



Tech Tip

Build A Strong Password

AseaMd34\$&a!
VS.
cousinjohnscornbread

Given it's randomness and complexity you would think that the first option must be the strongest; however, even though the second password doesn't contain random characters or upper and lower case letters, it is the better option. Both passwords are strong and would serve as great options for any type of account, but which one is easier to remember? Which one is easiest to type? The key to strong password creation is not complexity, but length and memorability.

- 1) Pick a passphrase that is easy to remember but hard to guess.
- 2) Ensure it's at least 12 characters; the longer the better.
- 3) Never use it twice-using a password multiple times is a great way for multiple accounts to be compromised.

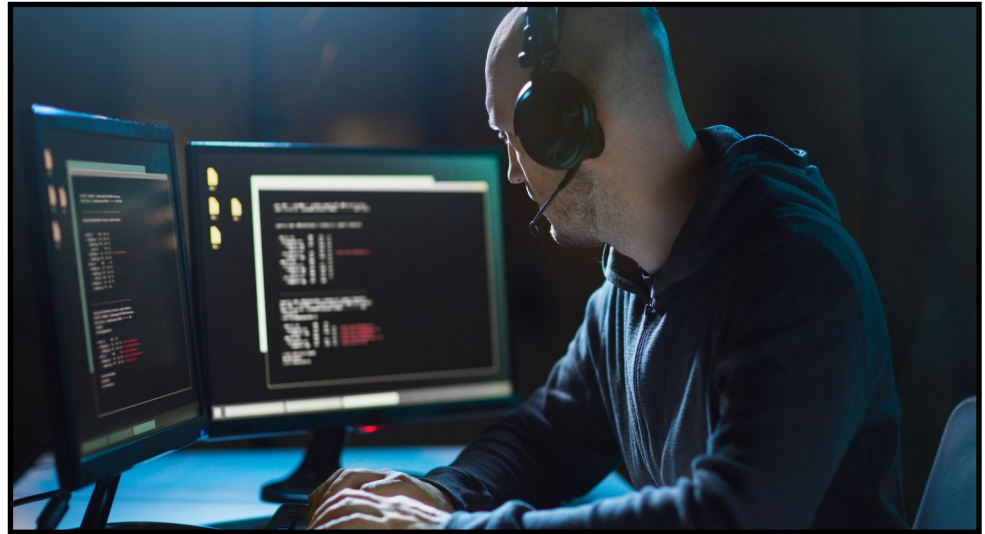
September 2020

MC University

97%

of Cybercrime could have been prevented with basic security measures. We'll give you the formula and coach you through the implementation. **Register now for our Upcoming Live Webinar at:**

[Master-Computing.com/
Live-Webinars](https://www.master-computing.com/live-webinars)



Updates From Justin CEO, Master Computing

If I'm being honest, I'm slightly embarrassed at how long it's been since I've written a newsletter article. Or a blog post. Or any sort of update on the company. So I have some catching up to do.

It's Not Business, It's Personal

It's hard for me to decide how much personal information to share in a business newsletter. But I feel I need to at least mention that my family recently experienced a major tragedy. On Feb 1, 2020 my son Kyle was killed in a motorcycle accident. If you want the full story, you can find it here: www.justinshelley.com/kyle.

I mention it because it was the beginning of a chain of events that has transformed how we do business. Maybe it was one of those, "life is precious" moments. "Make every moment count." You know, that sort of thing. But I'll come back to that.

Immediately after the accident, I slipped into depression combined with a major existential crisis. Running my business was not really on my radar. I would come into the office for a few hours at a time, a

couple times a week. I wanted to make sure things were still running smoothly (they were; I have an amazing team) and I wanted to show my face so that everyone knew I was still here. But it was mostly for show. I had nothing to give. A fake smile. A "thank you" for keeping the business alive. Then I would slip into my office, close the door, and melt. Then I would go home.

At home, I mostly slept or sat on the couch. I did anything to numb the pain. To shut off the voices. Trying to escape this new horrible reality.

COVID-19

And then COVID hit with a vengeance. The world was burning down, panic was spreading, government leaders were hitting the kill-switch on life as we knew it, and I had a crystal clear realization: depression was no longer an option. Keeping up appearances at the office was no longer an option. If I kept doing what I was doing, the most likely outcome would be a failed business. It was a true come-to-Jesus moment. I had no idea what to do, but I knew I had to do SOMETHING. Anything.

Shiny New Gadget Of The Month



Weber Connect Smart Grilling

Grilling can feel like guesswork. You throw the food on the grill and keep a close eye on it, hoping for the best. Say goodbye to guesswork and overcooked steaks with the Weber Connect Smart Grilling Hub.

The Weber Connect takes the thermometer and timer into the WiFi era. It monitors your food and sends updates to your smartphone. It lets you know when to flip the burgers or steaks – and then notifies you again when it's time to take them off the grill. You can even have the Weber Connect tell you when your meat of choice has reached your ideal level of doneness. It's great for those who are new to grilling or don't grill often, and it works with every grill!

Make An Impact

Why did you decide to start your own company? When I ask business owners and entrepreneurs this question, they most often answer, "I wanted to make a positive impact in the world."

The same is true for me. Yes, sure, I wanted to be my own boss, do work that brings me joy, create my own systems, have financial freedom ... but the endgame was that I wanted to make things better through my business. I wanted (and still want) to eradicate entrepreneurial poverty. To make the world a better place for me, my family and my community.

I know – with the current state of things, you may be feeling as though your dreams are too lofty and need to take a back seat. Your business has a crisis to survive, after all. But you can accomplish both surviving (heck, thriving) and making an impact – even during a pandemic.

You are closer to your dreams than you may feel right now. They don't have to fall by the wayside.

The biggest impact you can make right now is through HOW you serve your clients and community in the face of one of the biggest challenges in our lifetime.

But you can't do that if you don't have a solid foundation in your business.

So let's recap what I have been posting about: The Business Hierarchy Of Needs (mikemichalowicz.com/the-business-hierarchy-of-needs) is the key to your business's success right now.



The needs of your customers and clients have likely changed over the last few months and you may feel stuck in, say, the sales level of the Hierarchy. This is why I created the Recession Response (mikemichalowicz.com/recession-response), which addresses the HOW – how to take steps to ensure your first three levels of The Business Hierarchy Of Needs are in place, so you can go ahead and make your impact in the world.

I invite you to visit the Recession Response for tips and tangible, actionable resources to help you maintain your SALES, PROFIT and ORDER levels of The Business Hierarchy Of Needs, because you can still achieve your dream and impact your community in a positive way.

You were put on this earth to have an impact. And that impact is not achieved by sacrificing yourself or your business. Nail the first three levels of sales, profit and order. Then you can give back to the world and make your impact.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group. He is also a former small-business columnist for The Wall Street Journal; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book The Toilet Paper Entrepreneur. His newest book, The Pumpkin Plan, has already been called "the next E-Myth!" For more information, visit MikeMichalowicz.com.



Business Security Podcast

“Stupid... or Just Irresponsible?” Ep. 5: Blindsided by the COVID

Below are the show notes for Master Computing’s Business Security Podcast, “Stupid...or Just Irresponsible?” Episode 5: Blindsided by the COVID. You can hear the live version on our website: [Master-Computing.com/Podcasts](https://www.master-computing.com/podcasts). You can also subscribe and listen on your favorite streaming platform: Spotify | Apple Products | Google Podcasts

SHOW NOTES:

In this episode we cover:

- “Today we are going to talk about working from home environments and break down the ramifications of this massive migration to work from home” (1:30)
- Why you should invest in IT services (17:27)
- We wanted to talk about this mad rush to work from home and the additional security challenges that were introduced to it. (18:55)
- Why working from home with a VPN is not as safe and secure as people think (23:00)
- Tips for working from home (26:00)
- Something for Business Owners to consider (28:00)
- "Initially when the COVID lock down hit our clients all wanted to work from home immediately, and many of them are still doing it." (1:40)
- "Nobody saw this coming. So it's not that we couldn't have done a better job at pushing people into the home, working environment. It's that there wasn't *TIME*. And a lot of time there wasn't *resources*, cameras for example, you still can't buy a webcam, not a good one." (2:33)
- We are an IT / Cyber Security Company, the Managed Service Provider for many Medical Facilities and still here we are, victims of at least an *attempted* attack if it weren't for Joe. (3:20)
- **Port Scanning** - looking for holes to exploit vulnerabilities you have in your networks. (9:02)
- **Vulnerabilities in your networks** - "They could just throw a new update out on the web, expecting you to look at it, but, if you don't and have no idea about it then you now become the *most vulnerable* target in the world just because of that. " (16:30)
- **Working from home with a VPN is not as safe & secure as people think:** A VPN tunnel right into that corporate network. Everybody thinks now that you've got VPN, you're safe and secured. Wrong! (23:00)
- **Tips for working from home:** Make sure work from home computers are a *corporate device*. Have your company's *security suite* on the home computer. Make sure *bandwidth* is adequate to handle day-to-day activities. (26:00)
- **Business Owners Should Consider:** Hosting data in the cloud, for the long-term getting everybody on laptops. (28:00)
- **Main Points:** First, no matter who you are or how good you are we are all targets. We CAN'T take this lightly, we cannot have the head-in-the-sand approach to security that we see countless times as I'm out talking to people. (29:23) Second, if you are working at home, make sure you have the right equipment, the right security protections in place, good bandwidth, a strategy in place to make sure you are productive while still protecting the entire corporate network. (29:45)
- **Joe's Key Takeaway:** "Make sure security is the 1st thing you think. Not just logistics. Can it work? sure. Should it work? maybe not." (30:15)
- **Stupid Today:** Not taking a breath, not slowing down, and not making sure you've done the right things and of course correcting where you haven't.

Book A 10-Minute Discovery Call: Please take a second and go to [master-computing.com/discovery](https://www.master-computing.com/discovery), book a 10-Minute call and we'll make sure you are properly protected and have a plan in place. (30:40)



DISCOVERY CALL

We'll take 10 minutes to ask some key questions and answer any of yours, to find out if we're a good fit.



ASSESSMENT

Our 27-point network health and security assessment will help us build the perfect technology roadmap for your organization.



ROADMAP

Buy it from us, or buy it from somewhere else, but this is the path to success. We put all our cards on the table.



ACCOUNTABILITY

Through our live-data portal, regular meetings, and complete transparency, you will always know we deliver on our promises.

Don't wait, go to [Master-Computing.com/Discovery](https://www.master-computing.com/discovery) to book your 10-minute discovery call today!