

Executive IT Insider

...The Exclusive Edge to Today's Technology

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This monthly publication provided courtesy of Paul Riendeau, CEO of Southern New England Computer Services.

"Like a car, your technology needs maintenance too! This includes the physical parts being cleaned to the old software and data getting deleted. If you think you are due for a tune-up, get in touch with us and schedule an IT maintenance check."



The #1 Cure For A Sluggish PC

If you're often – or even constantly – frustrated with slow loading times, screen freezes or crashing programs, your network may be in desperate need of an upgrade... or a tune-up. Here's how to make your network run like new again...

What's Slowing Your Network Down?

Most computers and networks bog down as they age. Here's why:

- **Spyware, viruses and other stealth programs secretly hiding in your machine.** And we mean "secretly." Today's sophisticated malware is more elusive than ever. Most users will never know what hit them until it's too late. The only telltale sign that your system has been infected is that it

starts slowing down over time. These nasty bugs attach themselves to all sorts of programs in your network and work in the background, undetected.

- **Your machine is overdue for replacement.** Hey, it can only last so long. Manufacturers don't spec PCs to last more than about three to five years. When things start slowing down... or you can't install the latest software... or plug in some of the newer cables... it's time to start shopping. But there are ways you can extend your computer's useful life. Which brings me to #3...
- **It's time for a tune-up.** Just like a car, your network needs routine maintenance to run at top speed and performance. To keep it running

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smoothly, there are over 100 checks and updates that need to be done on a regular basis. These include disk defragmentation, patch management and the removal of unnecessary files and programs, to name just a few.

Our Free Network Evaluation Can Get You Up To Speed

If your computer network hasn't had the routine maintenance it needs to run well, we'd like to offer you a FREE Network Evaluation.

Valued at \$300, this FREE offer is our way of introducing you to our company. There's no cost or obligation when you say "YES!" to this complimentary service – but you have to act fast! Because of time

and staff limits, we can only provide this valuable FREE Evaluation to the first five who respond!

When you are one of the first five to respond, we'll send one of our friendly expert technicians to your office to:

- Run a full diagnostic on your network to troubleshoot slow, problematic PCs, error messages and other problems.
- Review your firewall and security settings to make sure you are PROTECTED from hackers, viruses, spyware, etc.
- Verify that your data is being backed up in a format that COULD be recovered in the event of a disaster.
- Review system logs for errors and other "red flags" that could

develop into bigger problems.

- Examine your computer network's power sources to make sure it's safe from lightning strikes and power surges.
- Check your server for free space and its overall speed.
- Check for old and unnecessary temporary files that are stealing precious disk space.
- Review any issues and questions you may have about your network and technology
- And much, much more...

Fair Warning: We can only provide this valuable FREE service for the first five companies that contact us. So call today: **401-684-3036**.

If you are already a client of ours, rest assured, you are already receiving these benefits by being on our "Office Solutions" plan. If you have any questions, feel free to contact us at your convenience.

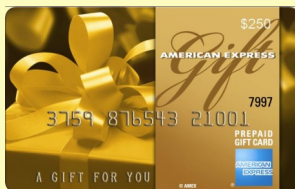
"Review your firewall and security settings to make sure you are PROTECTED."

Refer-a-Friend and Get Free Gifts!

We **love** having customers like you and, quite honestly, wish we had more like you! So instead of just wishing, we are doing an ongoing "**Refer-a-friend**" event.



Refer any company with 5 or more computers to our office to receive a FREE Computer Network Assessment (a \$300 value). Once we've completed our initial appointment with your referral, we'll send you a **\$25 Amazon gift card**. As an ongoing promotion, for **every referral** that you send, you will receive a \$25 gift card as your referrals complete the Network Assessment. Just a small "Thank You" for thinking of us.



As an added bonus, if they join and become a client of ours, **we will send you a \$250 Prepaid Gift Card** for introducing your friend to us.

Simply call us at **401-684-3036** or e-mail us at news@snecslc.com with your referral's name and contact information today!

Technology Spotlight: Panasonic Eneloop

Are you sick of going to use something and finding the batteries are dead? Then, you go to grab a fresh set only to realize you are out? Put those issues in the past with the Panasonic Eneloop rechargeable battery set.

Created for today's technology, the Eneloops are



designed for devices that you frequently replace the batteries in, like remote controls, mice, keyboards and kids toys (that never come with batteries and always drain them to dead after 10 minutes of use). These bad boys can be recharged up to 2100 times and create a much smaller footprint on the environment vs. their wasteful counterparts. Another great feature is the kit comes with the ability to convert one AA into a C or D battery (with the included converter case). This makes having the right batteries available easier. With the kit starting at about \$35, you can begin with everything you need and purchase additional batteries and chargers as you go. Just don't buy any knockoff chargers or you will regret it!

Things Not Going Your Way? Play "TAG"

I fly a lot for business, and a recent flight to Fort Lauderdale reminded me of the importance of flexibility, both at work and in my personal life.

I boarded the plane beneath blue skies with my laptop in hand, and was looking forward to getting a couple hours of work done before landing. Then a shadow came over the plane, and before the flight attendant could warn us, a heavy downpour delayed our flight.

We found out there was a tornado watch and our delay would be much longer than anticipated. "Game time," I thought.

I knew from experience that I wouldn't be able to change the situation, I could only change the way I handled it. So while other passengers berated the flight attendant or complained to their spouses on the phone, I remembered "TAG."

T = Think.

When you're faced with something unexpected, the first thing to do is to stop and think. It's easy to get caught in the whirlwind of circumstances and act impulsively, but by pausing, you can ask yourself questions that will help direct your subsequent actions. "What's happening?" "Why is this happening?" "How does this affect me?" "What's the best response?"

A = Adjust.

Once you've identified what's happening and how you're involved, you can change your expectations and behavior to allow for the new circumstance. Accepting Plan

B isn't always easy because it means Plan A failed. But what people don't realize is that Plan B represents a willingness to keep trying.

G = Gather.

Even when you're being patient and practical and channeling your inner Yoda, a supportive shoulder to lean on is always helpful. Whether it's your family or your colleagues, gather people you know you can count on – especially in an unexpected situation. These are the people who will adjust their schedules when they find out your arrival is delayed or will make room at the table when the babysitter cancels.

So there I sat on the plane, asking myself what had happened and what it meant for me. The flight was delayed; I wouldn't check in on time and I might even be late for my meeting. Problem identified. Time to adjust. I would need to check timing for the next flight out, advise my hotel and warn my client about the situation. Then came a challenge: I had horrible service and my phone was dying. So I gathered myself – I sent an e-mail to a colleague and asked her to contact the client, and I asked my wife to notify the hotel.

Eventually the storm ended and I got on a new flight. My plans had changed, but I arrived at my destination. Being flexible doesn't just mean rolling with the punches or rising with the tide – it isn't passive. Rather, flexibility requires an adjustment of our attitudes and actions to account for the unexpected. And a game of TAG doesn't hurt.



Andy Bailey can cut through organizational BS faster than a hot knife through butter, showing organizations the logjams thwarting their success and coaching them past the excuses. After all, as he tells his clients, 100% annual growth is only 2% growth every week. It's not easy. But possible. Andy learned how to build great organizations by building a great business, which he started in college then, grew into an Inc. 500 multi-million dollar national company that he successfully sold and exited. He founded Petra to pass on to other entrepreneurs, business owners and leaders the principles and practices he used to build his successful enterprise, which are rooted in the Rockefeller Habits methodology.



Expert of the Month: Melissa Escobar of Complete Body Physical Therapy

Our “Expert of the Month” is Melissa Escobar, owner of Complete Body Physical Therapy. Melissa has worked in northern RI since 2003. During her time in the area, she noticed a need for a physical therapy facility. In 2009, she opened Complete Body Physical Therapy. Their focus is to provide physical therapy to patients in the area for orthopedics, neurological pediatrics, massage therapy, and local athletes (both adults and kids). Melissa also does Kinesio Taping with her patients to help improve their bio-mechanics. With this, depending what the patient needs, the taping can make a muscle work harder or less or even reduce bruising and swelling. She also provides help with posture and core stabilization.

“I tend to look at the whole person. If someone comes in for their knee, I want to look at how they walk, their strength, their flexibility, I look at everything when I see my patients,” says Escobar. “If a patient has knee or ankle pain, I’m gonna look at their posture and their core because a lot of times, they have weakness in their core like not standing upright and that impacts their shoulders too. I have to address everything.”

Complete Body Physical Therapy is active in the community as well, sponsoring a local softball team and donating massage gift cards to local teams and fundraisers.

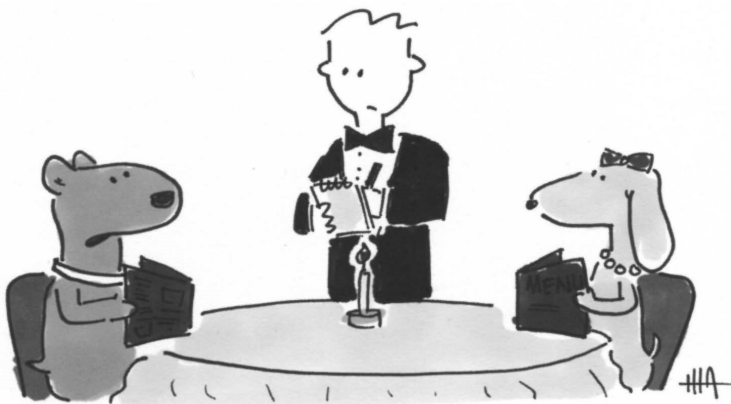
When Melissa first opened CBPT, she needed someone local to take care of the business’s computer and security needs. Because they are medical, it was important to have someone that would help them stay within HIPAA guidelines. That’s when she reached out to SNECS. “Right from the beginning, everybody was great. They made sure that we were taken care of and all the stuff we didn’t know or understand, they explained to us. Any problems we had, they were right on top of it, all the time. When we moved, they helped us transition and upgrade to a bigger database. There were no hiccups in our system, and that was great,” states Escobar.

For more information, you can contact Complete Body Physical Therapy at 401-371-2890 or via email at completebodypt@cbpt.necoxmail.com. You can also check them out on Facebook.

Email subject lines that get prospects to open up, read and respond?

The best e-mail subject lines provoke interest and inform without giving too much away. Here are five templates you can customize to skyrocket your response rates. “Question about <<goal>>” - Curiosity about your question drives opens on this one. “Our next steps” - Follow up with a new contact or reengage one that’s gone quiet. “Do not open this e-mail” - Ever tell a toddler not to do something? Use reverse psychology and win! “Know this about <<topic of interest>>?” - Offering a helpful tip or fact builds credibility and gets the conversation going. “10 mins - <<date>>” - Getting straight to the point makes it easy for your reader to hit “return” with a quick response. -*Blog.Hubspot.com*

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"We'll both have the homework."

What can “Google My Business” do for *your* business?

According to a survey by SEO services company Bright Local, local search delivers a greater marketing ROI than any other digital marketing channel. A well-optimized Google My Business page can be the best way to drive local clicks and calls to your business. It does that by helping you manage how customers find you in Google Search and Maps. To get the most out of Google My Business, first verify your business with Google. Then make sure your company’s name, address and phone number (NAP) that’s listed in your Google My Business page matches up exactly with your website, social profiles and local directory citations. -*SmallBizTrends.com*