



It's not personal, it's strictly business.

Michael Corleone, The Godfather



I am not sure where this quote originated from. Personally, I can't hear this phrase without picturing either Michael Corleone (Al Pacino) in The Godfather, or Joe Fox (Tom Hanks) in You've Got Mail (for the ladies among us).

When it comes to cybercrime no truer words have ever been spoken though. The business of cybercrime is not unlike any other. There is a product, risk and award analysis, research and development, and there are even PR campaigns and marketing campaigns on the Dark Web, including Black Friday deals!

Every successful ransomware or phishing attack makes hackers money, providing them with yet more resources for their next attack, giving them continued incentive to keep doing what they're doing. As long as there is money to be made, this cycle will go on endlessly. And right now, hackers are making millions of dollars. FBI reports indicate that cybercrime has risen by as much 300% since the beginning of the pandemic, costing business owners millions of dollars in unplanned for and unwanted added expenses.

So, it is time to go to the mattresses! By educating your workforce (and yourself), you will establish a Human Firewall that can protect Your business from Their lowly business practices. Find out more about our free, no-cost, remote employee security training at <https://bit.ly/MTC-employee-training> or call us at 845-237-2117. We can help get you started.

Let's face it, it is only a matter of time until someone clicks on the wrong link.



Making This One Mistake With Your Network Can DESTROY Your Business

A lot of businesses wait until something breaks before they fix it. And even then, they may take a “patchwork” approach to fixing the problem. They are reactive rather than proactive. Sometimes taking a reactive approach is fine, but other times, and depending on the circumstances, it can lead to even bigger problems.

When it comes to network security, for example, being reactive to problems can be downright dangerous. It's not just hackers you have to worry about. There are power outages, data loss, equipment failure, and more. In IT, a lot can go wrong. But if you're proactive about cybersecurity, you can avoid many of those pitfalls.

Reactive IT support used to be the norm. Most network security specialists went to work after something went wrong.

Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security. They have an “it won't happen to me” attitude. The truth is that these are the people most at risk. It's not a matter of if, but when. Hackers and cybercriminals are more active than ever.

Thankfully, proactive support is now the norm. More and more IT services and security firms have the tools and resources to protect you BEFORE the worst happens. So, why partner with an IT services company?

There are many reasons why it's a good idea. One great reason that doesn't often get talked about is that working with an IT services company is an added value for your customers. When they know you're taking IT security seriously – and when they know their data is safe – their trust in you is boosted.

When you build trust, you build loyalty, and customer loyalty is getting harder to come by these days. Plus, happy, loyal customers are much more likely to refer you to others who may be in need of your services. That alone makes investing in proactive IT security worth it.

Here's another reason why working with a proactive IT services firm makes sense: it's MUCH easier than trying to do it yourself. Many small businesses simply don't have the resources to hire an internal IT specialist or a team. Not only can that be very costly, but it's also rarely practical. Think of it this way: if you hire an IT specialist to handle your network security, manage cloud backups and provide general IT support, then what happens when they take a day off or take a vacation?

Having a dedicated IT specialist on your team isn't a bad thing, but they can be stretched thin very easily. You could be left with gaps in your support should anything go wrong. Suddenly, you don't have anyone you can call. Working with a dedicated IT services firm solves these problems.

“Unfortunately, some businesses still have this reactive mindset when it comes to their IT and network security.”

To take that a step further, good IT services companies are also great at catching problems before they become problems. They can catch things that might not have even been on your radar. For example, if your cloud backup service isn't backing up your data correctly, or is backing up



the wrong data, they'll catch that. Maybe you're saving data that's not properly encrypted. They'll catch that. Maybe you have an employee using software that's months out-of-date. Again, they'll catch that.

When you call up an IT services company and say you want to take a proactive approach to your network security, they should be willing and able to provide just that. An experienced firm will have a team with the training, certification, and experience required to tackle today's cyber threats while managing your network's day-to-day needs.

They know IT because they live IT. They help with data recovery should anything go wrong; they are your help desk when you have questions or concerns and they keep your onsite malware protection up-to-date. They are tailored to your business's specific needs. And as you grow, they adapt to your changing needs.

Put an end to the outdated way of thinking about IT security. It's time to be proactive and to recognize your company's vulnerabilities before they become vulnerabilities. You just have to make the call.

FREE Report: 12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery

PROTECT YOUR DATA

“12 Little-Known Facts Every Business Owner Must Know About Data Backup, Security And Disaster Recovery”



Discover What Most IT Consultants Don't Know Or Won't Tell You About Backing Up Your Data And Recovering It After A Disaster

You will learn:

- The only way to know for SURE your data can be recovered if lost, corrupted or deleted – yet fewer than 10% of businesses have this in place.
- Seven things you should absolutely demand from any off-site backup service.
- Where many backups fail and give you a false sense of security.
- The #1 cause of data loss that businesses don't even think about until their data is erased.

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Get More Free Tips, Tools and Services At Our Web Site: www.MeetingTreeComputer.com
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Making Your Website Win



With technology continually evolving how we do business, and Internet being the king of communication and information, an out-of-date website can quickly lead potential customers to find business on the sites of your competitors.

Here are 5 tips to make sure your website isn't stopping your sales:

1. Be Clear

Don't assume the customer knows what you're selling, clearly state what it is you offer. Engage the user in a conversation and paint a picture of what success looks like when they choose to do business with you.

2. Have A Call to Action

Choose what action you want them to take, make it easy for them to do so in various locations throughout your website.

3. Value Proposition

What will the potential customer lose if they don't do business with you? Resonate with your customer's needs and demonstrate your competency in how you can add value and solve their problems.

4. Due Diligence

Research your target market and use language that demonstrates that this content is designed for them specifically.

5. Have a Secure Site

Did you know that Google shows all non-SSL websites as "Not Secure". Because SSL certificate helps protect your website data, it's actually a requirement for accepting payments online. If your site is missing this little feature, you'll want to talk to your web developer right away.

Questions or comments? Give us a call today: (845) 237-2117

The Many Faces Of Leadership

Employees' happiness at work is more important in the workforce than ever before, and that feeling of fulfillment and engagement often comes from the top. If you are aware of what type of leader you are and how your leadership affects employees and clients, you can mitigate your weaknesses and discover your strengths to ultimately lead more effectively.

Let's take a look at a few leadership personas I've witnessed while coaching and what works best for each.

In-The-Weeds Leaders

Leaders who are "in the weeds" tend to spend too much time in the day-to-day. They get bogged down with what's in front of them and don't think outside the box. Without innovation, the company runs the risk of coming to a grinding halt.

These leaders need to delegate current tasks to their team members. They can then focus on finding new ways to drive the business forward. In-the-weeds leaders may even need an outside party to hold them accountable for setting and reaching these new goals.

Frustrated Leaders

These leaders know their companies can be better, but they're upset because they can't scale at the rate they want. They bottle up their grievances and aren't sure where the disconnect is with their teams.

These leaders could seek guidance from a third party, whether that's a friend or colleague. An outside perspective can help identify problem areas. They also need to hear out their team members and get firsthand accounts on what's not working. Both perspectives can help turn frustration into focus.

Mindful Leaders

These leaders recognize that rapid growth is positive as long as they scale appropriately with formal organization



and efficient processes. They are careful to avoid pushing forward blindly and losing essential parts of their culture and values along the way. However, they may take too long to think things through and miss new opportunities that come along because they couldn't act quickly enough.

These leaders should make sure they are sticking to the systems they have in place while remaining open to new opportunities and evaluating them in a timely manner. It's important to constantly reevaluate and adapt as the company grows and changes shape.

Control Freaks

These leaders can't seem to let go of the wheel. They micromanage and don't trust their team to get the job done, which fosters an atmosphere of frustration and mistrust. In this atmosphere, they can no longer lead effectively.

They should work with their teams to identify why the company exists, what motivates team members and why their work is important. That will not only help the leader and the team establish a better dynamic, but it will also help them both understand where the company is now and where it's going.

When evaluating your leadership style, be honest with yourself. If you can pinpoint where you are on the leadership spectrum, then you'll better account for your challenges and capitalize on your assets. And that's how you become more self-aware and, in turn, a much stronger leader.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients can attest, he can cut through organizational BS faster than a hot knife through butter.

■ Do These 4 Things To Grow Your Business



1 Don't Let Yourself Become Complacent

Success often leads to complacency. Businesses hit their stride, but that success isn't going to stick if you aren't constantly searching for new opportunities and adapting to change.

2 Have A Sense Of Urgency

In the early days of your business, you may have had a sense of urgency. You need customers to thrive, but as you grow, that urgency can fade. It ties right back into complacency. You need strict metrics and constant goals. Always be pushing toward something new.

3 Watch The Economy — And Your Industry

The world is always changing,



"For Father's Day, I'm giving my dad an hour of free tech support."

especially now. Things change globally, regionally and locally. You need to be ready to adapt. Businesses that aren't ready to adapt to changes in the market or economy will be left behind.

4 Embrace Discomfort

New ideas can take some time to get used to, especially if they're game-changers. However, if you brush aside ideas because they make you uncomfortable or disrupt the status quo, then you may miss the greater benefit of those ideas.

Inc., March 11, 2020

■ Use These 3 Steps To Protect Your Smartphone From Hackers

1 Update Your Phone And Apps

Just like you update your computer, you need to update your phone. Developers constantly update security patches. Like you, they want to stay ahead of the threats.

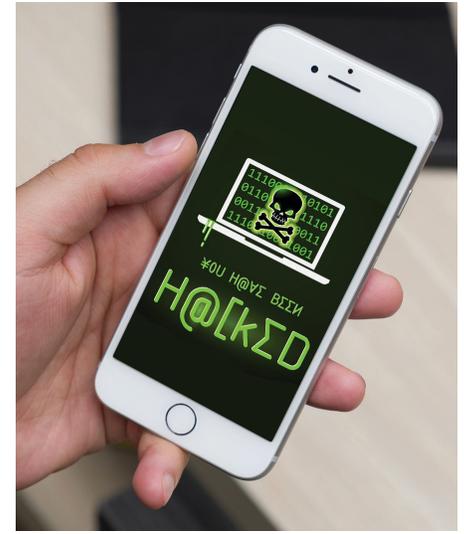
2 Lock Your Phone

Every smartphone comes with a bevy of security options to keep people out — except for you.

Whether you use a passcode (the more complicated the password or PIN, the better) or biometrics (fingerprint or face recognition), you need to use something.

3 Avoid Public WiFi

Just as you wouldn't connect your laptop or tablet to unsecured public WiFi, you shouldn't connect your



phone. If given the chance, hackers can and will try to access your phone and sensitive data. Consider using a VPN if you need to access public networks.

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