



# Technology Times

*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*

“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

-Alan Edwards, Whitehorse Technology Solutions.

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“ A grade of 85 or higher will get you favorable mention on my blog.”

## Here’s A Sweet Valentine’s Treat For Our Clients And Friends

Who says Valentine’s Day is just for lovers? Around here, we LOVE our clients and subscribers and want to spread the adoration around. That’s why we’ve decided to come up with the following “sweet deals” for everyone subscribed to this newsletter:

### For Our Clients:

We want to give you a “Get Out Of Computer Trouble Free” service coupon for any HOME computer that is not already covered under Whitehorse Computer Club. Just call us when you’re having any problem with a home PC and we’ll fix it for FREE. Not enrolled in our Whitehorse Computer Club plan? Then sign up this month and we’ll not only waive the set up fee, but we’ll also include one month of services for FREE! Are we so love struck that we’ve lost our good sense? Not at all; we simply want to show you how much we appreciate you.

### For Your Friends:

Refer any of your friends or colleagues to us and we’ll give them a FREE 2-hour service call to diagnose and repair any technical or computer problem that’s troubling them! If repairs require more than a 2-hour visit (and if they choose to have us complete the repair), we’ll give them 20% off our services AND guarantee we’ll fix it fast and fix it right or they won’t pay a dime.

### For Those “Soon-To-Be” Clients:

Not a client yet? Then we want to entice you to “fall in love” with our services by also giving you a FREE 2-hour service call. Just contact us when you have an issue and we’ll either come to your office or connect remotely to your computer using our secure, “on-call” software. We’ll diagnose the problem and start working on resolving the issue. If we cannot fix it within the 2-hour window, we’ll give you a fixed quote in writing on what we believe it will take to get it working again. If you choose to have us continue, in most cases we can start working right away. And of course, ALL our services are covered by our “Fix It Right Or It’s FREE” guarantee so you never have to worry about being burned by an incompetent technician.

To contact us for any of these amazing offers, call 703-738-6302 or send an e-mail to [sales@whitehorse-tech.com](mailto:sales@whitehorse-tech.com). You can also visit us online at [www.whitehorse-tech.com](http://www.whitehorse-tech.com)

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## Shiny New Gadget Of The Month Digital Pet Cam



Attention all pet lovers! Have you ever wondered what your pet sees and does when you're away? Does he nap or get into all sorts of mischief? Clip on Uncle Milton's Pet's Eye View camera and find out!

You can choose between 1, 5, or 15-minute intervals for your pictures. The photos are taken automatically and can be uploaded to your PC or Mac via the included USB cable for easy viewing. It's lightweight, compact and simply clips right onto your pet's collar!

- Auto-interval photo settings
- Internal memory stores up to 40 photos
- 640 x 480 resolution for 4" x 6" prints
- PC and Mac compatible
- Includes USB cable for uploading photos
- Includes rechargeable Lithium-ion 100 mAh battery.
- Collar and the subsequent dog training you might discover you need are not included.

## 6 Quick Tips To *Finally* Organize Your Out-Of-Control Inbox

Much like laundry and bills, no matter how much you try to keep up, e-mails just keep piling up in your inbox. E-mail is a critical part of your day-to-day work, so how do you keep it from becoming a distraction while balancing the things you really need to address? Here are 6 tips...

1. **Zero your inbox.** Do you remember the last time your inbox was empty? Probably never; that's because it costs nothing to keep an e-mail and therefore you don't delete items "just in case" you need them at some point. This really causes messages to pile up FAST. Truth be told, you really DON'T need all those e-mails. Make it a goal to "zero" your inbox every week, particularly on a Friday before you leave for home. If you can't "zero" it, at least get the number down to fewer than a dozen critical messages you absolutely need to work on within the next 2-3 days.

2. **Use folders sparingly.** Only set up key, strategic folders or you'll end up with dozens of folders filled with messages in addition to a massive number of messages in your inbox. You might keep one labeled as "storage" for any non-urgent messages that may need to be referenced at a later date. This keeps your inbox free of clutter and helps you more easily find something in an old message when it is needed.

3. **Delete first, read the surviving messages later.** Many of the e-mails you get probably aren't even worth reading. Start your day by immediately deleting these emails before you even start to open and read the important ones.

4. **Take action immediately.** Probably the most helpful way to keep your inbox uncluttered is to take action right away on all messages instead of reading them and then going back to them later when you have time to process the message properly. By taking action right away you avoid wasting time re-reading messages. If it does require a follow up that you don't have time for, file the message and mark a reminder to follow up. Otherwise forward it, delete it or file it into a folder

5. **Slow your roll.** Your e-mail can be a constant distraction through your workday, IF you let it! Take control and set aside "e-mail free" time periods throughout the day so you can truly concentrate on projects without interruption. The world won't stop if you don't check your email every few minutes, I promise.

6. **Install a GOOD spam filter.** The vast majority of messages are unwanted spam, some of which contain viruses. But not all spam filters are created equal! We recommend McAfee Hosted Spam protection.

## The Lighter Side...



### Science That Makes You Laugh...Or Wonder?

Nobel Prizes are awarded for only the most serious scientific achievements; the “Ig Nobel” Prizes, on the other hand, are awarded for the most unusual, although sometimes still legitimate, scientific achievements. The awards are the brainchild of editor and co-founder Marc Abrahams, whose magazine is called “The Annals of Improbable Research,” and whose web site is [www.improb.com](http://www.improb.com). Past awards have gone to researchers who:

- Gave hamsters Viagra and discovered it prevented them from suffering jet lag
- Looked at sword swallowing and its side affects on the human body
- Created a “bottomless” bowl of soup which proved Americans eat as long as there is food in front of them, not just until they are full
- Found that wrinkles in sheets are replicated in human and animal skin
- Created a device which dropped a net over bank robbers
- Explored why woodpeckers don’t get headaches
- Looked into what would happen to clams that were fed Prozac
- Asked why spaghetti breaks into more than two pieces
- Queried why birds were not pooping on a statue
- Levitated a frog, pieces of fruit and a grasshopper

# How To Raise Your Profits By Raising Your Profile

I recently listened to an interview with David Avrin, author of the book, “It’s Not Who You Know, It’s Who Knows You.” His message is pretty simple but powerful: the more your marketplace KNOWS your brand, the more sales and profits you’ll generate. I highly recommend his book since it contains a lot of good, common sense strategies for small business owners. Here are a few of the tips from David that I wanted to pass on to you and my other readers:

### **You Can’t Control Your Brand:**

You can only INFLUENCE it. I actually thought this insight was very powerful. If you think about it, your ‘brand’ is formulated in the mind of your customer. It’s the feeling they get when they think of your company, product or service; but since the CUSTOMER generates the feeling, only they get to decide what that association is. To that end, your brand is the sum total of everything you do. For example, you eat at a restaurant where the food is outstanding but the bathrooms are dirty, the waiter is rude and they get your drink order wrong...twice. Unfortunately, the food may not be enough to get you to come back again.

### **An Important Question You Should Know The Answer To:**

As business owners we spend YEARS perfecting our services, working on our operations and building our business – yet most of us only spend minutes thinking about what message we want to portray to the marketplace. During this interview, David posed the following idea: “What question do you want to be the answer to?” For us, it is... *Who do we call for ANY technical question.*

### **Marketing Is Not A Department:**

Most people think marketing is just about web sites, brochures and postcards. Not so. Marketing should infiltrate every aspect of your business. To that end, make a list of every touch point you have with your customers and prospects and ask yourself, “Am I being INTENTIONAL about how we interact with our clients to make sure we are fulfilling our brand promise?” That would include often overlooked areas like how you answer the phone, or what you print on the invoices you send out.

### **Being “Good” Is Not Good Enough...Anymore:**

With SO many choices, being “good” at what you do is no longer an advantage in the marketplace – it’s the entry point to doing business. Think of how many “good” restaurants you go to, or how many “good” stores you frequent. Chances are they deliver a satisfactory product or service, but not one that blows you away. In order to truly win the hearts (and wallets!) of our clients, we have to work on being outstanding.

Get More Free Tips, Tools, and Services At My Web Sites:  
<http://www.whitehose-tech.com> & <http://helpdesk.whitehose-tech.com>

## Who Wants To Buy My \$8 MILLION Dollar iPhone?

No, that's not a typo! Stuart Hughes, the British jeweler known for his expensive remakes of popular gadgets, is at it again, this time with a diamond-clad iPhone 4 with a price tag of 5 million pounds, or roughly \$8 million US dollars.

The handmade bezel contains approximately 500 individual flawless diamonds that total more than 100 carats. There's 53 additional diamonds in the back and the main navigation button is made of platinum, holding a single cut 7.4 carat pink diamond.

Only two of these will ever be made, so don't worry: if you buy one, the chances of bumping into someone at a party who has the exact same phone are quite slim. However, you might want to invest in a bullet-proof case to protect it!



## Women Sleep Better Alone

According to a University of Vienna study, women do NOT sleep as soundly when they sleep with a romantic partner. The complete opposite is true for men, however, who sleep more soundly when they slumbered next to a loved one. So this Valentine's Day, maybe you need to give your spouse or partner the gift of a good night's sleep by sleeping with them...or not.

## Would You Pay \$1 To Get \$3.32 In Change?

Who wouldn't want to shop at a store that can deliver that! Is this some Nigerian business opportunity? Not at all...

A review of the services we deliver for our Whitehorse Computer Club clients showed that our clients receive an average of \$3.32 in services for every \$1.00 they spend with us. This is based on a cost comparison between hiring a full-time, beginner technician or outsourcing to us. And that's not taking into consideration the combined experience our team brings to your organization that you WOULDN'T get by hiring a single person.

Of course you don't see a lot of the work that goes into our services because they are done behind the scenes or after hours so that we don't disturb you while you're working. But in a time where saving money is more important than ever, it IS worth noting that you made a smart decision to outsource your services to us!

## Who Wants To Win A \$100 Gift Card?

**"Take my monthly Trivia Challenge and you could win!"**

Here's this month's trivia question. The winner will receive a gift card to a local restaurant.

**In 1657 the first chocolate shop opened up in what city?**  
a-London, b-Vienna, c-Amsterdam, d-All of the above

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