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## Which Social Network Do Teens Use More Than Any Other? The Answer May Surprise You...

If you're over, say, 30 years old, it's likely that you've missed the latest trend in social media. These days, Facebook marketing is all the rage as businesses attempt to get a grip on the changing media landscape in order to zero in on their demographic. But, it looks like Facebook's on its way to becoming "so 2015," at least for one key group – American teens.

Perhaps in response to their parents, aunts and uncles flooding the service, lately teens

have been fleeing Facebook in droves and migrating to the greener pastures of Snapchat. This is according to Piper Jaffray's biannual "Taking Stock With the Teens" survey, which reports that 47% of teens now consider Snapchat their favorite social network, with Facebook clocking a meager 9%. [businessinsider.com](http://businessinsider.com) 10/16/2017

### Successful Leaders Never, Ever Do These Things

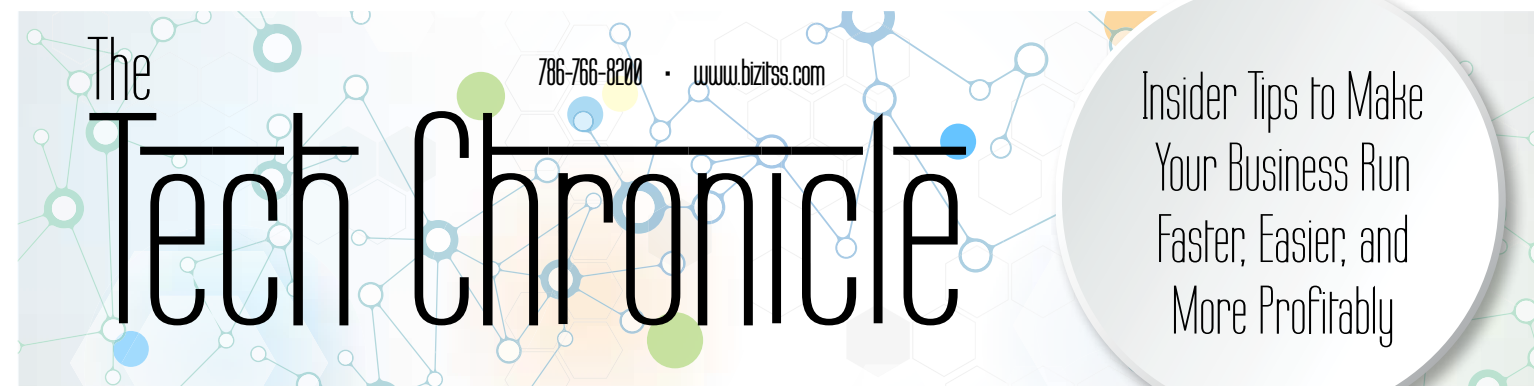
Any good leader is constantly striving to elevate their skills, draw their team together, and steer the ship to profits and success. But even the most vigilant bosses often make some basic mistakes, most of which come down to one often-neglected fact:

a good leader's primary concern should always be to serve the needs of their people.

Too many business owners fail to realize that their employees are real people, not just instruments or machines you can exploit to elevate you to the top. A top-down structure will always eventually fail, while a collaborative, participatory structure can only grow stronger as it ages and expands.

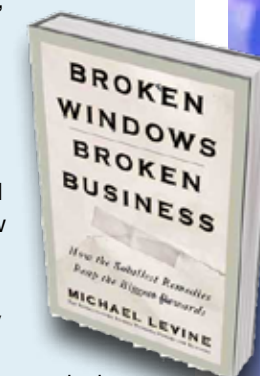
The fact is, no matter how smart a leader is, they don't have all the answers – they don't even get close. Intelligent leaders realize this and treat their fellow idea-makers as their most important asset, valuing input and creativity over their own egos. Not only

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### Broken Windows, Broken Business By Michael Levine

When running a business, the devil's in the details. One minor missed opportunity might seem innocuous until you consider the "broken windows theory" of social psychology. Studies show that if a single broken window in a building is left unrepaired, eventually all the windows will be shattered, leading to a progressively negative perception of the neighborhood. As Michael Levin stresses in his book *Broken Windows, Broken Business*, this domino effect applies to your business as well. Read it in order to draw on detail-obsessive strategies from companies like Google and JetBlue and take control of every aspect of your company.



## Why Hiring The Cheapest Computer Support Company Will Actually Cost You More

As anybody working in IT will tell you, the most common question we get isn't, "Why is my computer running so slowly?" or "Why is my Internet not working?" It's "What do you charge for your services?" With so many IT companies clamoring for your attention, it makes sense that you'd want to look for the most inexpensive, cost-efficient option, right?

The problem is that this question doesn't get to the heart of the issue. Sure, any IT company can offer rock-bottom prices, but as with anything else, those savings are going to come with diminished, lower quality IT services and much, much slower response times. Not to mention the fact that while many cheaper options claim to be inexpensive, most of these won't hesitate to

nickel and dime you on everything down the road.

For these reasons and more, instead of asking about price right off the bat, the better question is, "What will I get for my money?"

With cheapo IT companies, the answer is, not much. Maybe they'll be there when the server breaks down or if Microsoft Word is acting weird on your computer. But you can bet they won't help you implement technological systems that will prevent real, catastrophic issues from arising — the kinds of things that determine the success or failure of a company at the most basic level.

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Today, business and technology go hand in hand. It’s an inescapable fact that good tech forms the pillars upon which successful companies stand. Still, many business owners insist on cutting corners with IT, hiring bottom-of-the-barrel “professionals” to protect and support the most fundamental aspects of their operation.

Of course, it’s hard to fault them for doing so. Without a firm grasp of a business’ tech needs, it’s all too easy for a subpar, would-be IT partner to convince an owner they meet

the company’s requirements. That’s why the question, “What will I get for my money?” is so important. IT support coverage needs to be comprehensive, addressing every potential sink-or-swim crisis before it actually happens. The integrity of your network infrastructure should support your business, rather than force you to run around putting out fires.

A downed server or temporarily unreliable network might seem like minor issues, but even the smallest of IT problems can easily snowball into an expensive nightmare, threatening your company’s very existence.

Take a company that stores all its data on a central, networked server, for example. Maybe they’re a content creation firm, with terabytes of custom-designed client marketing materials stashed away, or a large law practice with thousands of vital case documents. They were reluctant to spend much on IT support, so they went with the cheapest option available. Of course, regular server maintenance wasn’t included in their package, but they assumed their trusty hardware would keep kicking for at least a few more years. But when an employee tries to access the database, an error pops up. Upon further investigation, it turns out the outdated server has finally broken down, apparently for good. All those documents, all that data instrumental to



the basic functionality of the company, is irrecoverable — thousands of hours of work, and thousands of dollars, down the drain. All for an issue that would easily have been caught and prevented by a team of qualified IT experts.

When technology works, it’s easy to imagine that it’ll continue working without issue. But the fact is that a computer network requires constant, behind the scenes monitoring and maintenance to ensure it stays up and running, not to mention secure.

From hordes of hackers waiting in the wings for you to slip up, to hardware failure, to natural disasters, rogue employees, and a million other technological threats, it’s important to ensure the stability of your network before a problem comes knocking. Cheap band-aid solutions work great until the day they cost you thousands. It’s better to invest in a team of real IT experts, and avoid crisis altogether. It’s much cheaper to prevent something from breaking than replace it altogether.

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that, but they’re available to communicate with the team, instead of existing as some invisible force barking orders from on high. *Inc.com 10/13/2017*

### How To Prevent Hackers From Stealing Your Phone Data

Unfortunately, even though you keep an enormous amount of personal data on your phone, most phones don’t have any security software. To combat this, update your phone’s operating system at the earliest opportunity. Then, set up an auto-lock system, backed by a six-digit passcode. Ditch as many apps as possible with access to your camera, contacts and email. And when you’re out and about on the town, disable WiFi and Bluetooth. At the very least, adjust the settings to stop your phone from connecting to unprotected networks. Next time you’re at Starbucks getting some work done, absolutely don’t enter any passwords or credit card numbers until you’re back home. *Inc.com 10/3/2017*

## 2018 Marketing Trends You Can’t Miss

As we move into 2018, marketing firm Smart Insights has a few key recommendations for your business’s New Year’s resolutions. According to them, mastering mobile advertising is becoming more important than ever for businesses of all sizes. In addition, the shift to providing substantial informational video content will push a company further than you might imagine. And of course, there’s the continued move towards native advertising in the industry, a strategy any savvy business owner will certainly want to investigate this year.



# Run Your Next Meeting Like A CEO

*As both a CEO for a couple of decades and a humble bystander, I've grown to appreciate the fine art of how to run a meeting well. I have seen billionaire tech CEOs run meetings where people cried their eyes out they were so inspired, and I've seen frontline supervisors at an aluminum can manufacturing company run meetings so poorly that people were falling asleep, heads clunking down on the table.*

*Want to run your next meeting like a CEO? Here are three ways experts avoid rookie mistakes and elevate their meetings to the next level.*

### 1 Make an agenda with three simple questions.

This is an absolute ninja level of CEO wizardry. As many authors have said, success comes not when you have all the answers, but when you ask all the right questions. Show you have CEO swagger and print on a piece of paper (and include in the online calendar appointment) three simple questions for the itinerary. Simple questions make valuable meetings.

### 2 Summarize key points you hear.

Meetings get sidetracked when lots of people are talking and nobody is summarizing key points as you go. Great leaders often pause naturally about every 10 minutes and take the time to summarize the key points they’re hearing. Little statements like, “It sounds like one big conclusion we are making is X” or, “One big question I hear us asking is Y” can have a tremendous impact. Right after these summary statements, you’ll see the conversation turn toward a decision point and boom – a decision is made.



*Geoff Smart is chairman and founder of ghSMART. Geoff is co-author, with his colleague Randy Street, of the New York Times bestselling book Who: A Method for Hiring and the author of the No. 1 Wall Street Journal best-seller Leadocracy: Hiring More Great Leaders (Like You) into Government. Geoff co-created the Topgrading brand of talent management. Geoff is the Founder of two 501(c)(3) not-for-profit organizations. SMARTKids Leadership Program™ provides 10 years of leadership tutoring and the Leaders Initiative™ seeks to deploy society’s greatest leaders into government. Geoff earned a BA in Economics with Honors from Northwestern University, an MA, and a PhD. in Psychology from Claremont Graduate University.*



### 3 Make people feel safe.

I once heard a governor tell a skittish junior staffer, “Tell me more about what you mean by that. I want to understand.” On another occasion, a CEO told a new member of her team, “I am not promising I’m going to share your point of view, but I want to understand it. So tell me more.” The best CEOs don’t want to intimidate people in meetings. Instead, they make people feel safe, so that everyone feels open to sharing useful information without fear of retribution or being made to look stupid. Make people feel respected, heard and appreciated, and you’ll be impressed by the value of the information you learn, and the solutions that come from your team.

## Free Report Download: The Business Owner’s Guide To IT Support Services And Fees



You’ll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you’ll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON’T want to agree to.
- How to make sure you know exactly what you’re getting to avoid disappointment, frustration and added costs later on that you didn’t anticipate.

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## Cartoon Of The Month



“I miss the old days when we could just tout things.”