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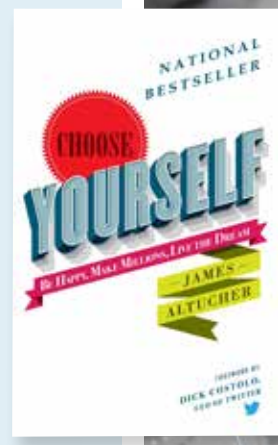
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### Choose Yourself

By James Altucher

Even before the pandemic, the world was drastically changing. With the influx of technological advancements, many companies and industries have completely changed how they do business. Education and retirement aren't even close to the same as they were 20 years ago.



In a day and age when people are not lining up to invest in you and your business, you need to make a monumental choice – to choose yourself.

But you don't have to do that empty-handed. James Altucher's book *Choose Yourself* provides lessons and examples that anyone can use to make themselves more successful and explains how we can control our own destinies.



## Cyber Security Is More Important Now Than Ever – Is Your Business Prepared?

Over the past few years, instances of cyberthreats have increased at an alarming rate, and they don't seem to be slowing down anytime soon. Awareness around cyber security has certainly improved over the past year, with 9 in 10 Americans stating that they are somewhat concerned about hacking that involves their personal information, financial institutions, government agencies or certain utilities. But while awareness has increased, so have the rates of cyber-attacks.

year and every year after, you should take the proper precautions regarding cyber security. If your business falls prey to a cyber-attack, you risk tarnishing your brand's reputation and will have customers questioning whether it's safe to do business with you.

Below are a couple of the best cyber security practices you can put in place to fully prepare for cyber-attacks and threats.

**HIRE A MANAGED SERVICES PROVIDER**  
Small and mid-size businesses have seen an increase in cyber-attacks since 2018, but larger corporations are no exception for hackers. The NBA, Kia Motors and the

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## Break Through The Digital Dilemma And Take Your Business To The Next Level

In the digital age, companies are growing faster than ever before, and the companies that are succeeding all have one thing in common: a growth mindset.

Companies that aren't looking to grow get stale quickly, and this becomes more apparent with each technological advancement. In order for your business to succeed, you will need to develop a growth mindset within your company. There are a few things you can do to adapt and create a mindset that will catapult you to the top of your industry.

The first thing is to continue promoting a learning and mentoring ideology within your business. There's always room for growth; you just need to encourage it. You should

also encourage innovation by establishing areas where external and internal sources can communicate. Also, stay informed and ahead of your industry by paying attention to new technology. Lastly, don't be afraid of feedback. It can help your company grow and help you to discover any shortcomings.

### FACEBOOK RECENTLY LAUNCHED ITS METAVERSE, AND IT'S A PRIVACY NIGHTMARE!

Facebook is in the process of unveiling hardware and other technology to support its metaverse, even calling this new network "Meta." The social media platform has seen a recent decrease in users who cite mistrust as a key factor in their departure. A Facebook whistleblower,

Frances Haugen, has stated that the virtual reality world could give Facebook another opportunity to steal even more personal information from its users.

Haugen said users will be required to set up many sensors throughout their home, which will encourage them to detract from reality and enter the virtual world. The idea of adding sensors into users' homes is a privacy nightmare. It gets even worse if you consider the fact that employers who use Meta may require their employees to have the sensors in their homes so they can participate in meetings. Trust in Facebook is already low, and Meta will have to ensure their system is safe if they hope for success.

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## February 2022

### Our Mission:

To allow small to medium businesses the ability to access and budget high quality IT services personalized to fit their unique business goals.



This monthly publication brought to you by the team at Opti-Vise IT.

Kent Hamilton, *President*  
Kyle Hamilton, *Vice President*  
Kelly McQueen, *Director of Client Support*



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Colonial Pipeline are just a few examples of big businesses that fell victim to cyber-attacks last year. No matter if your business is big or small, hiring an MSP is the most affordable and best way to protect your business.

MSPs are designed to identify and resolve any weak points in your IT infrastructure. MSPs are focused on being proactive and will also focus on IT support and advanced security. You'll get around-the-clock monitoring, data encryption and backup, network and firewall protection, security awareness training and so much more. With MSPs, you get a team of



dedicated IT professionals who are available to assist with any tech dilemmas that may arise. It's the quickest and most cost-efficient way to fully protect your business.

**TRAIN YOUR EMPLOYEES**

If your employees have not been trained to be cyber-secure, they need to be trained on this subject immediately. Security should also be built into the devices they use to access company data. This becomes even more important if your employees are working remotely. Multifactor identification and ensuring that your employees create complex and non-repetitive passwords go a long way toward keeping your business protected.

Educate your employees about the most common forms of cyber-attacks. They should

be aware of phishing e-mails and texts and should be taught to never open any links if they don't know who the sender is. Hackers have also started to frequent social media, and they often target small businesses through various platforms. Make sure your employees aren't clicking on any social media spam links that could put your network at risk. Lastly, make sure they aren't accidentally downloading any malware that could create disastrous outcomes for your company.

A cyber-attack can have cataclysmic effects on a small business, and every business owner needs to make sure their network is protected. If you don't know where to start, give us a call and we will find a way to help you make your company as cyberprotected as possible.

**“Multifactor identification and ensuring that your employees create complex and non-repetitive passwords go a long way toward keeping your business protected.”**

**Free Report Download:  
The Business Owner's Guide To IT  
Support Services And Fees**



You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other “gotcha” clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

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**Cartoon Of  
The Month**



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**IT'S BEEN COINED THE 'GREAT RESIGNATION,' BUT WHY ARE EMPLOYEES WALKING OUT IN DROVES?**

Everywhere you look, it seems like more businesses are putting out “Help Wanted” signs. Limeade, an organization that specializes in employee well-being, recently released the results of a study that focused on why people were leaving their jobs. Burnout was the top reason most employees quit. Through surveys and conversations with your team, you can discover if burnout is an issue in your business. Introducing mental health days and finding ways to equally distribute workloads can help prevent burnout.

People who recently left their jobs also stated that they wanted a more flexible or caring culture. Employees need time for themselves and will become unhappy if they feel work is taking away from that time.

**How To Create More Opportunities**



To put it simply, in life, perspective is everything. Every activity, job and situation usually has multiple angles, depending on how you view it. By changing our perspective in our business and personal lives, we are creating a very positive mindset that will open us up to a plethora of new opportunities.

There's a rocky cliff that rises up at the back of my property, and atop that small cliff is a boulder. I normally wouldn't give a second thought to this giant rock that sits in my yard since it's nonliving. I mean, it's just a rock, right? But as I observed it more and more, my perspective completely changed.

You see, while the rock itself may be nonliving, it is actually thriving with life. There are beautifully colored skinks that live in the crevices of the boulder, and I even saw a big black rat snake make its home there, too. When I took a second

to think about it, I realized that this boulder sustains its own ecosystem.

By simply taking a moment to drop your own preconceived notions and making an effort to observe, you will find life and opportunities in something you may have previously missed. But changing your perspective is easier said than done. In order to change your perspective, you may have to do a little digging. You'll have to evaluate why you see things the way you do. You may need to reach out to others and consider their perspectives to get an idea of how others think. And lastly, you'll have to reform your own perspective so you can grow and find new opportunities.

Dig deeper within yourself and truly concentrate on what you're focusing on so you will see so much more. You'll quickly discover that the opportunities are endless.

**Testimonial  
Spotlight**

**WE NO LONGER STRESS ABOUT OUR IT BUDGET**



“Since moving to an all-inclusive support agreement, we no longer stress about our IT budget. When we call the support team, our issues are quickly and professionally addressed, and no additional charges are incurred. Their team has always made us feel like a top priority and their service brings peace of mind to Abacus Accounting & Tax.”

**Regina Dill,**  
Abacus Accounting & Tax Service



Mike Michalowicz has always believed that he had the formula to success and has proved it on multiple occasions. He is the creator of the book Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. Mike is a former small-business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test. He is also a highly sought-after keynote speaker on innovative entrepreneurial topics.