



Michael Mellott, President

“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 today and put an end to your IT problems finally and forever!

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Inside This Issue...

Shiny New Gadget: Camtasia Studio.....Page 2

What Are QR Codes & How Can You Profit From Them?.....Page 2

How to Pick A Good Password.....Page 3

Bill Rancic from The Apprentice.....Page 3

How To Get Your E-mails Delivered.....Page 4

*Source: www.ioss.gov



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

How To Be Safe And Smart On Social Networking Sites

Did you know*...

- More than 90,000 registered sex offenders were removed from one popular social networking site...and those were only the ones who used their real names.
- According to the Al Qaeda Handbook, terrorists search social networking sites for “government personnel, officers, important personalities and all matters related to them (residence, workplace, times of leaving and returning, children and places visited).
- Social networking sites have become a haven for identity thieves and con artists, and social networking viruses are on the rise.

Think about it: Facebook, Twitter and other social media web sites have become the world’s largest database of personal information, all served up intentionally by the user. It’s practically every scammer’s dream come true!

9 Smart Tips To Stay Safe

Protecting yourself requires some awareness of how cyber criminals use the system against you. Here are a few things you need to know:

1. Keep your firewall’s security and anti-virus software up-to-date.
2. Never log in from public hotspots. Social networking sites generally do not have secure logins available (that’s the https with the lock icon in the search bar). That means your username and password can be swiped at any time. Log in only from trusted wireless networks.
3. Use strong passwords that contain mix of upper- and lowercase letters, symbols and numbers.
4. Remember the golden rule: If you wouldn’t do it or say it on a public street, don’t post it online.
5. Be wary of all links and files. Hackers often post links in comments to try and trick you into downloading an “update,” “security patch” or “game.”

Continued on Pg. 2



Get More Free Tips, Tools, and Services at our Website: WWW.XPERTECHS.COM

Shiny New Gadget Of The Month: Camtasia Studio

With online video becoming a hot trend and an effective way of engaging visitors with your web site, you might be wondering how you can quickly and inexpensively create your own web videos. Or maybe you want to create a video tutorial to train employees how to perform a certain process or task without having to repeat the training over and over again. Or perhaps you want to create welcome videos and tutorials for new customers. All these are possible using Camtasia Studio.

Since the software comes in versions for Windows and Mac users, anyone can create professional-looking videos. The cost is \$300; compared to hiring someone to do this for you, it's a steal. There is a bit of a learning curve, but TechSmith (the makers of Camtasia Studio) offer several web videos to assist you. TechSmith also offers a 30-day trial so you can see if you like it before you commit to buying.



6. Keep an eye on what your friends post about you. Many people have been fired or lost an important client because of online pictures and content.
7. Be careful who you 'friend.' Yeah, it feels great to have hundreds (or thousands!) of friends, but the reality is, you really know only a fraction of those people.
8. Be wary of all add-ons. Many of the games and plug-ins are written by third-party companies, not the social network itself.
9. Do a search on yourself. You might be surprised at just how much information comes up! If it's more than you feel comfortable with, restrict your profile online.



What Are QR Codes And How Can You Profit From Them In Your Business?

The last time you were flipping through your favorite magazine, you may have noticed a small, digital-looking image on one or more of the advertisements. What is it? A "Quick Response" code or QR code for short.



A QR code is a specific matrix barcode (or two-dimensional code), readable by dedicated QR barcode readers and camera phones. The code consists of black modules arranged in a square pattern on a white background. The information encoded can be text, URL or other data.

This concept was initially created by Toyota for tracking parts in vehicle manufacturing; however, QR codes have been largely adopted by advertisers that want to target mobile phone users (known as mobile tagging). QR codes can be used to display text to the user, to add a vCard contact to the user's device, to open a URL or to compose an e-mail or text message. Users can also generate and print their own QR codes for others to scan and use by visiting one of several free QR code-generating sites.

So how could you use this? Some companies are smartly using this technology to drive sales by allowing people flipping through a magazine or waiting at a bus stop to get more information on a product, connecting the dots to get people to buy much faster than these types of media originally offered. Others are putting QR codes on permanent coupons or on their business cards to allow would-be prospects an instant way to get more information about a business.

How To Pick A Good Password

What's the most common password? You guessed it..."password." Obviously this is not the best way to protect yourself against hackers and online thieves. But even if you don't use the word "password," you might be using an equally easy password to decipher.

We suggest you DON'T use the following passwords for really important web sites, such as your online banking web site or other financially related sites.

- Your name or your spouse's name.
- Your children's names.
- Your pet's name.
- Your birth date.
- The last four digits of your Social Security number.
- Your phone number.
- Your address.
- A series of consecutive numbers, such as "1, 2, 3, 4."
- A single word that would appear in a dictionary.

Your best bet for creating a strong password: Use combinations of letters, numbers and special characters.

A Note From Michael's Desk...

Tough Times Don't Last – But Tough People Do!!!, a statement I was impressed with that was made by Bill Rancic, the original winner on "The Apprentice". I think there is something in these words that we can all learn from.

Recently while attending a three day seminar in Nashville, for owners of IT Services companies, I had the opportunity to meet and spend some time with Bill. He was very insightful and spoke of the importance of mastering the fundamentals of business.



Being a SMB owner in today's marketplace is NOT an easy task – but the ones that are customer focused, execute well, and manage risk are the ones that succeed.

During this seminar I was challenged with ways to improve XPERTECHS; by providing exceptional services to our clients. Over the next few months, I would like to also share with you another topic that really hit home for me; both people and businesses are measured by five (5) fundamentals of capital: **Educational, Financial, Reputational, Relational, and Physical.**

I returned from Nashville with an increased commitment to making XPERTECHS even better this year by really improving my personal and business capital.

So keep me accountable and let me know how we are doing!

What To Do When You Want The Advanced Features Of Microsoft Exchange But Don't Want The Costs

With the complexity, costs and problems associated with installing a mail server, many businesses are now opting for "Hosted Exchange" in the cloud rather than bringing the server in-house. What are "cloud"-based or "hosted" services? Think of them like a gym membership. Instead of purchasing your own home gym equipment, which can be expensive, require maintenance and take up a lot of space, you can pay a small monthly fee to go to the gym and use a multi-million-dollar facility that is kept and maintained by someone else.

Hosted Exchange works the same way. Instead of incurring the costs and hassle of building and maintaining your own mail server, you can pay a low monthly fee and get top-of-the-line services, storage and security for your e-mail. Plus, you get the following benefits:

- Being able to access your e-mail remotely from any device
- More uptime and fewer issues
- E-mail archiving (storing of old e-mails)
- Spam filtering and anti-virus included
- 24/7/365 support
- Unlimited storage
- Easy synchronization with mobile devices

Want to find out how Hosted Exchange can save you a lot of money and solve your storage and archiving problems?

Workers Will Smash Their PCs to Get An Upgrade

One in four office workers reckons that the best way to get a new work computer is to smash up the one they have - either that or to take it down the junk shop themselves.

Some 40 per cent of office workers complain that their aging workplace PC hurts their productivity and many are tempted to resort to extreme measures to get an upgrade, including taking a hammer to the aging beast on the desktop.

Of some 3,000 office workers questioned across the UK, France and Germany, those in Britain are forced to use the most outdated workplace computers. The average computer in a British office was found to be over five years old, compared to German businesses, where the average age of a computer is only two years and seven months.

The French, however, were most likely resort to breaking their office PC, seeing it as the quickest way to get an upgrade.

Three times as many French respondents as Germans believe deliberately breaking their hardware is the best option, with the majority of Germans trusting their bosses to get them an upgrade when the time was right.

Source: www.thinq.co.uk

See the full article here: <http://www.thinq.co.uk/2011/4/12/workers-will-smash-their-pcs-get-upgrade/>

How To Get Your E-mails Delivered

Since e-mails are cheap and easy and deliver instant results, there's a good chance you are (or plan on) using e-mail broadcasts to communicate with your clients and prospects. But with so much spam, how can you make sure your e-mails stay OUT of the spam filter and get safely delivered to your recipients' inbox? Here are a few tips:

1. Send e-mails only to people who have opted in or requested to receive e-mails from you. Otherwise, you'll risk being flagged as a spammer and will get your account or server blocked.
2. Use a legitimate e-mail broadcasting service. This goes along with the above recommendation. These services have entire teams of people working to make sure the e-mail broadcasts sent from their servers are delivered – a huge task that is no simple thing in the online world. That's why it's better to use these services versus broadcasting from your own server. It takes only one person to flag you as a spammer to get your server shut down. We recommend Constant Contact: www.constantcontact.com
3. Send text e-mails instead of HTML. A study by AWeber.com shows that plain text messages are undeliverable 1.15% of the time and HTML-only messages were undeliverable 2.3%. If sending HTML, always send a plain text alternative message, also called text/HTML multi-part mime format.

XPORTECHS Referral Contest WINNER



CONGRATULATIONS

Melissa Mack & Jodi Sawyer

Co-Owners of Intuitive Business Concepts (IBC) of Columbia, MD

Winners of the iPad 2! Thanks to the many new referrals that Melissa and Jodi sent to us over the first quarter of 2011. We appreciate your confidence and trust in XPORTECHS.



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