

CONTINUOUS NEWS

Tips, & Expert Advice From Your Trusted Cyber Advisers

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This Month in Tech History:

July 4, 1956

Keyboards and Computers,
Together at Last!

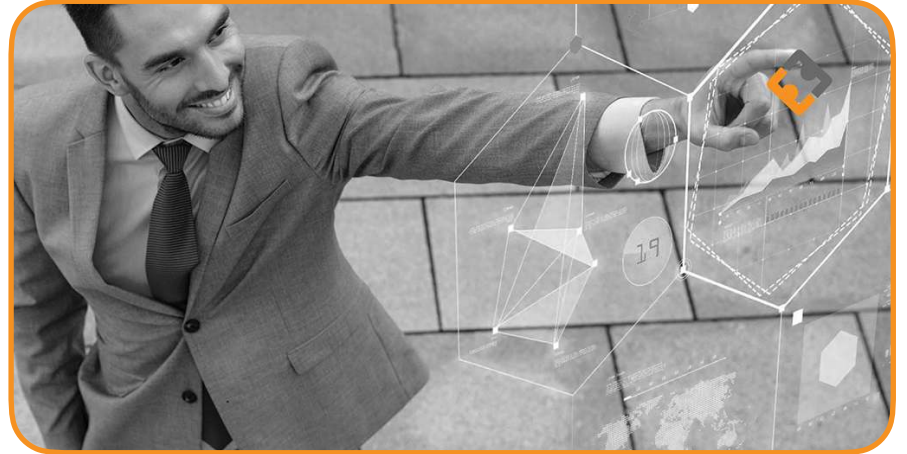


MIT's Whirlwind, which had been completed five years earlier, becomes the first computer in the world to allow its users to enter commands through a keyboard. Previously, all input was accomplished through dials, switches, and/or punch cards.

JULY 2021



We provide this free monthly publication because as a business owner we know you don't have time to waste on technical and operational issues. That's where we shine! Call us and put an end to your IT problems finally and forever!



These Technologies Hold The Key To Growing Your Business

After a roller coaster of a ride in 2020 and into 2021, businesses just like yours are looking to the future. Their eyes aren't just on recovery. Many businesses are eager to make up for lost time, and they want to bring new customers into the fold.

There are countless growth strategies out there, but one area offers a lot of options you can dial into your specific business needs: technology. Under the umbrella of tech, you have plenty to choose from. It really comes down to finding the right solutions that fit the current or future needs of your business.

This month, we'll dive into two ways you can utilize various technologies to grow your business in the second half of 2021 and in the years to come. Let's get started.

Using Automation

Many businesses have yet to crack the code on automation. They aren't sure how to implement it and make the most of it.

And that's okay. Automation comes with a few hurdles, like just getting started for one. It's an investment of time and money. However, once you get started, it does the rest.

A majority of daily business activities can be automated. One increasingly popular form of automation is artificial intelligence (AI), often used by chatbots. In the past, chatbots were useless. From the user standpoint, they never worked as expected. But those days are over; thanks to major strides in AI technology, chatbots are automation kings.

Chatbots are highly customizable. You can use them as the first "person" a customer or potential customer sees when they visit your website. From there, a chatbot can ask questions and mimic a real person. But here's where the automation really comes into play: if a potential customer has a specific request or question, the chatbot can

Continued on pg.2



instantly direct them to the person within your company who can help. It saves a lot of time.

Automation is also useful when it comes to collecting data. Now, you can rely on numerous apps to collect different types of data and have it all sent to one place. For instance, you should have forms on your website where people can input data, such as their name and e-mail (and other similar data you may be interested in). You lock free content (such as special reports, books, videos, demos, offers, etc.) behind a “data wall.” Once a potential customer gives you what you want, they get access and you have a lead.

Investing In IT Security

Many businesses went through huge changes last year. One common change was the shift to remote or hybrid work models. In the process, these businesses had to figure out a lot of things on the fly, from how to get their employees up and running to making sure their data was secure.

Unfortunately, many businesses, particularly small and medium-size businesses, struggled to balance getting their employees up and running and staying secure, due to a lack of resources, support or know-how. They ended up having to focus on one or the other – data security often got left in the dust. And in the mix

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of it all, growth completely fell off their radar.

We’re going into Q3 2021, but many businesses still lag behind when it comes to their IT needs. Not investing in network security, and an overall IT security strategy, has the potential to hold your business back and prevent the growth you’re looking for. Not only is your data at risk from both internal (hardware failure, data loss, etc.) and external (data breaches, cybercriminals, etc.), but there are also other issues to be aware of.

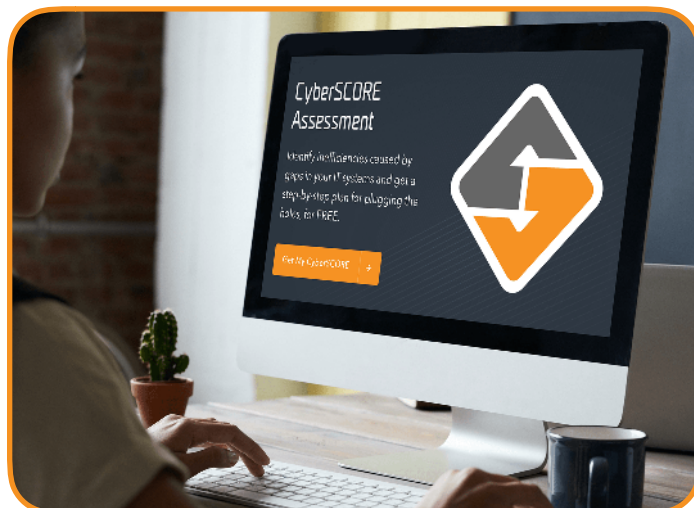
Here are a few questions to consider:

- Do your employees have strong endpoint security?
(Are their devices and network connections secure?)
- Are they trained in IT security protocols?
(Do you have protocols in place?)
- Are your network and IT needs scalable?
(Do they allow for growth or are they static?)

These questions are a starting point. If you aren’t happy with the answers, it’s time to fill the gaps and give your business the advantage it needs for the future.

Getting Started

If technology still eludes you, you want to jump into the cloud or automate parts of your business, or you need to boost your data security, your best next step is to partner with a managed services provider (MSP) or a firm that specializes in IT solutions. You never have to do any of these things on your own – especially if you have questions or aren’t sure how to get started. This is the kind of partnership that can put your business on the path to hitting your growth goals and set you up for tech success!



Free CyberSCORE Assessment Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now!

At no cost or obligation, our highly skilled team of IT pros will conduct a comprehensive cyberSCORE assessment to uncover loopholes in your company’s IT security.

The assessment can be conducted 100% remotely, with or without your current

IT department or provider, and is free of charge or obligation. With only 60 minutes of your time, you can be on your way to plugging these critical GAPS that could be costing you THOUSANDS.

To get started now, [book your complimentary CyberSCORE Assessment](#)



Shiny New Gadget Of The Month



Your Car Companion: FIXD

When you're driving, there's one thing you hope to never see: the Check Engine light. This symbol often means that something is wrong, but it's rarely clear what that is. Well, here's a little help: FIXD!

FIXD is a small device that connects to your car's onboard diagnostic (OBD) port. Every car built after 1996 has this port – it's what mechanics use to diagnose vehicle issues when a dashboard light comes on. You can use it too, so you won't have to rely on a mechanic to tell you what's "wrong" with your car. FIXD wirelessly connects to your smartphone and tells you directly. Then, you can decide what to do!

Say goodbye to the mysterious Check Engine light and say hello to FIXD. Learn more at <https://www.fixd.com>



Mastering Authentic Leadership

REASON #1:

Because You're An Entrepreneur

But you're also human. So, you have many tremendous attributes, but you also have some communication and thinking biases (bias as in being an illogical preference or prejudice). This gets in the way of your pursuit of wealth.

The answer may be behavioral coaching – changing the way you think about wealth management. When it comes to investing, you have the investment return (what your return should be), as well as what your return actually is. Then there's the behavioral gap – the difference between the investment return and the investor return (based on the human aspect). Coaching helps close the gap.

REASON #2:

Because You're Too Busy To Be Rich

You're too busy with your business. Too busy in the weeds, so to speak. If you place priority here (delegate, shift focus, etc.), change will happen.

REASON #3:

Because You Don't Have A Coordinated Strategy Implemented Across All Of Your Professional Service Providers

Anna is an entrepreneur with \$200,000 in cash. She needs to decide what to do with it, so she

calls her bank. The bank offers to increase Anna's overall deposit interest rate (as well as a few bonuses) if she deposits the cash.

Then she calls her tax preparer. The tax preparer suggests that Anna should open an investment account with the firm.

Lastly, Anna calls her financial advisor, who tells her to think about retirement and to purchase a whole life insurance policy or a variable annuity.

What should Anna do? She pays off her condo and avoids the 3.5% interest on the mortgage. It made sense.

Here's the problem: none of Anna's providers reviewed Anna's balance sheet (and life, in general). They didn't consider possible factors like family, lifestyle, debt or liquidity. It's possible Anna's only liquidity was the \$200,000 or her only debt was the condo (some would argue the mortgage with a 3.5% rate was an asset).

REASON #4:

Because You Don't Have A Strategy Outside Of Your Business Strategy

What does your balance sheet look like? It comes down to this: know thy balance sheet.



Michael Brody-Waite is a recovered drug addict who has since become a three-time CEO and TEDx speaker (with over 1.5 million views). He's held a leadership role at a Fortune 50 company, he's the Founder of an Inc. 500 company, he's led a nonprofit and he's the author of *Lead Like Your Life Depends On It: Why In A Pandemic Great Leaders Lead Like Drug Addicts*.



Best Incentives To Attract & Retain New Employees Post-Covid

Businesses Are Struggling To Hire. The pandemic has created a workforce that is pickier than in years past, and this isn't likely to change anytime soon. They want to work from home (at least part of the time) and to know their workplace is safe, and they want to know their work is valued. Here's what some businesses are doing to attract attention and to fill vacancies.

A Focus On Wellness. Several businesses have started providing various resources for employees. This includes child care services

to help ease the burden many parents face. Others are subsidizing various health and wellness programs, including paying for some or all gym or training memberships. Some employers are even paying for their employees to further their education.

A Focus On Vaccination. As the COVID-19 vaccine reaches more communities, businesses are doling out bonuses for employees who get the vaccine. Some businesses are even tacking on bonuses to new hires who come on already vaccinated.

Inc., 2.24.21



2 Things Every Customercentric Brand Needs

When you're building a new brand from the ground up or rebranding, there's a good chance you're thinking about the customer. How can my brand connect with customers? Not every business puts thought into their customer experience, nor do they strive to connect with the customer outside of the sale, but for a brand to be successful, that connection is a must. Here are two things every business must do in order to build a customercentric brand.

Be Empathetic. Understand where your customers are coming from. What are their needs, wants and desires? What's causing them stress? Be there for customers and their problems. You might not be able to solve every problem, but by listening to their

needs and helping them (even if that means referring them to someone who can help), you make a positive difference in how they perceive your brand.

Know Your Customer. You need to have a "full view" of your customers. Not only do you need to understand the demographic you serve, but you also need to get personal and understand what they like and dislike. It goes hand in hand with knowing what they need and want. The more you know about your customer, the better you can serve them. Send out surveys. Ask them about themselves when you engage with them in person or online. Build this approach right into your business.

Forbes, 4.15.21

Who Wants To Win A \$25 Amazon Gift Card?

Trivia Challenge Quiz

What is the origin of the word "spam" in the context of email spam?

- A) A Monty Python skit from the 70s
- B) Poor developers sick of eating the same meal
- C) It's an acronym for "spontaneously persistent advertising message"
- D) SPAM meat was the first product to be "spammed" via email

Call us right now with your answer! 201.775.9222 and be the first person to correctly answer our quiz question, and we will send you a \$25.00 Amazon Gift card.

