

August
2017

WHAT'S NEW?



Computer Services Unlimited is hosting a **Cyber Security Seminar** this October!

Please see page 4 for more information. Specific details to come, so stay tuned for how you can register for this must-attend event!

Our Mission is to deliver outstanding IT support to small businesses in order to improve uptime, productivity, and profitability. You take care of running your business. We'll take care of your technology.



This monthly publication provided courtesy of Michelle Sherman, President of Computer Services Unlimited.



Connection

"Insider Tips To Making Your Business Run Faster, Easier And More Profitably"



inside this issue

Avoiding Email Overwhelm	P.1-2
CS "U" Should Know	P.2
3 Hardest Career Questions	P.3
The Feeder of the Future	P.3
Gift Card Q. of the Month	P.3
Be <i>Picky</i> Like Mike Wolfe	P.4
Cyber Security Seminar...	P.4

Amazon CEO Jeff Bezos' Secret To Avoiding Email Overwhelm

Do you look at your inbox and want to cry? If so, you're not alone. According to widely cited Radicati Group research, the average person gets 120 business emails every day. If you don't manage your emails, you could end up in another statistical majority. People spend at least 14 percent of their workday on email alone. Is it any wonder that a recent Harris Poll found that only 45 percent of our workdays are spent on actual work? If you're looking for the solution to your email woes, start with some of Silicon Valley greats.

Bezos Delegates

If you want to watch a corporate team start to sweat, see what happens when they get a "?" email from Jeff Bezos. Business Insider reports that the notoriously easy-to-contact Amazon CEO will forward customer complaints to his people and add only a question mark to the original query. Getting that dreaded mark is a little like getting the black spot from Blind Pew the pirate. You know that a day of reckoning is at hand. Follow

Bezos' lead. Instead of answering all emails yourself, ask, "Can this be better handled by someone else?" Forward it to your team and save yourself the time.

Use Auto Replies

You can also use auto-reply tools to manage the flood. Tommy John CEO Tom Patterson did just that after his emails skyrocketed from 150 to 400 a day. He tells Inc.com that "there weren't enough minutes in a day to answer all of them." So he didn't; he set up an auto-reply to tell people that he only checked email before 9 and after 5 — and to please call or text if it was urgent. The result? "It forced me to delegate and empower others to respond," he says. Suddenly the flow slowed to a trickle.

Do You Get More Emails Than Bill Gates?

And it really should only be a trickle; Bill Gates reports that he only gets 40-50 emails a day. Ask yourself, "Should I really be getting more emails than Bill Gates?" One possible cause for email

continued on pg2

Get More Free Tips, Tools and Services At Our Web Site: www.csuinc.com

CSU IT Security Tip Of The Month:

When It Comes To Combatting Social Engineering, Lie, Lie, LIE!

Social engineering is big business. What is it? Figuring out who you are and then using that information to make money off of it.

People list potential passwords and identity verification publicly, or at least freely, on their Instagram, Twitter and Facebook pages and feeds without giving it a second thought. Maiden name? Check. Favorite pet? Check. High school? Check. Town they grew up in? Check. Favorite or first car? Check.

Throwback Thursday is a social engineer's dream! They love this stuff. Combat it by always giving false password and identity challenge and verification information to the sites and services that require it. Keep the answer file off-line or at least in a format that's not easily guessed. Remember, if it's a handwritten list, you can still take a photo of it!

To request to be placed on our IT security tip of the month emails, please go to:
www.csuinc.com/itsecuritytips

inundation, according to LinkedIn CEO Jeff Weiner, is other employees sending too much email of their own. He writes, "Two of the people I worked most closely with ended up leaving the organization, within the span of several weeks after they left I realized my inbox traffic had been reduced by roughly 20-30 percent." If you have over-communicators in your ranks, ask them to tone back the digital flood.



Set Boundaries

Creating a hard buffer between your email and your life is another CEO tactic. Arianna Huffington doesn't check her email for a half hour after waking or before going to bed, and she never touches it around her kids. That space to breathe is essential to maintaining a work-life balance. And if it gets bad enough? Etsy's Chad Dickerson has a

solution: email bankruptcy! He tells Fast Company that every few years, he just deletes everything and starts fresh!

Not all Silicon Valley gurus have it figured out, however. Apple CEO Tim Cook doesn't get 120 business emails a day. No, according to an ABC interview, he gets closer to 700. He just gets up at the crack of dawn every morning and starts reading. Hint Water CEO Kara Goldin does the same thing, preparing for a 12-hour workday with a marathon email session. But as you can tell from the other people we've discussed, this is an exception, not the rule. Emulate Jeff Bezos or Arianna Huffington instead and watch your email stress melt away.

CS "U" Should Know!

How a University Campus Is Using This New Technology to Keep Its Students Safe.

Remember when you got locked out of your dorm building back in college and had to wait for someone to go in or out? Those days may be gone, if new technology out of China has anything to say about it. Dorms at Beijing Normal University are being fitted with face recognition software, which will let residents in — and keep intruders and other unwanted people out.

Mashable.com — May 23, 2017

You Won't BELIEVE Where Hackers Are Hiding Malware Now.

If you use Popcorn Time or VLC, listen up: Hackers are targeting your subtitles. Yes, that's right — from bad kung fu movie dubs to the latest and greatest European cinema, this technique hides malware in the downloaded subtitle information for a movie. Once it's in your computer it takes root and communicates with the attacker. By the intermission, your machine belongs to them! If you're a Popcorn Time user, you can download the patch online. VLC and other

media players should have the problem patched by the time of printing. Or, you know, you could just not download movies from the internet ... but we all know how likely that is.

Techcrunch.com 5/24/2017



This Genius Debit Card Lets Parents Control Their Teenagers' Spending

If you feel like your teen views you as a walking ATM machine, startup company, Current, might be able to help. Their new

app — also called Current — allows you to track and control your teen's spending through the company's debit card. Current offers a series of robust services designed to teach your child financial responsibility while still letting them have some say over how and when they spend their money. You can set up daily spending and withdrawal limits, but you can also set up contingencies — money that's freed up, say, when chores or tasks are completed.

Techcrunch.com 5/9/2017

The 3 Hardest Questions About Your Career

I love helping people strategize about their career. A recently retired governor just contacted me to schedule a career strategy chat. I'm guessing he has a sense of what he wants to do next, but needs a sounding board in order to come up with a plan.

I hope that my approach (described below) will not only be useful for him, but also for you. It starts with answering these three hard questions:

What is my skill-will bull's-eye?

Your skills (what you can do) and your will (what you want to do) line up in what Randy Street and I call the "skill-will bull's-eye." I recently helped a Fortune 500 VP find hers when she struggled to put her finger on her core talents and interests. Was it head hunting? "No." What about coaching? "I don't think so?" What about designing the process that businesses use to recruit? "YES! That is what I get to do only part of the time in my current job. That is what I want to do with more of my time." Presto — a skill-will bull's-eye!

What are three career paths?

Force yourself outside the box by outlining three different career options. Following from the previous

example, that VP had only previously focused on a corporate path. That was Path 1, so I asked what were two other paths she could consider. "Well, I guess Path 2 would be to try to join an existing consulting firm ... and Path 3 could be that I hang out my own shingle and do that kind of work solo." We discussed the pros and cons of each path, and she eventually chose Path 2.

Who are 10 people who can help me get my dream job?

Do you know "hundreds of people?" Great, but let's prioritize the 10 most likely to get you your dream job. Start by listing past bosses who know your work and are well-connected. Now list clients or customers who respect you. Next, add a college friend or two with connections. Then a good recruiter, followed by any powerful family friends you may have. Once you have your 10, write out a half-page message summarizing the career path you're looking for and the reasons you'd be a good fit for that path. End by asking for a few minutes of their time to pick their brain — minutes that will hopefully end in referrals to your dream job.



Dr. Geoff Smart is the No. 1 thought leader on the No. 1 topic in business: hiring and leading talented teams. Dr. Smart founded the leadership consulting firm ghSmart in 1995, a firm he still chairs today. He is also a nonprofit founder, government advisor, and Wall Street Journal best-selling author.

Shiny New Gadget Of The Month:



The Feeder of the Future

Petnet is looking to upgrade pet care with their new automated SmartFeeder, targeted toward pet owners who frequently travel or those with packed, variable schedules.

After you install the SmartFeeder app on your phone, it'll ask a few questions to get to know your animal, including their age, weight, activity level, and food type. This last feature is particularly interesting, as the feeder will recommend feeding amounts for dozens and dozens of common cat and dog foods, though users report it can be a little finicky.

After it gathers the information, you can set up regular, automatic feeding schedules for your furry friend. After that, it's an almost entirely hands-free process, until you need to reload the feeder with your animal's preferred food.

Its \$150 price tag may be a little steep for most pet owners, but for the busiest and laziest of us, it could be the perfect addition to your already-automated home.



Who Else Wants To Win A \$20 Gift Card?

Here's this month's trivia question. The winner will receive a \$20 gift card to Giant!

What year was our company, Computer Services Unlimited, founded?

- a) 2005
- b) 1991
- c) 1997
- d) 2011

Call us right now with your answer!
703-968-2600

DO YOU KNOW ABOUT CSU'S REFERRAL PROGRAM?

This is how we roll.



At CSU, we believe that referrals are the greatest form of flattery. If you know someone who is worried about any aspect of their business technology, do them a favor and put them in touch with us. You will help them enjoy worry-free IT and at the same time reap some great rewards for yourself.

Refer a Friend or Business Connection – Receive \$50.00!

Easy Money! Become a CSU Referral Partner. Refer new clients to CSU and earn **\$50.00 cash** for each qualified referral and **up to \$1,000** total if your referral turns into a client!

What is a Qualified Referral?

Minimum requirements are a single server and 10 workstations. They need to be a business located in the Washington DC metropolitan area and be interested in a free network assessment and proposal for IT services. You don't have to figure out what they need, just send us the contact information and we'll do the rest.

How Do You Get Paid?

If we are able to connect with your referral and submit a proposal, you **get \$50 within 15 days**. *It doesn't matter whether they turn into a client or not.* And you can submit as many referrals as you'd like. **But that's just the beginning.** When we close the deal and your referral becomes a client, we'll send you a **BONUS**. We'll pay you a percentage of the first month's contract, **up to \$1,000***.

Don't wait another day. Start earning extra cash today! This will be the easiest cash you've ever earned. **FILL OUT THE FORM AT:**
www.csuinc.com/about-us/referral-program

COMPUTER SERVICES UNLIMITED

14240-G Sullyfield Circle,
Chantilly, VA 20151

www.CSUinc.com | (703) 968-2600

Experts in computer IT services and support.

Because we believe that experienced, proactive, business savvy, reputable and fast responding IT support should be the **standard.**

Let us show you what that looks like.

CSU SERVICES:

Data Backup & Recovery
Managed Services
IT Consulting
Network Security
Cloud Computing
Remote IT Services
VoIP Services
...and more!



CSU Is Wishing You
A Safe And Relaxing
August!

Simplifying Your Technology and Your Business

August 2017

Like American Pickers Star, **Mike Wolfe**, Be **Picky** About Who Your Company Hires As Your Managed Services Provider!



Mike Wolfe - Star of American Pickers
& **Michelle Sherman** - President of CSU

When it comes to hiring a managed services provider for your company, take some advice from Mike Wolfe and be **picky**.

Your company's computer IT support is not something you should leave to just anyone who claims to be "good with computers." Your network and your data are the foundation of your business, and without them, your business crumbles. So when it comes to protecting yourself from viruses, hacker-attacks, theft, natural disasters and MORE, take our advice and do your homework to find out more about the MSP you're thinking of hiring.

At Computer Services Unlimited, we are happy to provide you with a checklist of questions that you should ask *any* MSP before hiring them. While the items included in this report seem obvious to us at CSU, we are constantly shocked to hear how few MSPs are actually able to answer all of the questions included. If you would like a free copy of this report, titled "20 Revealing Questions You Should Ask Any Computer Consultant Before Giving Them Access To Your Company's Network" give us a call at (703) 968-2600 and ask for Heather Marie!

WHAT EVERY
BUSINESS OWNER MUST
KNOW ABOUT HIRING AN
HONEST, COMPETENT,
RESPONSIVE AND
FAIRLY PRICED
COMPUTER
CONSULTANT

20 Revealing Questions You Should
Ask Any Computer Consultant
Before Giving Them Access To
Your Company's Network

(703) 968-2600 | www.CSUinc.com
14240-G Sullyfield Circle, Chantilly, VA 20151

THIS OCTOBER...



CSU's Cyber Security Seminar

During our must-attend seminar, you'll discover:

- The #1 threat to your business that antivirus, firewalls and other security protocols are defenseless against.
- The shocking truth about **bank fraud** that could wipe out your bank account.
- Why firewalls and antivirus software give you a **false sense of security** and what it really takes to protect your organization against the latest threats and today's sophisticated cybercrime rings.



Stay tuned for more details to come about the specific date and time of our Cyber Security Seminar and how you can register!