



## Cathy's Message

Happy May! Can you believe May is here at long last? I can't believe that Christmas is only 8 months away.

Here at Szymanski's we are very excited about several things. We have heard from several of you that your business is growing and you are expanding, that is such great news to hear about.

We are excited about our new hire, you will hear more about Scotty next month. Not to be mistaken with Scott.

We are also excited about our book launch coming up in May, you can read all about that inside the newsletter.

We certainly hope you are having a great day and if there is anything we can do to help you, please let us know.

Are you following us on Facebook? Please like our page at [www.facebook.com/szycom](http://www.facebook.com/szycom)



We hope you know how much we appreciate each and every one of you. Take care and have the best day ever. Cathy & David.

## How Much Has Technology Changed In The Last Nine Years!

Technology changes faster and faster than ever. Consider how much technology has changed since this time in 2005, just a few short years ago...

### Can You Believe That These Technologies Didn't Even Exist in 2005?

We lived in a world without smartphones, tablets, e-readers, Facebook, in-home WiFi and Netflix. What did we do with all of that extra free time!

- E-readers such as the Kindle and Nook did not exist yet and now 40% of consumers own at least one.
- Smartphones did not exist. Now 62% of consumers have one.
- Tablets/iPads were nonexistent. Now over 40% of consumers own one.
- Netflix was merely a service to order DVDs in the mail.
- We were still connected to a wall since in-home WiFi had yet to arrive.
- Facebook was a small social networking service on the campus of Harvard.

### Dying Technology

In 2005, most consumers owned VCRs and mobile phones. How much longer will it be before we only see these items in a museum?

### Are These Technologies Here For The Long Haul?

Even with all of the technological advancements, the possession of many of these electronic devices has hardly changed:

- Cable TV – Even with streaming services such as Netflix, Hulu and many other apps, the percentage of consumers with cable TV has remained exactly the same (68%).
- DVD/Blu-ray Players – Ownership down only 3% over the last 9 years.
- Desktop Computers – Down only 8% (interestingly, the ownership of laptop computers has more than doubled during this period).

## Facts about May

- ♦ Memorial Day is observed in the U.S. on the last Monday in May. It is a legal holiday and is observed in memory of those who died while service in the United States in war. It was first observed in 1866.
- ♦ Mother's Day was first observed in 1908. It was designated by Presidential proclamation, and was recognized officially by Congress and the President in 1914, it is celebrated in honor of Mothers on the second Sunday of May.
- ♦ Armed Forces Day is celebrated the third Saturday of May. The United States honors the men and women of the military services. The Armed Forces Day Celebration combined the Army, Navy and the Air Force in 1950. Prior to that year, they had all been held at separate times.
- ♦ The Kentucky Derby takes place on the first Saturday in May at Churchill Downs, Louisville, Kentucky. It is the most famous horse race in the United States.
- ♦ Many Americans celebrate what we call Cinco De Mayo, on May 5th. It is the anniversary of the Mexican victory over the French at Puebla in 1862. It is a national holiday in Mexico.
- ♦ Empire State Building opened May 1, 1931.
- ♦ The first U.S. medical school opened in Philadelphia, May 3, 1765.

## Why Should You Care About Cloud Computing?

Cloud computing is a concept that could save your business quite a bit of money on software, hardware, upgrades and services.

Instead of purchasing hardware and software for your office, you can use cloud computing to put your programs on a highly secure "super server" online. All you need is an Internet connection to your office and you're in business.

There's a good chance that MOST of the software applications you use every day are now "software as a service" applications. In other words, you don't have to install them on your server or PC – you simply access the software as a pay-as-you-go model for only the licenses, space and features you use. This gives you the ability to access highly sophisticated software and functionality at a fraction of the cost – or even for free – and without long-term commitments.

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Then came fair May,  
the fairest maid on ground,  
Deck'd all with dainties of  
the season's pride,  
And throwing flowers out of her lap  
around.

**Edmund Spenser**

## *The Business Owners Guide To IT And All Things Digital*

### *22 Critical Facts Every Business Must Know To Maximize Their Company's Efficiency, Security, Employee Productivity and Profits*

**Announcing Our Collaborative Book Along With  
21 Of The Top Minds In the IT Industry: *The Business Owners Guide To IT And All Things Digital*  
Will Be**

**Available On Amazon.com  
Beginning May 15, 2014.**

#### **What This Book Offers:**

For the past 60 years, the Digital World has been steadily infiltrating our lives. Like all epic changes, digital progress has touched us all. For those following the progress, of the Information Age, the Digital World has moved us to a higher level of specialization and efficiency, while simultaneously allowing us a laser-focus on our activities.

The technical backdrop for Information Technology in the business world is spearheaded by specialists in computer systems and their application. This book highlights the ideas and experience of 22 of the top business executives in the IT industry. These top experts work day in and day out with small business owners across North America to develop and adapt computer systems to better organize and run their businesses. They have competed in the marketplace and achieved the success of surviving and thriving in the Digital Era that we enjoy – truly a feat in the competitive world of today.

Now you can benefit from their extensive experience! These authors share their experiences to help you develop your business and avoid the errors they have made or witnessed along the way. If you wish to succeed, it is far better to be guided by those that have made a successful trip rather than follow the advice of someone who has only read the map.

In a style written for the business owner and absent of “geek speak”, this book will assist you in gaining a competitive edge in your business.

While the book focuses on various topics within I.T. and all things digital, my section is titled “**Customer Service.**” In this chapter, I focus on the importance of customer service in all business interactions.

**The book will go on sale on Amazon on May 15th. We want to kick off the opening day sale in a big way.**

**If you purchase the book on May 15th and email me a copy of your receipt, we will donate \$5.00 towards your choice of one of these five charities**

- Kiwanis – Helping improve the lives of children of the world
- Community Shelter Services – Providing shelter for the homeless in Erie
- Auto racers for Kids Charities – Supporting charities that help kids
- Humane Society of Northwest Pennsylvania – Providing good homes for animals
- Kanzius Cancer Research Foundation – Researching the world's most promising cancer treatment

Please consider purchasing my book from Amazon on May 15th, send me a copy of your receipt, and pick one of the five charities to receive the donation.

After purchasing the book, E-mail your receipt to [Cathy@szy.com](mailto:Cathy@szy.com)

The Business Owners

# ESSENTIAL GUIDE

TO IT & ALL THINGS DIGITAL

Information Technology

**22 CRITICAL FACTS**

EVERY BUSINESS MUST KNOW  
TO MAXIMIZE THEIR COMPANY'S  
EFFICIENCY, SECURITY,  
EMPLOYEE PRODUCTIVITY &  
PROFITS

FEATURING  
**David & Cathy  
Szymanski**  
& Leading Experts From Around the World

**CelebrityPress®**

For the past 60 years, the Digital World has been steadily infiltrating our lives. Like all epic changes, digital progress has touched us all. For those following the progress of the Information Age, the Digital World has moved us to a higher level of specialization and efficiency, while simultaneously allowing us a laser-focus on our activities.

The technical backup for Information Technology in the business world is spearheaded by specialists in computer systems and their application. We highlight the CelebrityExperts® in this book who so diligently contribute to this process. These entrepreneurs develop and adapt computer systems to better organize and run our businesses. They have competed in the marketplace and achieved the success of surviving and thriving in the Digital Era that we enjoy – truly a feat in the competitive world of today.

You too can readily benefit from these CelebrityExperts®. These authors share their experiences to help you develop your business and avoid the errors they have made along the way. If you wish to succeed, it is far better to be guided by those that have made a successful trip rather than follow the advice of someone who has only read the map.

It is in this spirit that our CelebrityExperts® present their successful experiences in *The Business Owners Guide To Information Technology*. They will assist you in gaining a competitive edge in your business environment.



## 4 Ways To Use LinkedIn To Generate More Appointments And Clients

LinkedIn is one of the best social media sites for generating QUALITY leads and new clients. Although it may not deliver a flood of business, if you're going to spend time on social media, you'll want to put your focus on LinkedIn, especially if you're selling business-to-business services. Here are four ways to use LinkedIn:

**1) LinkedIn Ads** ([www.linkedin.com/ads](http://www.linkedin.com/ads)). These are a lot like the ads you see on Facebook running down the right column. It is passive advertising, which means prospects aren't necessarily SEARCHING for your services as they do on Google, but the quality of a prospect going there is much, much better. To maximize your results:

✓ **Target your ads to your specific prospects.** Job title, location, company size and industry are some of the selections you can use for targeting WHO your ad displays to.

✓ **Test different headlines and offers.** Always split-test at least two ads at a time, varying the headline, image and the offer. I change our LinkedIn ads every two weeks, eliminating the lowest-performing ads with a new test. Believe it or not, the headline "Killer IT Sales Videos" has been the top-performing headline for almost a year now. Results and not opinions are what matter.

✓ **Drive visitors to a landing page on your web site, not just your home page.** You should have a specific landing page for LinkedIn visitors so you can track results back to the source. It can be a landing page with the offer from your ad OR a replica of your home page, if that's appropriate.

**2) Join LinkedIn groups.** Participation in discussion groups is a great way to get involved in a niche. Post when you have something of *value* to add, not just a sales pitch, focusing on building your credibility with the other members of the group.

**3) Get Referrals.** Look up your clients on LinkedIn and see who THEY are connected to – then ask them to make an introduction. Make sure to connect with all of your clients, warm prospects and business friends on LinkedIn to increase your 1st- and 2nd-degree connections and give you yet another way to communicate with them.

**4) Build or scrub your list.** Depending on your LinkedIn member level, you can search within groups, by industry, location, job function, seniority level, company size, interests and more. If you're not a premium paid member on LinkedIn, then your search parameters are going to be somewhat limited, but you can use LinkedIn to better prepare for the telemarketing calls you are already making. Some companies have all their employees listed, giving you a snapshot of other key influencers in the organization who you may want to include in your marketing efforts (like the IT manager, office manager, etc.).

Like anything else, LinkedIn can be a huge distraction if you're not using it with a goal and a focus. Use the above strategies to enhance your marketing and, when possible, see where you can systematize and delegate these tasks to someone else in your company to better leverage your time as the CEO.

And you need to be receptive to what it suggests you do.

## Why Should You Care About Cloud Computing?

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For example, Google is a massive, free cloud application – the power required to search billions of web sites and content in seconds and deliver the relevant results to your screen far exceeds the capacity of your PC. Facebook is another free cloud application that allows you to post pictures and connect with your friends in real time without having to install any software on your computer. Of course, there are also applications such as Salesforce, Constant Contact, SurveyMonkey, etc., that you pay to use.

It is quickly becoming unnecessary for some businesses to purchase and maintain an on-site server. Now companies can host one or more of their applications, data, e-mail and other functions "in the cloud." That simply means it's stored off-site in a highly secure, high-availability "utility" company that has far more power and resources than you could ever logically have on-site as a small business. And with devices getting cheaper and Internet connectivity exploding, cloud computing is suddenly a very smart, viable option for small business owners.

While there are a ton of benefits to cloud computing, it's NOT right for every company. Some applications don't play well in the cloud. You need commercial-grade Internet connectivity, and some functions, like working with big graphics files, are better kept local or the slowness will make you crazy. However, in almost every case, parts of your computer network (functions) can easily be put in the cloud to save you money and give you better service. So before you donate your server and sign up for Google Apps or Office 365, it's important you talk to someone who can honestly assess your unique situation and tell you the pros and cons of making the switch to cloud computing. Call Cathy today to set up a meeting to discuss your Cloud Computing needs!

## Shiny New Gadget of the Monday



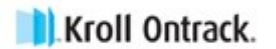
### PhoneSoap Touch Screen Polish

All this touch-screen technology is convenient, but it's also messy. Not to mention a little unsanitary when devices are shared amongst others. If only there was a way to keep your screen clean and bacteria-free... Lucky for you, now there is.

Introducing the anti-fingerprint PhoneSoap Touch Screen Polish. This is a premium, all-natural, antibacterial polish specially formulated to kill bacteria and help prevent fingerprints and smudges on smart phone and tablet touch screens.

Now you can clean, sanitize and share your device without worry or smudges!

Do you have anyone you would like to refer to us! We have a referral program that we would love to share with you. Simply refer any company to us with ten or more computers and we'll provide them with a Free Audit. Once we have completed the Audit we will send you an Amazon Gift Card.



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