



TechTip Newsletter

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This Thanksgiving, Why Not Pass The “Storytelling Fork”

Planning on getting together with friends and family this Thanksgiving? Then pass the “storytelling fork” and you’ll create incredible memories that no one will forget!

This tradition is a variation of the “talking stick,” which is an old Native American tradition used in council circles to give everyone a chance to speak.

When matters of great concern came before the council, the leading elder would hold the talking stick and begin the discussion. When he finished, he would hold out the talking stick, and whoever wished to speak after him would take it. In this manner the stick was passed from one individual to another until all who wished to speak had done so. The stick was then passed back to the leading elder for safe keeping. They believe that whomever holds the stick is imparted with the sacred power of words.

So how can you use this as a fun Thanksgiving tradition for your family? Before everyone leaves the dinner table, bring out your “storytelling fork” and request that everyone tell a story as a small payment for the meal they’ve just enjoyed.

To make it fun, tie a red ribbon around a silver serving fork and hold it up for everyone to see. Say, “This is a magic Thanksgiving fork. Although it seems like an ordinary serving fork, it has special powers that will imbue the holder with amazing storytelling ability. When you hold this fork, memories and fun stories of people and places you’ve seen will come flooding into your mind. When you hold this fork, everyone will listen.”

Start by giving them a story of your own. Maybe you can talk about the day your children were born. Tell stories of your childhood or previous Thanksgiving meals. Talk about how you met your spouse or an old friend, teacher, or mentor who had a big impact on your life. Or talk about the funny habits or quirks of family members who have passed away. Then, pass the fork for others to do the same.

Kids will love the attention they get when telling a story, and you’ll have several memories that will last forever! And finally, don’t forget to show gratitude to the storyteller! **Applaud!**

We’re Giving You The Bird

To celebrate Thanksgiving, I’ve decided to give away a FREE 20 lb. Thanksgiving turkey to any client—new or old—who hires us for any repair, upgrade, or installation during the month of November...and you don’t even have to have the work done by Thanksgiving!

Maybe you are thinking about upgrading the PCs in your office. Maybe you’re concerned about viruses, spam or losing data. Or maybe you just have a computer problem that is driving you nuts. Whatever the issue, simply give me a call to resolve it and...

I’ll Buy Your Bird!

All you have to do is call me (or one of our technicians) today and let us know what problem you are experiencing. We’ll give you a free, no-strings-attached estimate. We’ll also gladly discuss your options and help you choose the right solution for your situation, budget, and time frame. If you decide to let us do the work and give us the go-ahead BEFORE NOVEMBER 23rd, I’ll buy you a 20 lb. Thanksgiving turkey, even if we don’t do the work until after the holiday!

Get Your 20 lb. Turkey
Call Now: 1-781-834-9208

Happy Thanksgiving!

Pam and David Snell

Why Blog? By Brittany Marcotte

ACT Smart Web Designer

In case you don't know, according to Webster's Dictionary a blog is:

Part of Speech: noun

Definition: an online diary; a personal chronological log of thoughts published on a Web page; also called **Weblog**, Web log

Example: Typically updated daily, blogs often reflect the personality of the author.

Etymology: shortened form of Weblog

Usage: blog, blogged, blogging v, blogger n

More and more companies are entering the world of Blogging, But why do they do it? What are the benefits? Some of the benefits to having a blog include:

- Search Engine Marketing
- Direct Communications
- Brand Building
- Competitive Differentiation
- Relational Marketing
- Media and Public Relations
- Reputation Management

So, why is a blog so important to your business?

The internet is evolving and so is the blogging phenomenon. Business Blogs can be a good choice for both large and small companies.

Most companies already have a website on the internet, but especially smaller companies are struggling to get visitors, and have serious problems reaching people interested in their field of business.

Our friends at HubSpot say having a Blog is #3 on their whitepaper report "**5 Tips to Turn Your Website into a Marketing Machine**"

Blogging is a great way to get more traffic from the right audience for three reasons.

1: Search engines will give your website more "love" if you have fresh content, and writing a blog is a great way to get more fresh content.

2: People typically just don't link to a boring corporate website, but they will link to an interesting blog article, so blogging can help you get more links.

3: if your blog is set up correctly, each blog article is its own webpage and therefore is a unique SEO opportunity, so you can really capture a lot of long tail traffic using a blog. Additionally, blogs allow you to engage your customers in a dialogue and humanize your brand."

David Meerman Scott writes in his book, **The New Rules of Marketing & PR:**

"It's really remarkable what a smart individual with a passion can do with a blog. People have blogged their way to dream jobs and book deals through the ideas they express.

Rock bands have built loyal followings and gained record contracts.

Political candidates have broken out of the pack, and companies have competed effectively, even against much larger, better-funded players. In the end, you

are what you publish." Start a blog to reach out to millions of readers all over the world.

Do you want to blog? Go to any of these sites:

- <https://www.blogger.com/start>
- <http://wordpress.com/>
- <http://www.typepad.com/>
- <http://www.compendiumblogware.com/>

IMPORTANT: Once you've set up your blog, copy the address and email it to us so we can link it to your site.

Seem like too much to do when you are already so busy running your business?

We can do it ALL for you! We'll set up your blog for only \$75. And, if you want us to take care of the content, we can do that for \$75/month. We'll spend at least an hour over the course of the month updating your blog with relative content and we'll email you each time so you can check it out. Call 781-834-9208 and speak with Brittany or email Brittany@GoAmerican.com

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GoAmerican.com
Click on the
Website Grader
Link for more info.

Website Grader Says:

We would suggest renewing your domain with your registrar. Google and other search engines may penalize websites with domains that are set to expire soon. The reason for this is that many spam sites are often registered for short periods of time (1 year).

For Our Domain Clients—renew your domain for 5 years for only \$100—Save \$75! Call Today!

Misuse Of Company E-mail And Internet Growing

According to an article written by Workforce.com, 31.8% of publicly traded companies in the U.S. were compelled to investigate a suspected violation of privacy or data protection because an employee of the company used the company's electronic media (e-mail, the Internet, instant messaging, etc.) inappropriately.

In a report by Forrester Consulting and Proofpoint, 26% of companies surveyed say they saw their business affected because sensitive or embarrassing information had been leaked this way—and the trend is not slowing down.

The Biggest Problem Is That Bad News Spreads FAST Online

Problems included losing trade secrets and client files to slander and defamation lawsuits—and almost 28 of the companies that participated in this survey said they had terminated an employee for misusing e-mail. Blogs and message boards were also cited as being problematic.

The biggest problem is that electronic media spreads FAST. If an employee sends an inappropriate joke from your company e-mail address, it can spread like wildfire causing harm to your company's reputation, not to mention lost business and costly lawsuits.

How To Protect Your Company

First, companies should have an acceptable use policy (AUP) in place that all employees are required to read, understand, and sign. An AUP simply outlines how employees can — and can't — use company e-mail, Internet, or other electronic media. But that is just the starting point...

If the requirements on your AUP are not enforced, employees will accidentally (or intentionally) violate your rules. That's why every company needs to invest in good e-mail and web filtering software.

Just having it in place will act as a deterrent for such activities, and if something is going on — like an employee leaking confidential information to a competitor or sending racial or sexist jokes through your company's e-mail — you'll be able to nip it in the bud before it comes back and bites you in the form of a lawsuit.

Enforce Your Policies!

Additionally, a good web filter will prevent employees from accessing inappropriate material online, wasting time on non-work related activities, downloading viruses and spyware, and using up company bandwidth to download photos and music.

If you would like our help in choosing and setting up an acceptable use policy and web filtering software for your company, call us at 781-834-9208 or send an e-mail to David at [support@GoAmerican.com].

How To Keep Hackers At Bay

No one wants to have their network "hacked," but what exactly can a hacker do? Plenty, and you are right to be afraid!

One common way for hackers to access your network is through spyware or viruses, which are malicious programs written to imbed themselves into your network to gather private information, steal financial data, access passwords, e-mail addresses, and spread themselves to other users.

But one of the most common ways for hackers to access your system is through e-mail, or spam e-mail to be more specific. Even if you have the latest anti-virus software installed, hackers are very clever at getting you to circumvent your anti-virus software through phishing e-mails. Phishing is when a hacker sends you a legitimate looking e-mail from a trusted source — like PayPal, your bank, eBay, or any number of other legitimate business web sites. These e-mails will tell you that your account is expired or will be closed if you don't go to a designated web site and update or verify your account information. Although you may have seen these e-mails before, be very careful! Hackers are brilliant at making not only the e-mail seem legitimate, but also at making the web site you go to look like the real thing.

If you fall prey to their scam, the site will gather your private information (usernames, passwords, accounts, etc.) and then use that to access your bank account or to charge your credit card.

To protect yourself, install a spam filter and NEVER open or respond to any e-mail requesting account verification. Instead, call the company. If it is a legitimate request, you can verify that with them over the phone.

I'd Love To Hear From YOU!



Is there an article or a feature you would like me to include in this newsletter? Do you just want to "sound off" about something or share your opinion with my other subscribers? Let me know!

Contact: **David Snell**
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781-834-9208 or David@GoAmerican.com

www.GoAmerican.com

Our Client Of The Month



Dr. Robert S. Leland DDS

Dr. Leland received his B.S. in Biology from Georgetown University in 1996 and his dental degree from the Tufts University School of Dental Medicine in 2001.

At Tufts, he achieved recognition on the Dean's Honor Roll for his performance on both Parts I and II of the National Dental Board of Examination, and he also received the Tufts University Award for Citizenship and Public Service. Dr. Leland is an active member in the American Dental Association and the Massachusetts Dental Society. He currently serves as the Chairman of the Massachusetts Dental Society Council on Membership.

Dr. Leland is also actively involved with the committee to coordinate speakers for the Yankee Dental Congress. The YDC is the 4th largest conference for dental professionals in the United States. Dr. Leland regularly participates in the effort to systematically identify our state's children through the CHIP program offered by local law enforcement agencies and the Massachusetts Dental Society.

Dr. Leland recently completed the second stage of his continuing education training at the Pankey Institute in South Florida. The institute is world reknown for it's programs for motivated dentists to expand their knowledge in dentistry and their personal lives.

In the Spring issue of Journal of the Massachusetts Dental Society, Dr Leland was honored as one of the "Ten Under 10. " To qualify for selection as an honoree, dentists must have graduated from dental school within the past 10 years and have made a significant contribution to the profession, their community, or organized dentistry. Dr. Leland can be reached at his office 781-826-8395 or on the web at <http://www.CreatingUltimateSmiles.com>

Congratulations Dr. Rob!



Music On-hold... should we use it or not?

This doesn't have to be a tough question when designing your office telephone system. Just look at the facts.

Research has indicated that the average hold time is 30 seconds. If there is only silence during that period your caller may become frustrated and think that they have been disconnected. They then hang-up and call back or worse yet... they don't call back at all.

As a matter of fact, 34% never will!

Then there is the question of what to use for music. Radios, CD's and tapes are not the best way to go. There are copyright laws that protect the artist's music. If you want to utilize these music sources the right and legal way, you should seek out to pay a licensing fee to ASCAP or BMI. If you decide to use these sources with-out doing this you may be looking at a significant fine. Besides, would you want a radio station advertising your competitor's business to your customers when they call you?

One great solution is royalty free background music that has been blended with carefully worded messages designed to reduce caller impatience and frustration. This not only minimizes the perceived wait time to the caller, but will gently reinforce your advertising message, allow you to promote new products or services and enhance your company image. The best part is that obtaining these benefits is surprisingly affordable and easy to implement and will help keep your callers smiling.

Our telecommunications partner and preferred vendor, John Adams of Adams Communications in Carver, MA., provides design, implementation and support of Samsung Business telephone systems, voice mail, VOIP technology, cabling infrastructure and carrier solutions. Adams Communications may be contacted through our office or by call John directly at 508-866-4086 or emailed at service@adamscomm.net.



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