

February, 2011

## In This Issue...

Hackers Are Now Targeting  
Macs .....Page 1

Keep An Eye On Your Furry Friends  
With This Cool New Gadget.....Page 2

6 Quick Tips To Finally Organize Your  
Out-Of-Control Inbox.....Page 2

Science That Makes You Laugh Or  
Wonder.....Page 3

How To Raise Your Profits By Raising  
Your Profile.....Page 3

Women Sleep Better Alone.....Page 4

Would You Pay \$1 To Get \$3.25 In  
Change?.....Page 4

## The Grand Prize Winner of January's Trivia Challenge is...

**NO ONE!**

*As we went to press no one  
claimed the \$25 Target gift card!*

Nantucket was the port where the  
Pequod is based.

This month's question is:

**In 1657 the first chocolate shop  
opened in what city?**

- A) London      B) Vienna  
C) Amsterdam    D) A, B & C

Be the first to call 623-444-2395 or  
email me (dave@aztechworks.com)  
with the correct answer to win a \$25  
American Express gift card.



*Dave*

David Carattini  
President and CEO  
Arizona Tech Works

# Technology Times

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

### Love Your Mac? Hackers Are Starting To!

I love my Macintosh computer. I find Macs easier to maintain and troubleshoot than their Windows counterparts plus they work really well. Until recently, we Macintosh computer users have long enjoyed relative freedom from hacker attacks; however, researchers at Symantec Corporation say online criminals are now setting their sites on Mac users.



Online porn hunters are the latest target. Visitors to certain web sites are led to believe they can download a free video player when in fact they are installing malicious code onto their Macs.

Once the users authorize the transaction, the hackers can redirect the users future browsing to fraudulent web sites and possibly steal the user's information or passwords. Sometimes they simply send ads for other pornographic web sites. This results in thousands of dollars in income for the criminals.

While you may think that Macs are essentially more secure than PCs because they are built better, security experts would argue differently. They believe that the Mac is actually no more secure than a PC. In fact, they note that the relatively low number of viruses, exploits and other cyber attacks directed at Mac users is due to Apple's relatively small share of the computer market.

"I don't think that the Mac OS is more secure than Windows -- I think it is safer than Windows because there are less people trying to attack it. There is a big difference," Natalie Lambert, a senior analyst at Forrester Research recently shared with MacWorld.

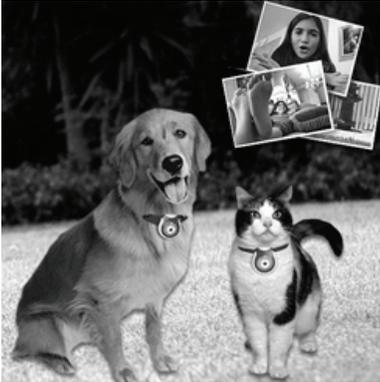
With that said, the fact remains that for every single attack on a Mac, there are at least 100 attacks on Windows-based systems.

So what should you do if you own a Mac? Use the same safe online surfing practices as PC users, install anti-virus software and keep it up-to-date, never open strange e-mails from unknown sources, and only verify user names and passwords by phone with your bank or other financial institutions.

Get More Free Tips, Tools, and Services At My Web Site: [www.aztechworks.com](http://www.aztechworks.com)

## Shiny New Gadget Of The Month

### Digital Pet Cam



Attention all pet lovers! Have you ever wondered what your pet sees and does when you're away? Does he nap or get into all sorts of mischief? Clip on Uncle Milton's Pet's Eye View camera and find out!

You can choose between 1, 5, or 15-minute intervals for your pictures. The photos are taken automatically and can be uploaded to your PC or Mac via the included USB cable for easy viewing. It's lightweight, compact and simply clips right onto your pet's collar!

- Auto-interval photo settings
- Internal memory stores up to 40 photos
- 640 x 480 resolution for 4" x 6" prints
- PC and Mac compatible
- Includes USB cable for uploading photos
- Includes rechargeable Lithium-ion 100 mAh battery.
- Collar and the subsequent dog training you might discover you need are not included.

## 6 Quick Tips To *Finally* Organize Your Out-Of-Control Inbox

Much like laundry and bills, no matter how much you try to keep up, e-mails just keep piling up in your inbox. E-mail is a critical part of your day-to-day work, so how do you keep it from becoming a distraction while balancing the things you really need to address? Here are 6 tips...



1. **Zero your inbox.** Do you remember the last time your inbox was empty?

Probably never; that's because it costs nothing to keep an e-mail and therefore delete items "just in case" you need them at

This really causes messages to pile up FAST. Truth be told, you really DON'T need all those e-mails. Make it a goal to "zero" your inbox every week, particularly on a Friday before you leave for home. If you can't "zero" it, at least get the number down to fewer than a dozen critical messages you absolutely need to work on within the next 2-3 days.

2. **Use folders sparingly.** Only set up key, strategic folders or you'll end up with dozens of folders filled with messages in addition to a massive number of messages in your inbox. You might keep one labeled as "storage" for any non-urgent messages that may need to be referenced at a later date. This keeps your inbox free of clutter and helps you more easily find something in an old message when it is needed.

3. **Delete first, read the surviving messages later.** Many of the e-mails you get probably aren't even worth reading. Start your day by immediately deleting these emails before you even start to open and read the important ones.

4. **Take action immediately.** Probably the most helpful way to keep your inbox uncluttered is to take action right away on all messages instead of reading them and then going back to them later when you have time to process the message properly. By taking action right away you avoid wasting time re-reading messages. If it does require a follow up that you don't have time for, file the message and mark a reminder to follow up. Otherwise forward it, delete it or file it into a folder

5. **Slow your roll.** Your e-mail can be a constant distraction through your workday, IF you let it! Take control and set aside "e-mail free" time periods throughout the day so you can truly concentrate on projects without interruption. The world won't stop if you don't check your email every few minutes, I promise.

6. **Install a GOOD spam filter.** The vast majority of messages are unwanted spam, some of which contain viruses. But not all spam filters are created equal!

## The Lighter Side...



### Science That Makes You Laugh...Or Wonder?

Nobel Prizes are awarded for only the most serious scientific achievements; the “Ig Nobel” Prizes, on the other hand, are awarded for the most unusual, although sometimes still legitimate, scientific achievements. The awards are the brainchild of editor and co-founder Marc Abrahams, whose magazine is called “The Annals of Improbable Research,” and whose web site is [www.improb.com](http://www.improb.com). Past awards have gone to researchers who:

- Gave hamsters Viagra and discovered it prevented them from suffering jet lag
- Looked at sword swallowing and its side effects on the human body
- Created a “bottomless” bowl of soup which proved Americans eat as long as there is food in front of them, not just until they are full
- Found that wrinkles in sheets are replicated in human and animal skin
- Created a device which dropped a net over bank robbers
- Explored why woodpeckers don’t get headaches
- Looked into what would happen to clams that were fed Prozac
- Asked why spaghetti breaks into more than two pieces
- Queried why birds were not pooping on a statue
- Levitated a frog, pieces of fruit and a grasshopper

## How To Raise Your Profits By Raising Your Profile

I recently listened to an interview with David Avrin, author of the book, “It’s Not Who You Know, It’s Who Knows You.” His message is pretty simple but powerful: the more your marketplace KNOWS your brand, the more sales and profits you’ll generate. I highly recommend his book since it contains a lot of good, common sense strategies for small business owners. This had a profound impact on my and how I am building my business. Here are a few of the tips from David that I wanted to pass on to you and my other readers:



### You Can’t Control Your Brand:

You can only INFLUENCE it. I actually thought this insight was very powerful. If you think about it, your ‘brand’ is formulated in the mind of your customer. It’s the feeling they get when they think of your company, product or service; but since the CUSTOMER generates the feeling, only they get to decide what that association is. To that end, your brand is the sum total of everything you do. For example, you eat at a restaurant where the food is outstanding but the bathrooms are dirty, the waiter is rude and they get your drink order wrong...twice. Unfortunately, the food may not be enough to get you to come back again.

### An Important Question You Should Know The Answer To:

As business owners we spend YEARS perfecting our services, working on our operations and building our business – yet most of us only spend minutes thinking about what message we want to portray to the marketplace. During this interview, David posed the following idea: “What question do you want to be the answer to?” For us, it is “What technology company can really take care of our computer issues completely and forever?”

### Marketing Is Not A Department:

Most people think marketing is just about web sites, brochures and postcards. Not so. Marketing should infiltrate every aspect of your business. To that end, make a list of every touch point you have with your customers and prospects and ask yourself, “Am I being INTENTIONAL about how we interact with our clients to make sure we are fulfilling our brand promise?” That would include often overlooked areas like how you answer the phone, or what you print on the invoices you send out.

### Being “Good” Is Not Good Enough...Anymore:

With SO many choices, being “good” at what you do is no longer an advantage in the marketplace – it’s the entry point to doing business. Think of how many “good” restaurants you go to, or how many “good” stores you frequent. Chances are they deliver a satisfactory product or service, but not one that blows you away. In order to truly win the hearts (and wallets!) of our clients, we have to work on being outstanding.



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## Women Sleep Better Alone



According to a University of Vienna study, women do NOT sleep as soundly

when they sleep with a romantic partner. The complete opposite is true for men, however, who sleep more soundly when they slumbered next to a loved one. So this Valentine's Day, maybe you need to give your spouse the gift of a good night's sleep by sleeping with them...or not.

# Would You Pay \$1 To Get \$3.25 In Change?

Who wouldn't want to shop at a store that can deliver that! Is this some Nigerian business opportunity? Not at all...

A review of the services we deliver for our Hassle Free IT clients showed that our clients receive an average of \$3.25 in services for every \$1.00 they spend with us. This is based on a cost comparison between hiring a full-time, beginner technician or outsourcing to us. And that's not taking into consideration the combined experience our team brings to your organization that you wouldn't get by hiring a single person.

Of course you don't see a lot of the work that goes into our services because they are done behind the scenes so that we don't disturb you while you're working. But in a time where saving money is more important than ever, it IS worth noting that you made a smart decision to outsource your services to us!

## Client Spotlight: A-1 Carpet Service

If you are looking for a company to take the headache out of your carpet, tile, and upholstery maintenance, look no more! One of our great clients is Corey Thompson at A-1 Carpet Service, an awesome resource for carpet maintenance. I was first introduced to him through BNI networking and was immediately impressed with Corey's knowledge about carpet care. A-1 can save you tons of money by cleaning the carpet correctly the first time! With correct cleaning you don't have to have them cleaned as often. Plus they are specialists in area rugs. They know how to treat and clean them perfectly. They were having some real issues with their system before I got them straightened out with a monitoring system.

Call Corey at 602-944-4483. They service the entire valley.

My apologies to Corey and A-1 Carpet Service. I had a little editing issue last month so we are highlighting them again.

Would you like your company highlighted here in our "Client Spotlight?" Then give us a call today at 623-444-2395

