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TechTip Newsletter

December, 2008 Volume 3, Issue 6

Give Yourself A Tremendous Holiday Gift

Save on Taxes, Computer Equipment, and Support...
But You Have To ACT FAST!

It may seem too good to be true, but it isn't -- let me explain.

Thanks to the "Section 179 Election" and a little publicized break in the 2008 tax stimulus package, the ceiling for deductions against large vehicles, furniture, computer equipment, etc. in a single year is now \$250,000. The deduction was raised from the scheduled \$128,000 for 2008 and is likely to be reduced again in 2009.

Keep in mind that to qualify for this deduction, the equipment must be purchased before December 31st, 2008. Take a little peek inside any office furniture or equipment store between Christmas and New Year's Day and chances are you'll see lots of buyers racking up some year-end deductions!

But There Are Other Ways to Save Money

Most IT vendors and manufacturers offer really incredible rebates and discounts on equipment towards the end of the year in a last ditch effort to improve annual sales and make their numbers. After all, they gotta look good to their investors!

So if you are going to need a network upgrade or new computer equipment in the near future, you can not only get better deals on software and hardware, but you can also get the tax savings making this a double dip on saving money.

Here's How I'm Going To "Sweeten The Pot" And Help You Have Happier Holidays...



In the spirit of the season, I've decided to "sweeten the pot" and make the following offer to anyone who hires us to upgrade their network before December 31, 2008.

We'll give you an assortment of Candy House Gourmet Chocolates. This three box tower includes the Deluxe Assortment, Cherry Cordials and Assorted Truffles all wrapped up in elegant red paper with a bow.
How Sweet Is That?



It happens all too often!
One of our clients responds to a notice that states they are about to lose their domain name and that they had better re-register it today! There's always a fictitious date that makes the request more urgent.

Don't Do It! Call us first!

Over 90% of our clients have registered their domain names through us and we are set for automatic renewal so there's NO chance of losing your domain with us.

Recently, a client got this notification saying that her domain would expire in a few months if not renewed. Luckily, she called us—her domain is safe with us and doesn't expire until 2013!

ACTSmart—call us if you have a question about registration or anything else!

Use Video To Boost Your Online Presence and Profits

YouTube is a phenomenon like no other with more than 3 billion videos viewed on the site in January 2008*, covering virtually every topic under the sun. Imagine the impact to your business if you could capture even a tiny fraction of those eyeballs.

YouTube's popularity has been fueled by its low barrier to entry including free video uploads and no need for high-end production. You can produce low resolution videos using simple camcorders and PC-based editing equipment with standout videos costing less than \$1000. Or, come into our video studio and make a 3 minute video for our introductory price of \$300!

Even though we make it easy to produce videos for use on YouTube and your website, finding a good concept and reaching the appropriate subset of customers is much tougher.

The videos that rate the highest provide education, entertainment, or valuable information. You can get those eyeballs for your business if you can provide one or more of those qualities.

Businesses are using YouTube for product advertising (using demos and highlighting benefits), product promotions (including price reductions or bonus goods), as well as product support (addressing common issues at the customer's convenience).

There is also a growing trend to use YouTube in providing business support services such as recruiting, employee training, and general company communications.

...come into our video studio and make a 3 minute video for our introductory price of only \$300!
Call Us today for your appointment!
781-834-9208 Ext 202

As a business owner, YouTube offers you both value and opportunity. It's like no other media because it costs so little but can allow you to reach millions -- 24 hours a day. With the right investment in messaging and creativity, your ROI could be infinite.

Here's our introductory package:

- Up to 1 hour of studio recording time
- We'll spend up to 2 1/2 hours on in-house production
- We'll upload to YouTube
- We'll submit Keywords in YouTube
- We'll insert the video into your website

Here's what you'll need:

- Ad copy to put on our teleprompter
- Your logo or other image we can put behind you in production
- Think about Bullet points to use in your ad production, if applicable
- A great attitude that will surely come across in your production!

*Source: comscore.com

"Surveyor" Helps You Get Noticed



Even the best designed websites need to be found and easily searched. Our Surveyor program allows us to connect with search engines and your site visitors. Surveyor maps standard or database-driven sites quickly for effective search engine submission and site visitation.

With Surveyor, here's what we do:

- Create a clean site map
- Submit your site map to multiple search engines

- Easy updates to site maps as your sites change
- Remind us when we need to re-submit your site maps (Monthly)

We are offering Special Pricing Until the End of The Year for sites of 50 pages or less

Surveyor Set Up and 1 year of Updating for only \$315!

Add our Redesign Package with Search Engine Optimization (normally \$795) **for only \$995**

(You'll Save \$115 with this package)

Give Yourself A Tremendous Holiday Gift

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That's why I'm making this special offer to you. As a fellow entrepreneur, I understand that it's critical to keep every penny of profit that you can.

This Is Absolutely The BEST Way To Save A Lot Of Money On IT Services And Support For 2009; But You Better Act NOW Because December 31st Is Just Around The Corner. And The Time Is Slipping Away FAST...

All you need to do is contact me by phone at 781-834-9208 Ext 201 or send an email to David@GoAmerican.com so we can schedule a time to discuss exactly what type of upgrades and support you will need for 2009.

Remember, we don't have to do the actual installation in December, but you must spend the money before December 31st or the IRS won't allow you to take the deduction and you'll be back to paying full price for equipment and support!

There's absolutely no obligation & NO PRESSURE.

So Don't delay; contact us today.



Everything You Need To Know About Life Can Be Learned From Santa

- * Encourage people to believe in you.
- * Always remember who's naughty and who's nice.
- * Don't pout.
- * It's as much fun to give as it is to receive.
- * Some days it's okay to feel a little chubby.
- * Bright red can make anyone look good.
- * Wear a wide belt and no one will notice how many pounds you've gained.
- * If you only show up once a year, everyone will think you're very important.
- * Whenever you're at a loss for words, say: "HO, HO, HO!"

If One Is Good... Two Must Be Better!

If you're like most business people, you have a common password that's used on both your business and personal computers. Your password is likely to be something containing items such as your street address, birthday, school, family name, etc. all of which are easily accessible, a password-stealing program could identify in just minutes.

To avoid being a victim of cyber criminals, security experts at the University of California, Davis, suggest having two passwords. One would be an easy password that could be used where not much security is needed. The second password would be more intricate and used for banking and other security-sensitive matters. Here are some tips to beef up security:

- Never use a proper name or a word that appears in a dictionary of any language.
- Use at least eight characters including upper and lower case, numbers, and symbols.
- Try using the first letters of words found in a quote, phrase, or title.

If all this seems like far too much work then I've got an much simpler solution for you.

Just go to our website using the following URL, <http://www.goamerican.com/password> enter your name and email address so we know who you are (don't worry—we never share our clients email information with anyone) and you'll be able to download a nifty and **FREE** "3-in-1" utility to help you with this all important security measure.

This free utility, from PC Tools, is a Password Generator, Password Complexity checker and a Password Revealer for Internet Explorer passwords (takes all those little *****'s away and shows you what the hidden password really is.

Don't take chances with your security and identity protection. **Download this FREE tool today!**

Congratulations Damon, Topham!

We were recently invited to attend Damon & Topham's 10th anniversary celebration at the Kingsbury Club in Kingston.

In case you don't know them, they are one of the leading accounting, tax and consulting firms on the South Shore, and are committed to providing exceptional client service and help you reach your potential for maximum growth and prosperity.

Their philosophy is to blend the technical, practical and business approach in each and every engagement. This means that in addition to providing you with superior services, they often recommend improvements for more efficient operation, stronger financial structure and improved accounting and administrative controls.

They provide the personal attention and comprehensive services that are unmatched by their competitors. They have a hands-on practical approach and consistently complete their engagements within the prescribed budget as agreed upon.

Our wide range of accounting and business services include:

- Accounting, Audit and Tax Services
- Advisory Services
- Business Development, Valuation and Management Advisory Services
- Financial Planning for Small Business Owners
- Personal Financial Planning

Damon Topham self-regulates to make certain you receive the highest quality of service.

Their firm is a voluntary member of the American Institute of Certified Public Accountants (AICPA) Private Companies Practice Section and subject to the AICPA Quality peer review. This means an independent outside firm audits

their work and procedures to ensure the highest standards required by AICPA. Damon, Topham and Company, LLC received an Unqualified (the highest level) review, and is accepted by the AICPA and Massachusetts Society of Certified Public Accountants.

Michael Damon, a founding partner, is a CPA registered in Massachusetts and a member of the American Institute of Certified Public Accountants and the Massachusetts Society of Certified Public Accountants. Mike is a Principal of the Business Development team and is also a licensed Registered Representative (Series 7 and 63), which allows him to sell investments to clients. He holds a Bachelor of Science degree in Business Administration from Northeastern University.



David Snell, Jackie McGoodwin from WATD and Steve Dubin from PR Works helped Mike Damon and John Topham celebrate their 10th Year Anniversary!

John Topham, a founding partner, is a CPA registered in Massachusetts, a Certified

Valuation Analyst and a Principal of the Business Development team. He is a member of the American Institute of Certified Public Accountants and the Massachusetts Society of Certified Public Accountants. John is also a member of the National Association of Certified Valuation Analysts and has over 10 years experience in valuing privately held businesses in a number of different industries. He has been the financial editor for the "New England Movers Magazine" and has authored numerous other articles. John holds a Bachelor of Science degree in Accountancy from Bentley College

Congratulations Mike and John!



I'd Love To Hear From YOU!

Do you have an idea to help make this newsletter better? Would you like to submit a story, article, or trivia? Then call me or email me:

Contact: **David Snell**
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www.GoAmerican.com
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