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Gratitude is a quality similar to electricity: it must be produced and discharged and used up in order to exist at all.

~William Faulkner

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

**Are You Serious About Saving Money on Your Taxes? Well, Good News! Section 179 has Been updated!!**

In what has come as a welcome surprise to many business owners, H.R.5279 (The Small Business Jobs and Credit Act of 2010), which was signed into law in late 2010 affected Section 179 in a positive way for this 2011 tax year. The newest changes posted on [Section179.org](http://Section179.org) are as follows:

- The Section 179 Deduction limit increased to \$500,000. The total amount of equipment that can be purchased increased to \$2 million. This includes most new and used capital equipment, and also includes certain software
- “Bonus Depreciation” increased to 100% on qualified assets. However, this can be taken on new equipment only
- When applying these provisions, Section 179 is generally taken first followed by Bonus Depreciation—unless the business has a no taxable profit in 2011
- Also, many businesses find [Section 179 Qualified Financing](#) to be an attractive option in 2011

**Here’s How XPERTECHS is “Sweetening the Pot”**

If you schedule an upgrade for your network with XPERTECHS before **November 21, 2011** we will include:

1. **THREE (3) FULL MONTHS** of our Xper**CARE** Proactive Managed IT Service (a \$3,000 value!!) absolutely **FREE!** All computer networks need ongoing maintenance to keep them running problem-free, and with our Xper**CARE** you’ll not only enjoy faster and more reliable service from your computer network, but you’ll gain incredible piece of mind knowing that your network and the data it holds is safe from loss, corruption, downtime, viruses, hackers, spyware, and a host of other problems.
2. We’ll allow you to continue your Xper**CARE** Proactive Managed IT Service at a special discounted rate that will easily save you Thousands in IT support! After the three months are up, you can continue to receive regular maintenance, critical updates and security patches, fast, remote support, and 24 x7 watch over your network and data at a discounted rate. Of course, you are under no obligation to continue this maintenance, but I’m certain you are going to want to after you see how we guarantee to keep things up and running.

Call Michael at (410) 884-0225 or go online and sign up [www.XPERTECHS.com/upgrade](http://www.XPERTECHS.com/upgrade)



Get More Free Tips, Tools, and Services at our Website: [WWW.XPERTECHS.COM](http://WWW.XPERTECHS.COM)

## Shiny New Gadget Of The Month:



### Cobra PhoneTag

Never lose valuable items  
again!

With the Cobra PhoneTag, your belongings are secure from loss or theft. After syncing your device to the free smartphone app, simply attach it to your key chain, purse or laptop bag in order to protect those items.

#### How does it work?

The PhoneTag software monitors the distance between the phone and tagged items. If the items become separated, you will be alerted immediately.

The PhoneTag application records the GPS location & time that you lost your item. The software then sends the GPS information to a user-defined contact list through email, text message, or a linked Facebook or Twitter account.

PhoneTag can also act as a two-way “finder.” Simply tap the button on the PhoneTag device to ring your smartphone. If you are looking for your PhoneTag protected item, the PhoneTag application will help you to find it quickly and easily.

Check it out at [www.cobra.com](http://www.cobra.com)

## Positioning Yourself For Success

Power positioning is presenting yourself to the right person, at the right time and place, in the right way, with the right message. If you can do that all day long, every day, you will be an incredibly successful professional. This applies to most every profession. We're always trying to sell something whether it's a product, a service, an image—you name it.

What separates the real pros from the amateurs is their ability to make whatever they are providing of vital importance to every prospect.

Such positioning is not something you can achieve quickly, or once for all time. It's a continuous process of discovering new ways to take charge of the way your clients and prospects see you.

The better you plan your strategy for positioning yourself, the more successful your efforts are going to be. There are, in fact, ten crucial factors to consider as you think through your own positioning strategies and tactics.

1. **You position yourself first in your own mind.** The way you see yourself will shape the way others see you. The way you think about yourself determines how you do everything. It affects the way you prospect, the way you interview, the way you present, the way you close, the way you manage your time—it shapes everything you do. As a result, people will see you the way you perceive yourself.
2. **You position yourself with your attitude.** Some people walk into a room and say, “Here I am!” Other people walk into a room and say, “Ah, there you are!” The difference is whether we are self-centered or client-centered. Whether we are ego-driven or value-driven. Our attitudes toward our clients and prospects will always show up in the way we treat people. And, more than any other single factor, the way we treat others will determine the way they respond to us.
3. **You position yourself with your appearance.** First impressions get set in stone very quickly. And, like it or not, the way you look is the most important factor in shaping those first and lasting impressions. To see how vital good appearance is, all you have to do is reflect on your own reactions to the people you meet. Don't you pay more attention to people who look important than you do to people who look sloppy? Most crucial, your prospects judge your importance by the way you look.
4. **You position yourself with your actions.** Your prospects determine your importance, your intentions, your reliability and many other critical factors, by watching everything you do.
5. **You position yourself with your words.** Every word you say positions you either as a person to be considered important or as someone to be dismissed as quickly as possible.
6. **You position yourself with your focus.** The most pressing question on your prospect's mind is always, “What's in it for me?” The real pros position themselves as consultants and business partners to their clients. They always keep the focus precisely where it belongs—on the client, not on themselves or their products.
7. **You position yourself with your presentation.** The way you go about setting up and making your presentation says a lot to prospects about how important it is to listen to you.
8. **You position yourself by the way you handle objections.** Amateurs see objections as excuses for not buying or as invitations to do battle. But real pros recognize that objections show a prospect's legitimate concerns—issues which must be cleared up before the prospect will make a decision to buy.

## 9 Steps You Must Know To Prevent A Server Crash

Here are a few simple things you can do to prevent your server and network equipment from overheating and crashing:

- 1) Tidy up the server room; a neater room will increase air flow.
- 2) If you have more than one server, arrange them in a row so that the cold air comes from the front and is expelled out the back.
- 3) Keep the doors to the server room closed and seal off the space.
- 4) Make sure cold air reaches all the equipment
- 5) Have a redundant A/C that is specifically designed for computers.
- 6) Buy a rack enclosure where the cooling is built in to the bottom of the rack.
- 7) Keep the temperature at no more than 77 degrees.
- 8) Use blanking panels over any empty spaces on your server rack.
- 9) Consider virtualization or hosting in a cloud environment so you are generating a lower amount of heat in the first place.

## From Michael's Desk

It's November already—the air is crisp, fires are burning and businesses are planning their year-end projects. If you are thinking of buying or leasing new equipment, vehicles, and/or software then you owe it to your business to check out this month's front page newsletter article and visit [www.section179.org](http://www.section179.org) to see how much money you can save if you act before December 31<sup>st</sup>.

If you do decide you want to take advantage of the Section 179 by adding computer hardware or software, give us a call to help you purchase and install. XPERTECHS is focusing on helping our clients in November and December to take advantage of this program and keep more capital in their business.

On another note, our XperCLOUD services offering has been another money saving and risk adverse success. Over 10 of our clients have moved all or some portion of their IT services to the XperCLOUD platform. During the coming months, we expect the attendance at our informative 'CLOUD' webinars to increase exponentially. If you have any thoughts of moving to the cloud or just want to feel more knowledgeable about the cloud, go ahead and sign up for our monthly webinar!

In the past few weeks, I've had the good fortune of receiving some heartfelt thank you notes from several of our clients. I've also had the good fortune of having favors done for me by people who went out of their way to help me solve a problem. Because the friendship of those we serve is the foundation of XPERTECHS' success, it's a real pleasure, as we prepare to celebrate Thanksgiving, to be reminded of how your business has enabled us to prosper. You've encouraged us to do our best and for this we are grateful!



## XperCLOUD Client Spotlight

October was a great month for moving to Hosted Email. Several clients saved \$\$\$, upgraded to Exchange 2010 and secured their email by moving a total of 400+ email accounts to the cloud. Way to go!

**Mabey Bridge & Shore**

**Network Building and Consulting**

**Intuitive Business Concepts**

## How To Clear The Internet Cache In Firefox 6



First of all, why should you even worry about clearing your cache? There are two main reasons:

**Reason 1:** It frees up space on your computer. After a while, the cache fills up and needs to be cleared so your Web browser will function most efficiently.

**Reason 2:** It will protect your privacy. This is especially true when several people use the same computer in a workplace or home. If you have privacy concerns, you should regularly clear your cache.

Now, here's how you can do it:

1. **Open** Mozilla Firefox 6.
2. Click the Firefox button and then choose **Options**. **Please Note:** If using the menu bar, choose **Tools** and then **Clear Recent History**. Skip to Step 5 below.
3. With the Options window now open, click the **Privacy** tab.
4. In the History area, click the **clear your recent history** link.
5. In the Clear Recent History window, set the Time range to **Everything**.
6. In the list at the bottom of the window, uncheck everything except for **Cache**.
7. Click on the **Clear Now** button.
8. When the Clear Recent History window disappears, all of the files saved (cached) from your Internet browsing activities in Firefox will have been removed.

## Top 5 Reasons To Be Thankful For Technology

When you're making a list of things to be thankful for, computers and technology usually don't make the list; as a matter of fact, they often get put on the "hate" list of things that frustrate us!

However, I think it's time someone gave credit where credit is due! Here are the top 5 reasons why we should be thankful for all the new (and constantly evolving) technology we have available to us:

- 1) It allows us all to be more "earth-friendly." Thanks to e-mail and the Internet, as well as the ease in document imaging, we can all communicate with each other without having to waste paper and ink, not to mention stamps!
- 2) We can instantly access information on practically any topic we want, whenever we want. I remember when I was a kid, all research required a trip to the library and old-fashioned research with a set of encyclopedias. Now, if you need to find a Mexican restaurant within 1 mile of your location, you can not only find one, but you can check out the menu and order online so your food is waiting for you when you show up!
- 3) It keeps us in touch. Although it can easily be argued we've gone too far in this department, cell phones, Blackberries, and even online forums (blogs, Facebook, MySpace) have enabled us to find and stay in touch with more people more frequently.
- 4) It saves us time and money. Nothing has done more for the consumer than the Internet. In minutes, you can search on and compare various products and services without having to make a single phone call or (even better) getting in your car to drive about looking for what you want. Plus, you can order just about anything online and have it shipped to your door. Amazing!
- 5) It's a great scapegoat for any number of mistakes you've made. Missed an appointment? Blame your system being down. Don't want to talk to someone? Use the old, "I have no bars in this area," excuse. Overlooked an important client's request? Just tell them you never got the e-mail!

**What are WE most grateful for? Those of you that trust us to make all your computers and gadgets work the way they are supposed to!**

## Positioning Yourself for Success *(continued from pg. 2)*

**9. You position yourself by the way you close.** The way you ask for an assignment can position you as a true professional with an offer which provides value for the prospect. Or the way you close can make it look like you're an amateur who's trying to get a prospect to do you a favor. The difference is tremendous.

**10. You position yourself with the way you follow-up.** One of the most vital factors in positioning yourself as a professional is what you do once a sale has been made. Professionalism involves developing a long-term, mutually beneficial relationship with every client. It's turning one-time *customers* into clients who view you as a valuable resource in your area of expertise.

What really counts is not what you know or believe, but what your prospects think and feel. You make them believe in you by positioning yourself as a professional.

