



It was great seeing so many fellow business owners and executives at the recent Tri-Community Businesses Expo in Moncton. Thanks to all those that stopped by the BeckTek booth to chat. Appears our Popcorn was a big hit. You know me, also took the opportunity to educate about Cyber Security and the many risks to business—especially RansomWare—a virus that locks all your files unless you pay to get them back (or have a great backup solution to save you). Nasty stuff.



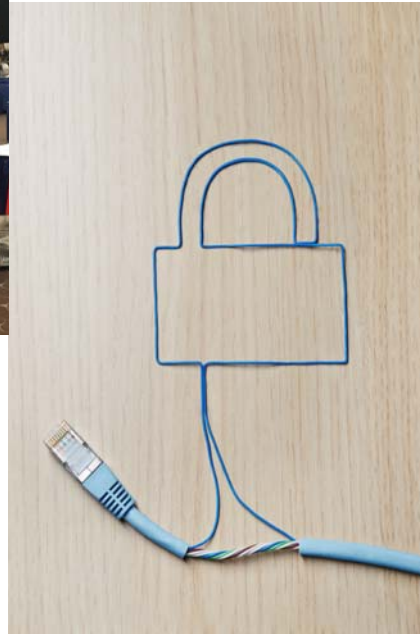
Congratulations to Lise Gallant from UdeM, Winner of the Lenovo Miix 7000 Computer we gave away at the show.

May 2016



This monthly publication provided courtesy of Scott Beck, President of BeckTek.

“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 and put an end to your IT problems once and for all!”



Your #1 Data Security Threat (And How To Defeat It)

If you thought spam (junk e-mail) was just an annoying nuisance, think again.

Unfortunately, human beings communicating by e-mail often turn out to be the weakest link in your network’s defenses. That’s why cybercriminals often rely on spamming to inject their toxic code into their victims’ computers. And, just as malware is becoming ever more potent, so are the tactics used by spammers to dupe the unwary. All of which is to say...

Spam may pose the greatest threat to your data.

So what tactics are spammers using these days to deliver their malicious payloads?

The ruse of appearing as a credible sender with an urgent and alarming inquiry, such as an overdue notice from the IRS, or an e-mail from a

familiar-looking vendor with an attached invoice asking why payment wasn’t made, can trigger an emotional response in even the most coolheaded of today’s harried e-mail recipients.

Attached files now carry familiar extensions, such as *.rar, *.zip, *.gif, *.tiff, *.docx, *.pdf, *.png and *.jpg, and the message may seem like it’s all part of a day’s correspondence. In a recent typical scenario, an HR manager at an expanding company had asked several job candidates to e-mail her their résumés. Within minutes after clicking on what she thought was a résumé, all her data was encrypted and she was faced with a ransom message demanding \$800 to unlock it.

Outrageous? Yes.

And, unfortunately, all too common. Spam may well be THE weapon of choice for cybercriminals because it can be so

Continued pg.2

devastatingly effective against unwary victims.

What's particularly troubling is that the malware it delivers via booby-trapped e-mails can infect not only the victim's machine, but the entire network as well.

And once installed, it can be very hard to detect.

So, what can you and your IT manager or consultant do about it?

Here are four ways to "FITE" back:

1. Filter. Performance varies widely among spam filters. Look for the highest degree of accuracy in identifying spam, with the least number of false positives. You also want a filter that's easy to use and won't bog down your system.

2. Identify. Watch for tip-offs that an e-mail may be spam if 1) you don't know the sender, 2) you're asked for a password, money or account information, or 3) you detect

anything fishy about the sender, subject line or body of the e-mail.

3. Think *before* taking action. If you don't know the sender, don't even open the e-mail. By opening a spam e-mail, you are signaling to the sender that your e-mail address is active. More spam is sure to follow.

If the e-mail looks at all suspicious, **DO NOT CLICK** any links or download any documents. If it's obviously spam, delete it or mark it as spam. If you're not sure, verify with the sender by separate e-mail or phone call before clicking or downloading anything.

Keep your e-mail address private and read privacy statements before revealing it. Use an alias when providing your e-mail address to commercial sites to keep your personal address from being shared.

4. Educate. Don't let untrained users into your network who are not aware of the dangers of e-mail spam. Train your team in best practices. Remem-

ber, they'll benefit as well. After all, who wants to lose an important personal document or family photo due to an ill-advised click?

As spammers become more sophisticated, the threat goes beyond mere annoyance. Your company's data and financial security are at risk. Now is the time to update your spam protection practices – it's far less costly than dealing with the aftermath of an attack.

When was the last time your company's spam protection program and security had a checkup?

Through the end of May, we will provide a FREE Spam Checkup to the first seven companies that request it. Contact us today at 506-799-2100 to reserve yours while you still can.

Do it now...before a ransom demand – or worse – shows up in your in-box!

"Your company's data and financial security are at risk,"

Free Report Download: If You Are Considering Cloud Computing For Your Company, DON'T, Until You Read This...

INTRO TO CLOUD COMPUTING

"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

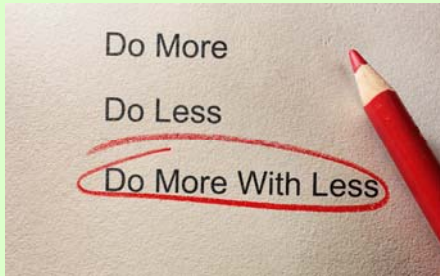
If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "**5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud.**"

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as three little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today: <http://www.becktek.ca/introcloud/>

Shiny New Gadget Of The Month



All This... For Just Five Bucks???

If you haven't tried Fiverr.com yet, you're in for a treat. Fiverr is a global online marketplace where freelancers offer to perform an amazing variety of tasks and services, starting at just \$5.00.

Need a whiteboard-style video for your website? A new logo? Help creating a PowerPoint or Prezi presentation? Then you need to check out Fiverr.

To get started, just go to Fiverr.com. And for best results, follow these five rules:

- 1. Steer clear of bad gigs** – Buying hundreds of backlinks for your website might sound cool... Then again, you might be in for a nasty surprise. If a gig *seems* fake, it just might be... Find another gig.
- 2. Shop around** – Compare different sellers and use the “Favorites” feature to build a shopping list before you buy.
- 3. Examine closely** – Check reviews, response time, number of gigs completed and gig details. Questions? Ask the seller *before* buying.
- 4. Communicate clearly** – Save time by spelling out in exact detail what you want in your order.
- 5. Accept nothing less than perfection** – Top sellers are often happy to make revisions until you're happy.

Okay? Ready, set... go save a boatload on your first Fiverr gig!

Conquering Connecting

“Everyone looks so much better when they smile.” – Jimmy Fallon, host of the legendary *The Tonight Show*

What a meteoric ride Jimmy Fallon has had to the top!

How did this son of an IBM machine repairman get to the chair once occupied by maybe the most legendary figure in comedy TV for 30 years straight, Johnny Carson?

He did it through exceptional networking.

In the span of about five years, Jimmy went from a *Saturday Night Live* alum, unsuccessfully navigating Hollywood, to a late-night star and host of NBC's *The Tonight Show*, one of the most respected franchises in entertainment. This did not happen by accident...

Fallon's meteoric rise is partly due to his intense focus on developing relationships with people who could advance his career.

Another key? Fallon worked his butt off.

While still a computer-science major at Albany's College of Saint Rose, he performed comedy at small clubs and obsessed about the comedy industry.

Through a connection with his former employer at a New York alternative newsweekly, his audition tape reached Hollywood agent Randi Siegel, who had ins with the crowd at *Saturday Night Live*.

Siegel found 21-year-old Fallon's performance to be charmingly amateur, but she could see that he was naturally talented. She gave him a call and was surprised to hear, after introducing herself, “Randi Siegel! I know who you are!”



Darren Hardy is the visionary force behind SUCCESS magazine as the Founding Publisher and Editor, and is the New York Times and Wall Street Journal bestselling author of what has been called “the modern day Think and Grow Rich”: *The Compound Effect—Jumpstart Your Income, Your Life, Your Success* (www.TheCompoundEffect.com) and the world-wide movement to onboard 10 million new entrepreneurs through his latest book *The Entrepreneur Roller Coaster--Why Now is the Time to #JoinTheRide* (www.RollerCoasterBook.com). Access Darren: www.DarrenHardy.com and get free daily mentoring: www.DarrenDaily.com

Randi was so impressed by his knowledge of the comedy industry and enthusiasm that she agreed to take him on as a client. With Siegel's connections, Fallon was able to eventually get hired as a cast member with *SNL* in 1998.

At SNL he developed the relationship that would define his career.

The show's creator, Lorne Michaels, is so powerful and respected in the industry that cast members are often intimidated by him. As a rookie, Fallon was no different, but he wanted to befriend Michaels. So after every show, he went over to Michaels and thanked him for the show.

Michaels developed a rare friendship with Fallon. Following the drama of Conan O'Brien's short stint as host of *The Tonight Show*, Michaels decided that his trusted Fallon would take the renowned position.

Fallon made a point of connecting with former *Tonight Show* host Jay Leno and would ask for advice. Leno said, “Most people in show business think they know everything. They don't really listen to the other person. ‘Respectful’ is the best word I can use for Jimmy.”

His approach worked.

Since starting in February 2014, Fallon has attracted around 4 million viewers each night, with a much higher share of the 18-49 demographic than his predecessor.

What Fallon did is a) he worked hard (let's not forget that), and b) he networked brilliantly by asking questions of others, listening, acting on their advice, showing gratitude and being a genuinely good human being.

So, who are three connections you dream of networking

Last month's winner was:

April 1 is known as:

A) April Joke Day

Considering a web conferencing service?

Adobe Connect, WebEx, Citrix, Join.me and Zoom lead the pack in online conferencing services. They all allow you to meet anyone online, anytime, anywhere you have a mobile or desktop device linked to the web. While Adobe Connect is more suited for larger-scale enterprise environments, Join.me seems aimed at smaller companies and solos. Still, each one of the top dogs listed here covers a wide range of features and pricing, and each includes a robust feature set worth considering. Aspects to compare include technical capabilities, AV quality, ease of use and value. And most offer a low-end free plan you

can try out, to sample their wares, with varying restrictions.

--Info-World

“App overwhelm” got you down?

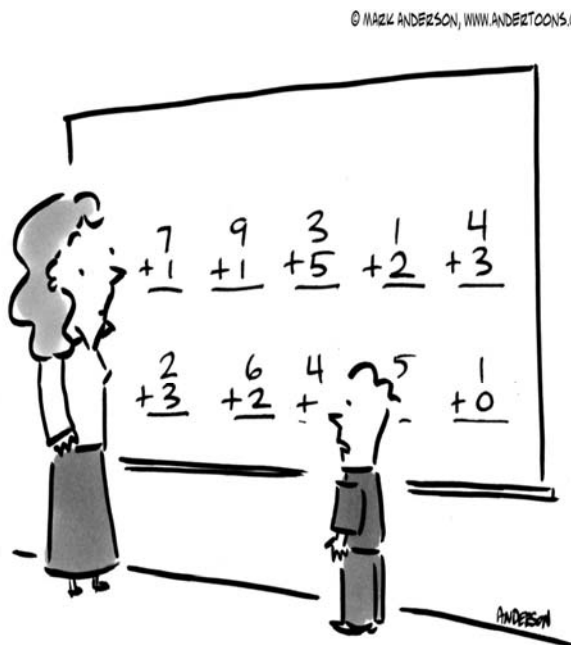
With so many apps online these days, it's tough to know where to start – and stop. Here's how to overcome app overwhelm: 1) To start, pick three or four apps. Learn each one thoroughly. Take a class, read or check out YouTube. And don't forget good ol' trial and error – whatever works for you. 2) Give yourself at least 30 days to see how each works in your life and business. Then reevaluate. If you like it, keep it. If not, hit delete – don't let it clutter up your life. 3) Avoid “bright shiny object” syndrome – stay focused and stick with what works for you. At the end of the day, that's what counts. -

OrganizingGuru.com

Facebook Audience Insights helps you build awesome ad campaigns.

Imagine a treasure trove of highly granular data about your ideal audience – all yours for the taking. Facebook helps you target by age, income, education, career, gender, location, buying behavior and Facebook activity. With that data, you can define your audience according to your desired conversion goal. From there you can fine-tune your marketing strategy, discover popular content and start attracting more attention. For example, if you notice that a lot of your visitors follow a certain publisher, you may want to strike up a deal for a private ad buy with that publisher. Just be aware that the data Facebook provides may not be applicable in other media, such as Twitter or Google Adwords.

-Entrepreneur



"All I'm saying is we plug these into Excel, let it do its thing, and then we can all play until lunch!"

What We Are Reading

The author, Jack Daly, doesn't write about some new “fancy” technique to get instant sales. Instead he dives into the three main growth areas for most organizations. **The Importance of Company Culture, Essentials of Sales Management and Learning to Sell To Anybody.** Jack lays out in real word practical concepts that are easy to adopt into your organization.

For example, he challenges the idea of going away parties. Instead suggesting we would get far more value throwing a Welcome party for new hires. How special do the new folks feel and the positive energy it builds within the whole team. This book is choke full of down to earth wisdom from a man who has spent a whole career in sales, building and running multi-million dollar companies. If you are looking to work on building company culture ow growing your business through sales, this book is for you.

Be the first to email the title of the book to me scott@becktek.ca and I will send you a free copy.