



# Business Bits & Bytes



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

“As an organizational leader, I know you don’t have time to waste on technical and operational issues. That’s where we make ITEZ™! Call us and put an end to your IT problems finally and forever!”  
- Diana Spurgus, BSSI

Volume IV, Issue XI  
November 2011  
Central Ohio

## Inside This Issue...

If Disaster Strikes, How Fast Could You Be Back Up & Running? .....Page 1

Shiny New Gadget: The Cobra PhoneTag.....Page 2

Positioning Yourself For Success .....Page 2

The Test.....Page 3

It is that time of year to think about Section 179! .....Page 4

9 Steps You Must Know To Prevent A Server Crash.....Page 4

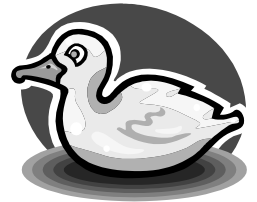
Be courageous. I have seen many depressions in business. Always, America has emerged from these stronger and more prosperous. Be brave as your fathers before you. Have faith! Go Forward!  
~Thomas Edison

## If Disaster Strikes, How Fast Could You Be Back Up & Running?

You hear it all the time from us—back up your data, keep your virus protection current and install and maintain a firewall to protect yourself from hackers and other online threats. However, while these precautions will certainly help you avoid problems, they CAN’T do anything if you don’t have a good backup and disaster recovery plan in place.

### Are You A Sitting Duck?

We all know that an ounce of prevention is worth a pound of cure; yet, disaster recovery planning often takes a distant second to the daily deadlines and pressures of running a business. That means that most businesses, including your own, may end up offline and without important data after a simple lightning storm.



Don’t think that could ever happen to you? Consider this: “data-erasing disasters” can also take the form of office fires and broken water pipes, not just earthquakes, floods and tornadoes. If a fire started in your building, the parts that weren’t burned beyond recovery would probably be destroyed by the firemen’s efforts. But even more common is software corruption, hardware failures and human error!

## 7 Disaster Recovery Questions You Need To Answer

A disaster recovery plan doesn’t have to be complicated, time-consuming or expensive. Start by asking yourself the following questions...

1. Do you back up your company’s data daily to both an onsite and offsite location?
2. Are you absolutely certain that your backup copy is valid, complete and not corrupt? How do you know for sure?
3. If disaster strikes, HOW would you get your data back, and how long would it take? In many cases it takes days and often weeks; what would you do during that period of time?
4. Do you have copies of all the software licenses and discs in a safe location that could be accessed in the event of having to rebuild your server?
5. Would you and your employees have a way to access your network remotely if you couldn't get to the office?
6. Do you store important passwords in a secure place that company officers can access if you are unavailable?
7. Do you have a UPS (uninterruptible power supply) device in place to keep your network and other critical data operations running during a power outage?

Call 740-681-9753 to schedule your Disaster Recovery Assessment so we can be sure you are ready BEFORE a disaster ever strikes.

Get More Free Tips, Tools and Services At Our Web Site: [www.BSSI.biz](http://www.BSSI.biz).

## 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 synching 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.

## The Lighter Side...

### The Test

A professor stood before his class of 20 senior organic biology students, about to hand out the final exam. "I want to say that it's been a pleasure teaching you this semester. I know you've all worked extremely hard and many of you are off to medical school after summer. So that no one gets their GP messed up because they might have been celebrating a bit too much this week, anyone who would like to opt out of the final exam today will receive a "B" for the course." There was much rejoicing amongst the class as students got up, passed by the professor to thank him and sign out on his offer. As the last taker left the room, the professor looked out over the handful of remaining students and asked, "Anyone else? This is your last chance." One final student rose up and took the offer. The professor closed the door and took attendance of those students remaining. "I'm glad to see you believe in yourself." he said. "You all have A's."

**(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) 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.

#### Guest article provided by:

Dr. Nido Qubein is president of High Point University, an undergraduate and graduate institution with 4,500 students from over 51 countries. He has authored two dozen books and audio programs distributed worldwide. His foundation provides scholarships to 48 deserving young people each year.



As a business leader, he is chairman of Great Harvest Bread Company with 220 stores in 43 states. He serves on the boards of several national organizations including BB&T (a Fortune 500 company with \$164 billion-dollars in assets), the La-Z-Boy Corporation (one of the largest and most recognized furniture brands worldwide) and Dots Stores (a chain of fashion boutiques with more than 400 locations across the country.) Learn more about Dr. Qubein at [www.nidogubein.com](http://www.nidogubein.com)



#### Thanksgiving

For each new morning with its light,  
For rest and shelter of the night,  
For health and food,  
For love and friends,  
For everything Thy goodness sends.

--Ralph Waldo Emerson (1803-1882)

## It's that time of Year to be thinking about Section 179!



In case you didn't know, due to the extension of the Section 179 Expensing Election under the "HIRE Act of 2010" – the enhanced limits under the "Jobs Act of 2010" – and the recently enacted 100% bonus depreciation under the "Tax Relief Act of 2010" – you can **possibly write-off 100%** of all equipment and software your business needs to buy or finance this year.

The maximum Section 179 Deduction for tax year 2011 is **\$500,000** for qualifying purchases of machinery, computers, software, office furniture, vehicles and other tangible goods provided the qualifying purchases do not exceed \$2 million.

In addition, MICROSOFT and Vendors are ALSO giving year-end discounts, rebates and incentives. For example, through 12.31.11, Microsoft has a program called "The Big Easy Offer". For every qualifying product you purchase before 12.31.11, you can earn subsidy funds that can be used to purchase additional products and/or services. All you have to do is purchase or upgrade your Microsoft products through us **and Microsoft will send you a check** to help pay for the installation services.

You need to act fast, as once the clock strikes midnight on 12.31.11, these offers will disappear.

For more information on Section 179, visit [www.section179.org](http://www.section179.org).

For more information on the Big Easy program, visit [www.microsoftincentives.com/bigeasy](http://www.microsoftincentives.com/bigeasy)

## 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.

---

### Who Else Wants To Win A \$25 Gift Card?

Take our monthly "Trivia Challenge" and you could win too!

The Grand Prize Winner of last month's Trivia Challenge Quiz is Sandy Miller of Drew Shoe! She was the first person to correctly answer our quiz question from last month:

#### What is Halloween called in some parts of Ireland?

- a) Fright Night b) Pooky Night c) Spooky Sundown

The correct answer is b) Pooky Night. Congratulations, Sandy Miller you've won a \$25 Gift Card to Starbuck's!

Now, here's this month's trivia question. The winner will receive a gift card to Starbuck's!

#### In addition to Thanksgiving and Veteran's Day, what else takes place in November in the United States?

- a) National Beard Month b) National Tobacco Awareness Month  
c) National World Kindness Day d) All of the above

**Call us right now with your answer! 740-681-9753**

Get More Free Tips, Tools and Services At Our Web Site: [www.BSSI.biz](http://www.BSSI.biz).