

3 WAYS TO MAKE YOUR BUSINESS GROW

Invest In Advertising: Look at what's available and makes sense for your niche. Need to go local? Newspapers combined with Facebook ads may make sense. Online advertising through Google and Facebook are a crucial way to reach customers, local, regional or global. It can take some experimenting to get just right.

Invest In Training: As the world changes, so does business. Ensure your employees are at the top of their game when it comes to both industry standards and the way you do business. Keep them educated on best practices and make sure training is consistent across the board.

Invest In Your Team: Your employees make your business work. You want to make sure they're operating at their best. Offer a healthy work environment that promotes their well-being. It can be as simple as offering great perks like flexible hours, remote work, professional development, catered lunches – the list goes on. Happy employees are the best employees.
Smallbiz Technology, February 12, 2019



ARE YOU MAKING THESE MISTAKES WHEN TEXTING IN YOUR BUSINESS?

Do you text clients? Do you text clients after business hours? A recent report by Carphone Warehouse found that 73% of respondents had no problem texting with clients after business hours. However, this can lead to serious issues, namely when it comes to drawing the line when it comes to communicating with clients (or employees)?

It breaks the professional barrier. After-hours texting says you're available 24/7. It can intrude on your personal life, and when you don't text back, it can harm that professional relationship. If you must text, treat it like an email: Stick to working hours and keep it business-focused.

It opens doors to unprofessional behavior. Texting is a very casual form of communication, and it's easy to forget you're chatting with a client or employee. You must be careful about what you say, especially if you're in a management position. Keep it professional and courteous.
Small Business Trends, July 8, 2019

4 PROVEN TECHNIQUES TO IMPROVE PROJECT MANAGEMENT IN YOUR BUSINESS

Stress can be a burden on your productivity, but there are ways you can use it to your advantage and turn it into something positive. Here are three tips to do just that:

1. Recognize your stress. You must come to terms that you need to manage your stress. If you don't, you won't be able to fuel your productivity.
2. Change your mindset. Most of us view stress as a negative. Instead, remind yourself you can manage your stress. It's not a brick wall but rather a door you can open to new possibilities.
3. Find new motivation. With a new outlook on stress, you can use it to take action and get things done. Tasks and deadlines will always be there and when you feel stress, you can buckle down to get those tasks done, because once you are done, you will feel great.
Inc., July 19, 2019

THE VECTOR CHOICE

TECHNOLOGY TIMES

INSIDER TIPS TO HELP YOUR BUSINESS RUN FASTER, MORE EFFICIENTLY, AND ULTIMATELY, MORE PROFITABLY

NOVEMBER 2019



DON'T LET YOUR IT COMPANY MAKE THIS ONE MISTAKE WITH YOUR COMPUTER NETWORK



"As a business owner, you don't have time to waste on technical and operational issues. That's where we come in! Call us and put an end to your IT problems finally and forever!"



Will Nohman
Founder & CEO
Vector Choice

Your IT services company is one quick phone call away. This is true of a lot of businesses that outsource their IT needs through an IT services provider.

While having an outsourced IT company on standby is great, a lot of the time they stay on standby. That is to say, they only get a phone call when something goes absolutely wrong – networks crash, hardware fails, data is stolen or erased and so on.

This is a major mistake.

Your IT company is capable (and willing) to do so much more than react to a



catastrophic failure. When you save the phone call for emergencies, you're leaving a lot of expertise on the table. Your IT company can make a huge difference in the way your business operates day-to-day – and for the better!

Consider the following:

You reduce your risk greatly. Do you know if your systems and processes are compliant with current standards? Is your network security up to par? Do you want to risk it and assume everything is up to snuff? Your IT company is there to make sure your business is secure before something happens, whether it's a minor network outage or a catastrophic security breach. If you're storing your customers' financial details (or, really, any sensitive data) on a local server, this is HUGE.

You have one less thing to worry about. When you delegate and rely on your IT services company, this frees you up to work on what really

CONTINUED ON PAGE 2

INSIDE THIS ISSUE

Don't Let Your IT Company Make This One Mistake With Your Computer Network
PAGE 1

VectorChoice News
PAGE 2

Check Out This Month's Shiny New Gadget: Dyson Pure Hot + Cool Air Purifier
PAGE 3

5 Secrets To Increasing Your Prices
PAGE 3

Industry Update
PAGE 4

CONTINUED FROM COVER...

matters: your business itself. Your IT company helps make sure you don't spread yourself too thin. And when it comes to delegation, make sure your employees can contact your IT team as needed. After all, your employees are on the frontlines and may experience an issue that needs resolving. They shouldn't need to bug you about it. They should be able to submit a ticket directly to your IT. Simple!

Your business stays ahead of the curve. This comes down to proactivity. An experienced IT company knows IT like no one else; they can, in some cases, catch a problem *before* it becomes a problem. They are there to keep

“Waiting until something goes wrong is a dangerous and ineffective approach to IT. It puts your business at serious risk ...”



your network updated and maintained, and, should an issue arise, they can address it ASAP to ensure your business avoids any downtime or outages. Plus, this gives you a competitive advantage. A lot of medium and small businesses skimp on security. They spend as little as possible on security and network management. You know who doesn't skimp? The bigger companies. You can get on their level and blow past your competition. This is something your own customers would love to hear.

You keep costs down. Business owners love to save money where they can. Outsourcing your IT and relying on your IT company helps you do this. First, you don't have to hire a

dedicated, in-house IT team. This can be very costly. A qualified IT staff can come with a serious price tag because they're in such demand. Second, because you have an outside IT company maintaining your network, they can help you avoid costly disasters, such as a network failure or data loss.

Waiting until something goes wrong is a dangerous and ineffective approach to IT. It puts your business at serious risk, both internally and externally. Let your IT company do what they do best: managing your systems! They help keep things running smoothly. You never have to worry if your firewall is up and running (and up-to-date). Don't keep them at arm's length. Let them do their job.

SHINY NEW GADGET OF THE MONTH:

DYSON PURE HOT + COOL AIR PURIFIER

The Dyson Pure Hot + Cool Air Purifier takes air purification to the next level. It's a fan, space heater, and air purifier all in one. It includes a HEPA filter that helps reduce allergens and pollutants as it quietly cycles air through your home or the room of your choice.

One of the best features of the air purifier is the ability to monitor your home's air quality in real-time, and the information appears on an easy-to-read display. Through this display, you can actually see your home's air quality improve! On top of this, the air purifier is an Internet of Things device. Connect it to your WiFi and control it directly from your smartphone, or enable voice control through Amazon Alexa.



WILL'S TV SEGMENT, SMART HOME TECHNOLOGY - PROS & CONS, WAS A HIT ON CW26 IN CHICAGO!



VECTOR CHOICE NEWS

TRIVIA



Will had a fun time on TV with Fox40 Sacramento!



Will and Ms. World Ambassador 2019, Christina Jordan



Will on set before his TV appearance on the Arizona Daily Mix!

Who wants to win a \$25 gift card?

You can be the winner of this month's trivia challenge quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 Amazon gift card!

A Swiss engineer, by the name of George de Mestral, came up with the idea of what brilliant "fastening" product after becoming irritated at the number of burrs that were attached to his clothes and his dog's fur after a hunting trip in the Alps?

- A. Zippers
- B. Velcro
- C. Buttons
- D. Shoelaces

Ready? Call us right now with your answer!
877.468.1230

IT'S NOT A QUESTION OF "IF," BUT "WHEN?"



CYBER CRIME

A FILM BROUGHT TO YOU BY DATTO

DATTO PRESENTS CYBER CRIME A JEFF ROLDAN FILM STARRING SCOTT BECK PETER VERLIZZA CHARLES HENSON MICHAEL ENGINEER DEBARTZ ADAM PITTMAN ROCK JORGAN FRED BAGGETT LEAN FREEMAN RYAN WITKOS WILL MOYLES CHARLES SWHART WITH ROB PAE DIRECTED BY JEFF ROLDAN VISUAL EFFECTS BY JONATHAN SANCHEZ MUSIC COMPOSED BY BRYAN E. MILLER

PRESENTED TO YOU BY



REGAL AVALON

3950 1ST STREET, ALPHARETTA, GA 30009

THURSDAY, NOVEMBER 21ST
6:30 PM - RED CARPET ENTRANCE
7:00 PM - MOVIE STARTS
Q&A AFTER MOVIE



RSUP AT
VECTORCHOICE.COM/CYBERCRIMEMOVIE-GA?