

TECHNOLOGY TIMES

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

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 SPOOKY disasters by calling at 703.991.0101 x 9 or activate your voucher here: www.thegeeksrus.com/activate



"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!"

Larry Burbano
CEO
Geeks R Us

October 2014
DC, MD & VA

Inside This Issue...

- Who's Keeping an Eye on Your Computer Network...Page 1
- 3 Common Office Move Mistakes to Avoid...Page 2
- Get \$100 for your Favorite Charity...Page 2
- Neo Grab...Page 3
- 5 Tool to Manage Your In-box...Page 4
- A Halloween Story...Page 4



In the year 2030.

Don't Make These 3 Mistakes With Your Next Office Move

Moving is always a pain in the rump, but it doesn't have to be a horrific, expensive experience. The No. 1 lament from someone who's experienced a "bad" move is "I didn't know I needed to..." followed closely by "I completely forgot that..." In other words, it's what you don't do that makes the move a disaster. To make your move easy and effortless, here are the 3 most common mistakes you want to avoid:

Mistake #1 – Trying To Save Money By Using Your Employees To Move Your Computer Network

Don't ask your staff to disconnect, move and reconnect computers, phones and other devices just to save a few bucks. You'll frustrate them and end up with phones ringing at the wrong extension, lost cables and PCs that get dropped. You don't want to let your movers do this job either; they may be great at moving furniture, but a network is a lot more sophisticated and sensitive. Be smart and hire an IT pro to pack and move your network.

Mistake #2 – Not Hiring The RIGHT IT Firm To Move Your Network

While we're on the topic, make sure you know what to look for when outsourcing the move. A few things to look for would include references from other clients, proof of insurance (get them to fax you a copy), a service-level guarantee limiting the amount of time you are down and a professional, organized approach to quoting the move. A real pro will insist on visiting your current location as well as your new location to conduct a detailed site survey. NEVER hire anyone who wants to quote moving your network over the phone.

Mistake #3 – Not Giving Your Phone, Internet And Cable Vendors Enough Advance Notice

80% of unexpected communications blackouts and cost overruns on network moves are caused by failure to properly plan voice, data and electrical installation in advance. Just because the prior tenant had computers and telephones is no guarantee that the cabling is suitable for your phones and your computer network. Allow at least 6 weeks for Internet and telephone connections to be installed. Advance planning will help you avoid emergency rush fees or Band-Aid fixes to make things work.

Call us before your next office move and get an Office Move Checklist, Site Survey and Network Plan for only \$199!

Refer Our Services And We'll Donate

\$100 To Your Favorite Charity!

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 during the month of October.



Simply refer any company with <5> 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 donate \$100 to your favorite charity for every referral that you've sent, as a small thank-you for thinking of us.

Simply call us at 703.991.0101 or e-mail us at service@thegeeksrus.com with your referral's name and contact information today!

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.

Mike Michalowicz and the Great "Pumpkin Plan"



I recently met Mike Michalowicz, the author of the book "The Pumpkin Plan", and he told the story about pumpkin farmers and how they grow colossal pumpkins. He then took the pumpkin farmer's methodology and translated that into growing a colossal business. Mike defined a colossal business not by its size in revenue or the number of employees, but rather a niche or a category leader.

Mike mapped out three essential processes for growing a colossal pumpkin (and business)

PLANTING THE RIGHT SEEDS – Your company cannot be all things to all people. Identify the things you do better than anyone else and focus all of your attention, money and time on how to grow your company doing those things.

WEED YOUR FIELD – In a pumpkin patch, the small, rotten pumpkins stunt the growth of the larger, healthier pumpkins. The same is true of customers. Figure out which customers add the most value and the best opportunities for your company's sustained growth. Then weed out the worst of the worst.

NURTURE THE WINNERS – Determine who your best customers are and blow their minds with extra-ordinary service. Then over deliver on every single promise you make.

Build a business and be an entrepreneur who is driven to be number one. No longer worry about what the competition is doing, and no longer think about how you can bring in a few more dollars by "just doing a few more things." Instead start worrying about what you are doing to be unique and different. Instead start thinking about the one thing you can do to bring in a king's ransom. Just be humble, for God's sake, and don't brag to the world that you are number one... that won't serve you well.

MIKE MICHALOWICZ

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 multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus 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 <http://www.mikemichalowicz.com/>

5 Tools To Better Manage Your In-box

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 in-box per day. No wonder it's so hard to keep your in-box relatively clean. Here are some tools that can help:

Mailbox - Mailbox makes it easy to organize your in-box 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.

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

The Grand Prize Winner of last month's Trivia Challenge Quiz is Edward Taylor!

They were the first person to correctly answer last month's question: The length of time between the March equinox and the September equinox is the same as the time from the September equinox to the next March equinox. True or false? The correct answer was False.

Now, here's this month's trivia question. The winner will receive a gift card to iTunes Store.

Complete this old farmers' saying: "Rain in October means ____ in December."

a) snow b) wind c) ice d) warmth e) mice

E-mail us right now with your answer!
newsletters@thegeeksrus.com

The Lighter Side:

Halloween Graveyard Story from Vienna



Chris Cross, a tourist in Vienna, is going past Vienna's Zentralfriedhof churchyard on October 31st. Suddenly he hears some music. No one is around, so he starts searching for the source. Chris 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 Ninth Symphony and it is being played backward! Puzzled, he leaves the graveyard and persuades Tim Burr, a friend, to return with him.

By the time they arrive back at the grave, the music has changed. This time it is the Seventh 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 Fifth 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 Second 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!"