



“As a business owner, I know 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!”

David Downs, Owner
Pro Computer Solutions

Inside This Issue...

An Eye On Your Network _____	Page 1
Market Size Math _____	Page 2
Referral Program _____	Page 2
Manage Your Inbox _____	Page 3
Shiny New Gadget _____	Page 3
The Ultimate IT Guidebook _____	Page 3
Welcome Winston Wolfgang! _____	Page 4
Graveyard Story _____	Page 4
\$25 Gift Card Quiz _____	Page 4



This Halloween...Who’s Keeping An Eye On Your Computer Network?



Many business owners and managers we work with wait FAR too long to have us check and update their computer network’s health and security. Unless we are actively performing regular daily/weekly/monthly maintenance, a nasty virus, malicious hacker, unexpected software corruption, hardware failure or dozens of other problems could catch you off guard and result in extensive downtime, data loss and expensive data recovery efforts.

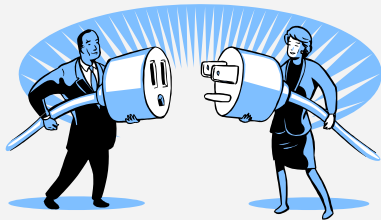
That’s because many businesses do not perform regular maintenance on their network and therefore are overlooking many serious threats that are increasing all the time. At some point, disaster strikes and they find themselves in a real mess, with a network down and employees sitting idle, waiting to get back to work.

By then the damage is done, and it can cost thousands of dollars to get the network back to normal, if that’s even possible. What saddens me even more is the fact that almost every one of these costly disasters could have easily been prevented if someone had checked their network’s security and health to remove these threats on a regular basis.

No More Excuses! Our Free Network Checkup Will “Exorcise” The Demons Hiding In Your Computer Network

From now until Halloween (October 31st), we’re offering all clients and newsletter recipients a FREE Network Checkup (\$497 value) so that you have no excuse for not making sure your computer network is safe and sound. **Schedule your FREE Network Checkup to see if you are truly safe from spyware, viruses, hackers and other SPOOKY disasters by calling our office at 816-229-2290.**

Refer Us And Receive Up To \$75!



Connect Us With A Friend In Need And Reap Rewards For Yourself!

- Send in your referral information by either calling our office at **816-229-2290**, emailing us at **referral@pcsiweb.com**, or visiting our page, **www.pcsiweb.com/referral**.
- We will pay you \$25 for anyone that you refer to us with whom we get an appointment.
- If your referral becomes a client, we will pay you an additional \$50 AND we will give your referral \$100 off their purchase.
- So, if you have a friend or an associate in need, please contact us and we will reach out to them. Doesn't everyone deserve worry-free IT?

Two Basic Ways To Determine The Size of Your Market

Understanding the size of a potential market is all-important. If a market is too small, you can't make money, no matter how innovative your products or competitive the pricing. That's where a market analysis comes in. Here are two basic methods:

Top-Down Analysis

Determine the total size of the market and then estimate your share of that market. Here's how a typical top-down analysis might go: "Let's see. I will sell a widget everyone can use, and since there are at least 3 billion potential users, even if I only manage to land 1% of that market I'll sell 30 million apps!"

Sound optimistic? That's how a top-down analysis usually sounds; it's like the stereotypical "2% of a \$1 billion market is \$20 million!" sales forecast made in hundreds of pitch meetings every year.

Bottom-Up Analysis

Estimate potential sales to determine a total sales figure. A bottom-up analysis evaluates where products can be sold, the sales of comparable products and the portion of sales you can gain. While it takes a lot more effort, the result is usually much more accurate.

Here's a quick example. Say you just developed a new external hard drive and want to determine if there is a profitable market that will sustain a real business.

1. Where are hard drives pumps typically sold? You decide to focus on specialty computer stores, at least at first, since landing shelf space at Walmart isn't particularly likely.
2. How many specialty stores are in the US? You determine there are approximately 5,000 (a number we just made up).
3. How many of those stores will be willing to stock your drives? Talk to as many as you can to see if they would be willing to carry your product. If you talk to 100 and 30 claim they will, be conservative and cut that number in half. If 15% of stores actually carry your product, that's 750 stores.
4. How many drives does a shop sell over the course of a year? Say the stores average 200 total drives a year. Every shop carries a variety of drives, so assume you can sell 30 drives a year to each shop.
5. The final math is easy: 750 shops times 30 drives per shop equals 22,500 drives a year.

The key to sizing up your market is to stay objective and make an honest and unbiased evaluation of how viable your product or service will be. Always go into business with realistic expectations — that way the only surprises, at least where sales are concerned, will be pleasant ones.

Shiny New Gadget Of The Month



Neo Grab

It's amazing how quickly our technology evolves. When the GPS devices for cars first came out, could we imagine that our phones would quickly take over that job? More and more, we see people using their phones to navigate in the car, but holding on to the phone while driving can be dangerous. The result has been a series of phone-holding apparatuses that cling to the car in the same manner our GPS's did.

Finally there is one that is not only functional, but also beautiful, and it battles one of the biggest problems with car phone holders. The Neo Grab allows you to mount and remove your phone one-handed, and it works for you in ways unimaginable, not only in the car, but also in the kitchen, office, bathroom, bedroom, garage, at work, etc. With its extreme suction cup, the Neo Grab is easy to attach to any smooth, non-porous surface, like glass, drywall, plastic, wood and metal.

The Neo Grab fits devices with LCD screens up to 6 inches and can be used for smartphones, mini-tablets and even your GPS device. Needless to say, this is the ideal accessory for any smartphone user.

It comes in 5 colors and can be purchased for \$34.99 from www.SkyMall.com.

5 Tools To Better Manage Your Inbox

In 2013, over 100 billion business e-mails were sent every day. According to the Radicati Group, that number is expected to exceed 132 billion e-mails per day by 2017.

That means approximately 100 e-mails hit your inbox per day. No wonder it's so hard to keep your inbox relatively clean. Here are some tools that can help:

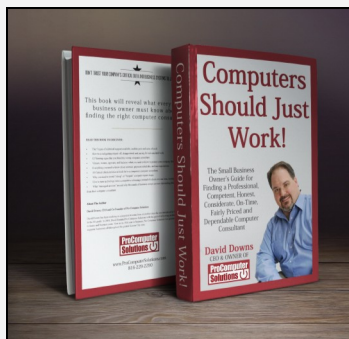
Mailbox - Mailbox makes it easy to organize your inbox from your smartphone. You can quickly archive, delete or save messages for later. You can even add e-mails to your to-do list so you never forget about a message you don't have time to address when it first arrives.

The Email Game - The Email Game turns responding to and archiving e-mails into – you guessed it – a game. Skip an e-mail and you lose 25 points; respond to one and you gain 175 points. You can also challenge yourself to sort through your e-mail in a set time period.

Unroll.me - Sorting through all the e-mail you've subscribed to (or been subscribed to) can be tough. This service takes all your subscription-based e-mails and transforms them into a daily digest.

SaneBox - SaneBox moves unimportant e-mails out of sight so you can focus on your most important tasks. SaneBox uses an algorithm to filter through your e-mails and put nonessentials into a folder for you to look at later; that way you can focus on the important stuff.

ActiveInbox - If you use Gmail, ActiveInbox turns e-mail into a task management system. You can categorize tasks as "action," "waiting on" or "overdue." If you need something done on a certain day, you can schedule it on your calendar and receive a reminder.



Computers Should Just Work! Now Available for Order

Recently released—the ultimate small business owner's guidebook for IT solutions, written by Pro Computer Solutions CEO David Downs. In this book, David reveals the top tips and secrets to turning technology into a competitive advantage for your company.

Order your copy today: www.procomputersolutions.com/book
Free copies available to select readers. Visit our page to learn more.



Connect with Pro Computer Solutions on our LinkedIn company page for business tips and service updates throughout the month!



The Lighter Side Halloween Graveyard Story from Vienna



A tourist in Vienna is walking past Vienna's Zentralfriedhof churchyard on October 31st. Suddenly he hears some music. No one is around, so he starts searching for the source. He finally locates the origin and finds it is coming from a grave with a headstone that reads: Ludwig van Beethoven, 1770-1827. Then he realizes that the music is the 9th Symphony and it is being played backward! Puzzled, he leaves the graveyard and persuades a friend to return with him.

By the time they arrive back at the grave, the music has changed. This time it is the 7th Symphony, but like the previous piece, it is being played backward. Curious, the men agree to consult a music scholar. When they return with the expert, the 5th Symphony is playing, again backward. The expert notices that the symphonies are being played in the reverse order in which they were composed, the 9th, then the 7th, then the 5th. By the next day, the word has spread and a throng has gathered around the grave. They are all listening to the 2nd Symphony being played backward.

Just then the graveyard's caretaker ambles up to the group. Someone in the crowd asks him if he has an explanation for the music.

"Oh, it's nothing to worry about," says the caretaker. *"He's just decomposing!"*

A New Member Of The PCSi Team!

Last month, Winston Wolfgang Downs was born, weighing 9 pounds 11 ounces. Winston is David's first grandchild and PCSi Marketing Manager Cynthia's first child. Mom and baby are doing well and the whole family is thrilled to welcome its newest member.



Who Wants To Win A \$25 Gift Card?

Here's this month's trivia question. The first person to respond correctly will receive a gift card to Scooter's:

In which year did the Kansas City Royals win the World Series?

A) 1991 B) 2004 C) 1972 D) 1985

Call us right now with your answer!

816-229-2290