

TECHNOLOGY TIMES

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

Dialing In

Here at ET&T, we continue to build our team and add people who not only have the qualifications, but those that are a good fit with the company culture and values. As a Veteran and having spent 25 years as a member of law enforcement with tenures at the Pennsylvania State Police and the City of Easton Police Department, Peter Kandianis certainly raises the bar.



Joining our Sales team with a focus on customer advocacy and enrichment, Peter will be contacting and meeting with many of you to build stronger relationships and address any changing technology needs. Previously, Peter was a member of the Sales team for a local sports organization where he was responsible for securing corporate sponsorships and generating ad revenue. He also performed regularly as one of the on-field mascots during the team's homestands. He also did a stint at the advertising agency for the US Marine Corps where he was responsible for marketing and training assistance to 8 regional recruiting stations in the Northeast.

Peter is a married father of two adult children, a daughter who lives and works in New Hampshire and a son about to graduate from college. He has been a member of a local bowling league for 15 years and lives and dies with the Eagles every weekend. He is excited to bring his local knowledge and experience working with the community to help ET&T grow... we are happy to have him as a member of our team and hope you are excited to meet him.

January 2022



The Best IT-Related Resolutions For The New Year

The past couple of years have been difficult for just about everyone. Business owners and entrepreneurs have had to adapt and evolve to survive in an ever-changing climate. There's no telling when or even if things will go back to what we once thought was "normal." As we enter a New Year, many business owners are putting their resolutions in place to survive and hopefully thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it's important to include tech- and IT-related resolutions as well. Technology might not be an obvious approach to growing a business, but it goes a long way toward making your clients and employees feel more secure about everyday interactions. This can inadvertently lead to growth as you improve customer relationships as well.

Here are a few tech-related resolutions that we think can greatly improve any business.

Use Multiple Layers Of Cyber Security Protection

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By using multiple programs and layers, you will ensure that every individual component of your cyber security program has a backup to counter any issues.

Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don't trust. They essentially shield you from malicious or unnecessary network traffic. Multifactor authentication is an important layer as well. This prevents cyber-attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a text to your cell phones to prove that

Continued on pg.2

Continued from pg.1

the correct person is trying to access the network. This will help prevent the use of employee passwords to gain access to sensitive information.

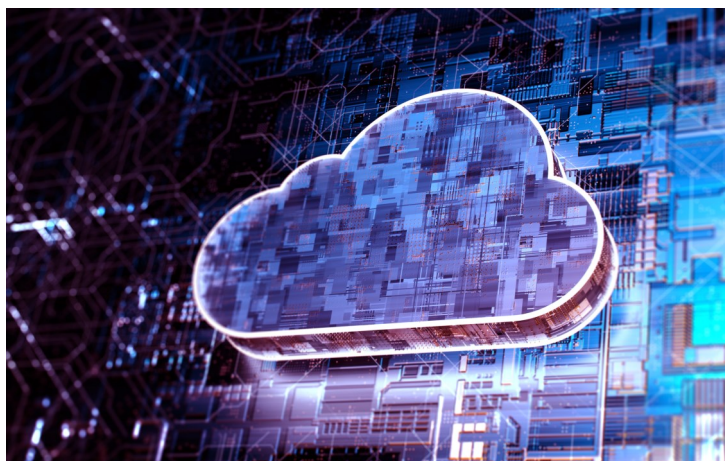
Back Up Your Data And Replace Old Equipment

Unfortunately, preventive measures don't always work. An unexpected disaster could cause your network to go down or someone could accidentally delete some important files. Plus, if your data is not backed up, you could lose sensitive information as well as time and money down the road. Customers will also be upset if you lose information pertaining to them. This could devastate your brand's reputation and cost you customers. If you do not have a backup plan or program in place, you should definitely get one for 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can take away from productivity and will make your job more difficult. If some of your equipment goes down, think about replacing it with something new rather than repairing it. While it might be more expensive at first, this decision will save you time and money in the long run.

Employee Security Training

If you want to run a cyber security-aware business, you'll need to train your employees in security awareness and



create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making and overall employment. This rubs off on your clients and makes them feel more comfortable about doing business with you. According to information from the UK Information Commissioner's Office, human error is to blame for 90% of cyberdata breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your business more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in their decisions.

"If you do not have a backup plan or program in place, you should definitely get one for 2022."



AutoPROVED



Located in Allentown, AutoPROVED is an independent dealership that has proudly served the greater Lehigh Valley community since they opened their doors back in 2013. Though many things have changed since then, AutoPROVED still provides a top-notch selection. With their access to vehicles of all makes and models, whatever kind of vehicle you need they can help find it and get you behind the wheel.

Our partnership with AutoPROVED started in 2019 when they were looking to upgrade their phone system capabilities. When they made the decision to move to the Mitel MiVoice 250 to improve flexibility and mobility for the staff, we went to work on enhancing the infrastructure components to meet increased capacity requirements. But the improvements didn't stop there. AutoPROVED relied on us to strengthen and protect their computer networks with both hardware and software installations at each of their locations. We thank AutoPROVED for taking our products and services for a long drive and appreciate being allowed to help navigate their ride.

Shiny New Gadget Of The Month:

Keep Cozy All Winter With BioLite FirePit+

Campfires are an American camping tradition that brings people together to talk, relax or even cook. But the main problem with campfires is the smoke. It gets in your face, hair and clothes – and can ruin an otherwise relaxing evening. For this reason, BioLite created the FirePit+. This is the upgraded model of their classic FirePit and creates hyper-efficient flames by using patented airflow technology that can erase smoke. FirePit+ is Bluetooth-operated and comes with a mesh screen that allows for visibility from any angle. It's not just a firepit either. You can put charcoal underneath the fuel rack to turn the FirePit+ into a grill. If you're looking for a device to completely revolutionize your campfire or camping experience, look no further than the FirePit+.

Don't Give Up On You



As you venture through your business and personal life, you'll have people tell you "no" or that your ideas aren't good enough. But remember: you know your goals, dreams and aspirations better than anyone else, so why would you let their opinions have an impact on your vision? I certainly wouldn't be where I am today if I had listened to all of the naysayers and critics. If you have a dream, don't let anything hold you back from accomplishing it.

After I wrote my first two books, *The Toilet Paper Entrepreneur* and *The Pumpkin Plan*, I approached my publisher and said I had written another book: *Profit First*. They looked it over and said, "Nobody needs another accounting book." I was a little stunned, but I wouldn't let that stop me.

I knew that I had a really strong book, and my mentor at the time told me to "make them regret it," so I doubled down and decided to publish *Profit First* myself. It ended up being a roaring success. I sold so many copies that my publisher reached out to me about buying the book after they had rejected it the first time!

We made a revised, extended edition for Penguin Books, and it is definitely my most popular book to date. If I had listened to my publisher the first time around, I never would have made *Profit First* or any of the other small-business books I have written since then. I get calls and e-mails all the time from small-business owners who have improved their businesses through things they learned in *Profit First*. All of the money these businesses saved and the lessons they learned from *Profit First* never would have happened if I have given up on my goal.

If you come up with a product, service or idea that you think can help people in any regard, try to push forward through any negativity or criticism. Critics don't always see the big picture and may use preconceived ideas to form an opinion about your business or idea. If you think you are on the verge of something great, don't let anyone or anything stop you from pursuing your vision. You absolutely cannot give up on yourself. Push on and continue chasing your dreams.



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.



**Claim Your FREE Copy of Easy Prey By ET&T's CEO, Mike Bubernack
Call: 610-433-1000**

Easy Prey aptly describes those businesses exposed to the illegal, immoral and illicit industry known as Cyber crime. Unsuspecting and often unwary businesses and their personnel are often taken in as "easy prey" by cyber-gangsters. Cyber crime, is growing quickly and more sophisticated daily. Learn how to protect yourself from an attack.

■ Work Smarter, Not Harder

In many cases, entrepreneurs try to do as much work as possible in order to meet their standards and succeed in their industries.

Sometimes, these entrepreneurs do way more work than is necessary. Unfortunately, this may involve more busywork, on a daily basis, which will put any entrepreneur on the fast track to burnout and may even reduce profits.

If you feel like your days are bogged down with busywork, you should look into business automation tools. These will help get your business back on a profitable track while also alleviating stress.

Automation tools are available to boost nearly any aspect of a business. Google Workspace and Office 365 can help with various tasks, Mailchimp and Constant Contact can make e-mailing a breeze and FreshBooks can help automate billing. If you're not using any automation tools in your business, you should start now. Do your research and find the programs that will benefit your business the most.

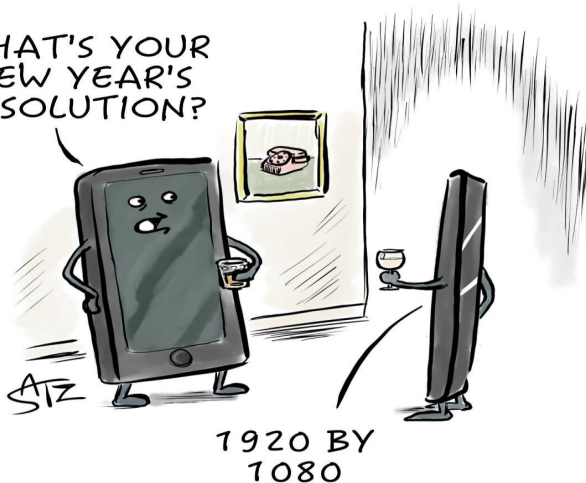
■ The Keys To Quality Content Marketing

If you're interested in starting a marketing campaign, you're probably wondering how to make the best possible content. A

strong marketing campaign does not rely solely on flashy images and strong keywords. There are a few things you need to do to ensure that your marketing content is quality.

Start by deciding on a few potential topics and performing extensive research. Use Google Trends or similar sites to find related keywords that will expand your search. You also need to brainstorm ideas related to your keywords and research. It's also very important to focus your research on areas that relate to your clientele. A marketing campaign will never be strong if your customer base can't connect with it. In addition to this, your title should be clear and thought-provoking while using strong keywords that drive search engine optimization. Put your content together and design it before finding the perfect place to publish. Take advantage of social media to also help expand your audience. By following a proven system, anyone can create widespread and meaningful content for their campaign.

WHAT'S YOUR
NEW YEAR'S
RESOLUTION?



1920 BY
1080

CartoonStock.com