

Turn your technology lemons into lemonade

May 2010

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One Strategy To Give You 3+ Days Of Your Life Back

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“How To Revolutionize Your Business In 6 Minutes A Day”

What if I told you with one simple change, I could add another 26 hours—or 3 1/4 days—of time back into your life? And what if I told you I could give that back to every single employee you have working for you instantly, without having to master a new time management program or making any changes to the way you work. Would you want to implement that change immediately? If you said “yes,” then read on...

Tiny Hinges Swing Big Doors

In order to understand how this is done, you have to understand one very simple principle: losses in productivity and progress are not lost (or gained) in big, obvious blocks of time. The silent killer is the culmination of a multitude of tiny, seemingly insignificant “leaks” of minutes and progress over an extended period.

The “Latte Factor”

Author David Bach explained this phenomenon as it pertains to retiring rich in his book, “The Automatic Millionaire.” He calls it the “latte factor,” and it can be the difference between retiring financially independent or broke. Here’s how it works...

Let’s suppose you spend \$7 a day for your fancy cup of coffee at Starbucks along with something to

eat. On the surface, this seems like a very small, harmless expense. However, add that up over 30 years and if you had invested that money instead of spending it, you would end up with over \$1.2 million dollars in your pocket. But here’s where it gets significant...

MOST of the people who are spending \$7 a day on trivial items are NOT investing ANYTHING into retirement. Why? Because they don’t understand the principle of the latte factor; because it’s such a small amount of money, they don’t think it would make any difference if they invested it—classic short term thinking. These are the people who end up working under the “golden arches” in their golden years because they can’t live off their meager savings. So what does this have to do with giving you 3 1/4 days of your life back?

How 6 Minutes Turns Into 3 Days

The same “latte factor” applies to tiny losses in time. Let’s say you lose 6 minutes a day in a 5-day workweek to computer problems, dealing with spam e-mails, slowness or other technical issues. Spread over a day it’s only a few seconds here or a minute or two there. On the surface, this seems insignificant and completely harmless.

However, you add that up over a

Continued on the next page...

year and it comes out to 26 HOURS of lost time, not to mention the aggravation of dealing with these issues.

Yet when we talk to most business owners about preventative maintenance to significantly REDUCE downtime, problems, slowness or hang time, they aren't interested. Like the folks spending \$7 a day, they think that time improvement in performance really won't translate into more profits or revenue for their business.

Stop The Slow Leak

An ill-maintained network is far more susceptible to viruses, hackers, spyware, data loss, hardware failure and other malicious threats. Minute by minute, all of these issues waste your time.

To prevent this "slow leak" from impacting your bottom line, check out these 3 tips:

- 1. **Keep Your Virus Protection Up-To-Date.** New threats are released every day so staying on

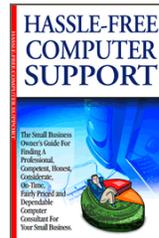
top of this maintenance is critical.

- 2. **Update Windows.** Hotfixes, patches, & security features prevent system crashes and slowness.
- 3. **Get New "Firm ware".** Firmware is the updated software for your firewall. It protects you from the latest hacker invasions and other online threats.

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The Twitter Dictionary

Following: You are a follower when you receive the tweets of others. (You don't have to reciprocate.)

Hashtag: # sign at the beginning of a word that indicates what the tweet is about. Adding hashtags helps users find updates on specific subjects.

RT: Short for "re-tweet." Add an RT if you are reporting something from another person's tweet.

Tweet: The basic tweet is an update of 140 characters or fewer.

Tweetup: When Twitter users meet in person.

Windows 7 Upgrade Without Fear



Most business owners feel software upgrades are akin to having a dental extraction: not a pleasant experience. But an upgrade to Windows 7 can actually be pain-free. Here's why:

XP Mode. If you're worried about compatibility issues, fear not. XP Mode allows you to run older programs in Windows XP and simultaneously run everything else in Windows 7. If your main business software runs well now in Windows XP or Vista, it should run just fine in XP Mode.

For even more peace of mind, make sure you contact your business software vendor and get their a-ok before beginning an upgrade. You can also try this on a "test" PC before rolling it out on your network.

Installation Time. Windows 7 set-up is significantly faster than Vista or XP (previous versions of Windows). Boot-up times are multiples faster too.

Stuff Just Works. When you plug in a new scanner, camera or other device into your computer, you don't want to fight with pop-up messages that tell you to search for drivers. You just want it to work the way it's supposed to. With Windows 7 that's what you get. No hassle. No fear.



One Big Reason To Ditch That “Free” Email Account

Using a free e-mail account can be frustrating; no help organizing your messages, keeping track of appointments and deadlines, or staying on track with projects. Plus, if you want to share your electronic rolodex of prospects, vendors & clients with employees, it’s a pain in the rump. Worse yet, there’s no way to store and keep your e-mail data safe and secure, and no easy way to retrieve it when you need it.

The Answer To Your Email Woes

For many businesses, Microsoft Exchange is the answer. This e-mail system automatically puts you and your employees’ contacts, e-mail, calendars, and tasks all in one place (Outlook) where they are easily accessible, backed up, and secure.

But the cost of setting up this type of system used to be cost-prohibitive for some companies. A server needs to be purchased along with software and other network components. Even on the smallest of networks, this would add up to thousands of dollars for set-up plus hundreds of dollars each year for maintenance.

Fortune 500 E-mail, Mom & Pop Price

“Hosted Exchange” is the cost-effective alternative. For the cost of a few lattes per month, you can have a great system for organizing your contacts, calendars and tasks,

plus have peace of mind that your email data is safe.

Not convinced on features and cost savings alone? Here are 4 more reasons to consider Hosted Exchange for your business:

- 1) **Quick Set-Up.** Installing an Exchange server at your office could take a full day or more to complete. With Hosted Exchange, there is no server to set up. Just connect to the Internet, enter your log-in, and you’re off to email land.
- 2) **Disaster Recovery.** With Hosted Exchange, your emails, calendar, contacts and tasks are all stored in an iron-clad data center and then replicated to another data center. Even if the network in your office goes down, your email service isn’t interrupted.
- 3) **Grows As You Grow.** Need an email account for that new employee? Looking to upgrade Exchange to a new version? Hosted Exchange makes both these tasks a snap.
- 4) **Keeps You In Synch.** In real time, your laptop, home PC, work PC, and mobile phone all have the same email, contact, and calendar information.

Want To Learn More? Call Us Now:

508-992-2541

Meet Our New Client Of The Month!

Every month I choose one very special person to be my “Client Of The Month.” It’s my way of acknowledging clients and thanking those who support me and my business with referrals and repeat business. This month’s Client Of The Month is AIS, Inc. Congratulations! You have won a \$50 Gift Certificate to your favorite restaurant. ***You might be my next Client Of The Month...watch for your name and picture here!***



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think about”

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Monthly Contest: “Who Else Wants To Win A Gift Card?”

This month’s winner gets a gift certificate to their favorite local restaurant. Submit your answers by email to jessica@thinktechonline.com. Make sure you include your name and phone number, the question number and the answer letter (for example, 1a, 2b, 3c, 4d). Entries are judged by the date and time received, as well as correctness.

Only 17

1. Which space appears 17 times on the Scrabble board?
a) double letter b) double word c) triple letter
d) triple word
2. In Mary Poppins, which family lives at 17 Cherry Tree Lane?
a) Banks b) Mitchell c) Lancaster d) Shaw
3. Which female singer had a hit called “At Seventeen”?
a) Kate Bush b) Janice Ian c) Suzanne Vega
d) Michelle Shocked
4. Who was the narrator in the movie Staglag 17?
a) Gil Stratton b) William Holden c) Don Taylor
d) Harvey Lembeck

I’d Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Send it to me! We are always looking for new and useful content to add to Tech-ade.

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“Say you want to smack a smug iPhone user in the back of the head without the legal ramifications. Is there an app for that?”