

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 password 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 <u>at least 12</u> characters; the longer the better.
- 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

Secure Connection ^①

"Insider Tips To Make Your Business Run Safer, Faster, Easier and Profitably"



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 crises. 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.

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Continued from Page 1 Educational Webinars

Somehow I got the idea to start a series of webinars. I reached out to the local business community and found plenty of smart business leaders willing to join me in this venture. You can find the archive here:

https://www.master-computing.com/academy/

I learned two important lessons from the webinars. 1) There is no shortage of brilliant minds who are willing to come together for the good of the community. 2) Promoting a daily live webinar to the same list of people is a quick exercise in the law of diminishing returns. As attendance dropped, I realized I needed to make a change. And so the podcasts were born. We have two: *DFW Rockstars* and *Stupid... or just Irresponsible?*

DFW Rockstars

This one is off to a rocky start. Mostly due to task overload on my part. We'll get there, but slowly. The idea is to interview local business leaders on two points:

<u>Part 1</u> is meant to be a bit personal. Success is not a straight line, and I find value in hearing people's stories of overcoming. "What is a significant challenge or setback you have experienced, and how did you overcome it?" A potential followup would be, "How has that challenge made you a better person?"

Part 2 is all business. Here I ask the guest to share something of significant value that can help the business community. I want them to dig deep into their professional skillset and truly educate the rest of us. I firmly believe that every human has something significant to teach the rest of us. Even though this one started out slow, we're ramping back up quickly. I have interviews lined up for the next few weeks. I'm also looking for more. Let me know if you would like to participate! Now that we're consistently recording, I hope you'll join us! <u>www.DFWRockstars.com</u>

Stupid... or just Irresponsible?

We've been more consistent with this one. Like anything, it has and will continue to evolve. But the primary theme is to take a hard look at the things we do as business leaders and executives that make us vulnerable to cybercrime, inefficiencies, and other technology-induced problems.

The name is intentionally inflammatory. It comes from a marketing campaign that many of us in the IT industry use. The headline reads: "When You Fall Victim To A Cyber-Attack Through No Fault Of Your Own, Will They Call you Stupid... Or Just Irresponsible?" It then goes on to paint a picture of how unfair life is. And I don't disagree. Cybercrime is one of the few criminal activities where the victim of the crime is prosecuted. That sucks. And it makes me angry. But it is reality.

I spent a full year on a speaking circuit telling local businesses how unfair this is, and offered many resources absolutely free of charge to help protect them. And it blew my mind how few took me up on my offer. I was absolutely disgusted with the number of people who simply will not take the appropriate measures to protect their business. So I changed my tone.

This podcast is meant to be playful. Mostly. We talk about the stupid things people do, the irresponsible things people do, and the smarter options that we highly recommend. But we do make it clear that to NOT take action is flat stupid. It is a gamble none of us can afford. It's like not wearing a seatbelt and disabling your airbags while shooting down the highway at 80 mph. Take a listen, and learn from *other* people's mistakes! <u>www.StupidOrIrresponsible.com</u> Both podcasts are available on Spotify, iTunes, Apple Podcasts, Google Podcasts, Stitcher, and most other podcast platforms.

The Transformation

I mentioned at the beginning that Kyle's motorcycle accident was the beginning of a transformation in how we do business. The short version of this story is that with each webinar and podcast we recorded, we took a hard look in the mirror. "Are we truly practicing what we preach?" was a common question we asked. And *THIS* is what truly transformed us. And continues to transform us. We have added some key team members. Others have been put into roles that are a much better fit for their skillset. Accountability for results is an absolute. The security services we employ internally and those we offer to our clients are better than ever. Productivity is up; response times are down. We've added new services that promise to make your lives easier. We are working harder than ever to keep our clients happy and welcome new clients in. As the economy stumbles and sputters, we feel incredibly fortunate to be growing as an organization. And we thank you, our clients, for traveling this journey with us.

Free Cyber Security Audit 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 come to your office and conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

To get started and claim your free assessment now, call our office at (940) 324-9400



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/thebusiness-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/recessionresponse), 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. 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 <u>master-computing.com/discovery</u>, book a 10-Minute call and we'll make sure you are properly protected and have a plan in place. **(30:40)**





Don't wait, go to <u>Master-Computing.com/Discovery</u> to book your 10-minute discovery call today!