are a couple that are almost ready

- Chat support for the Help Desk, instant support without having to pick up the phone. We will even be able to video chat if you prefer to work with us face to face.
- Additional Network Engineer added to the Help Desk, now more of your requests will be solved immediately and escalations will be a thing of the past.

I encourage you to watch for new announcements as the year continues. I appreciate all of your feedback and look forward to earning your future business every day.

Happy New Year!



Brian P . Curtis



"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

DominionTech

January 2015

Williston, VT

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"I've put on a lot of weight, but I'll lose it all in the Spring."

Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

1. Mention: Google Alerts for the social web. [Mention](#) helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.

2. Buffer: Social media publishing plus powerful analytics. [Buffer](#) is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.

3. Feedly: Content discovery. Finding great content to share with your audience is easy with [Feedly](#). Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.

4. Twitter Counter: Track Twitter progress. It can be easy to lose track of how your Twitter account is growing; that's where [Twitter Counter](#) comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.

5. Zapier: Link favorite social services. [Zapier](#) connects the services you use independently. For example, if your team uses HipChat to keep to set up [automatic notifications inside MailChimp campaigns](#) or new RSS items.

6. Bottlenose: Intelligence for social features a real-time search engine that information from social networks and algorithmic order of importance. The result ranked by most to least important.

7. Followerwonk: Follower analysis for use a tool like Twitter Counter to watch the your Twitter followers, you may need to carefully. [Followerwonk](#) breaks down your demographics so you can understand them

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of

in touch, you can use Zapier [HipChat rooms](#) for Tweets,

networks. [Bottlenose](#) queries all public groups and displays it in is a stream of content

Twitter. Although you can growth of the number of analyze your followers more followers into better.

Techie Terms Made Simple: What Is Cloud Computing?

Cloud computing is simply a term used to describe internet-based applications that are stored and accessed via a web browser instead of a server or computer at your location. Over the last couple of years there has been a HUGE movement towards companies using "cloud-based" applications because lost data is more easily recovered and remote workers can conveniently access information. As a result, costs for hardware and support are drastically lowered.

One "cloud" application we encourage our clients to consider is Hosted Exchange. Not only does this give you a tremendous amount of flexibility in accessing your e-mail, but it also lowers the costs of hardware, software, installation, and support DRASTICALLY.

While there are still some fears around hosting critical apps and data offsite, those fears will become a thing of the past as business owners see the bottom-line cost savings of cloud-based computing.

Shiny New Gadget Of The Month:



iPhone Binoculars

TAKE YOUR PROFIT FIRST, ALWAYS

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally. GAAP's fundamental formula for profit is simple: **Sales – Expenses = Profit**

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" is a lie. The formula doesn't yield a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first: **Sales – Profit = Expenses**

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit www.mikemichalowicz.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

Internet Vigilance

Despite constant development in security and stability, the Internet still remains very much a Wild West landscape. You can navigate through it, but you never know when you might encounter a hidden danger. Threats exist on a global scale.

Cybercriminals want information. They don't care whose information they access and steal, or what damage they do. They want to take what they can get and they want to sell it. There are people who do this for a living. This morning, in the period of one minute, there were hundreds of cyber-attacks originating in China, targeting the United States.

What can you do? Stay vigilant.

Visit web sites you know and trust: This is the simplest and most effective way to keep safe.

Keep your web browser and computers up-to-date with the latest patches and security updates: While your office computers are kept up-to-date automatically as long as you're covered by any of our maintenance plans, you still need to keep an eye on updates for your home computer(s). Don't ignore these updates!

Know web sites you input personal information or credit card information into are secure: Look at the address bar. If you see "https" you are on a secure web page. If you see "http" you are *not* on a secure web page.

Make web sites you visit more secure: Browser extensions, such as **HTTPS Everywhere**, help make web browsing more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every



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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Rick Dooley! He was the first person to correctly answer my quiz question from last month: **What film released in December 1988 went on to win an Academy Award for Best Picture?**

a) Working Girl b) The Accidental Tourist c) Rain Man d) Dirty Rotten Scoundrels

The correct answer was c) Rain Man. **Now, here's this month's trivia question. The winner will receive a \$25 gift card to Panera Bread.**

To ring in the New Year in Spain, it is traditional to do what on each chime of the clock?
a) Eat a grape b) Take a sip of wine c) Clap your hands d) Light a candle

E-mail Us Right Now With Your Answer!

Misty@DominionTech.com

The Lighter Side: Cake, Presents & Embezzlement



There's nothing like a birthday party complete with an over-the-top cake, mounds of balloons and presents stacked to the ceiling. No, we're not talking about Miley Cyrus' 23rd birthday extravaganza, we're talking about the surprise birthday bash Ruth C. Amen threw for her boss, without approval. The lavish party raised eyebrows and led to a review of the office manager's accounting practices. Turns out Amen had been embezzling money from the business to pay her personal credit card debt. She also cut extra paychecks for herself, "forgetting" to deduct insurance costs from them. Maybe Amen felt bad about stealing and wanted to make up for it somehow, but all of the birthday cakes in the world wouldn't quite cover the \$181,674 she stole. When the last candle was blown out, Amen was found guilty of Grand Theft and Scheme to Defraud, both felonies. Next time, buy a card; it's much less suspicious.