

Every business owner, big and small should be prepared for a cyber-attack. It's incredibly likely that hackers will attack your company at some point. Luckily, there are five strategies you can implement to better protect your company from hackers.

- 1. Hide Your Data:** Keep your data in multiple online locations, and separate data between multiple cloud providers to keep your data secure. Hackers are likely to give up if it's too much hassle to get in.
- 2. Routinely Check Your Finances:** It can be nearly impossible to recover from a hack if too much time has passed. It's not your bank or accountant's responsibility to keep up with your finances, it's yours. Get in the habit of regularly checking your finances.
- 3. Utilize Multi-Factor Identification:** Make sure your employees use multi-factor identification to protect company information. They should change their passwords often and make them complex.
- 4. Avoid Phishing Scams:** Train your employees to not open or respond to any suspicious texts or emails.
- 5. Watch What You Post On Social Media:** Don't post any information on social media that a hacker could utilize to breach your security.



SURVIVING THE GREAT RESIGNATION - ADVICE FROM THE OTHER SIDE

The global pandemic completely changed how freelancers function. Previously, full-time employees were the most sought-after employees. With the pandemic and the ensuing labor shortages, freelancers have been brought further into the corporate world, and it looks like they're here to stay. Now, if you want to attract freelancers to work for your business, you need to entice them.

One of the most desirable things you can offer a freelance worker is flexibility. Don't restrict their hours to the usual 9-5 – they want freedom and with proper communication, flexibility can work for your benefit and theirs. Freelancers often feel disconnected from their team and you should make an effort to include them as part of the team. Create an inviting atmosphere and encourage them to take part in team-building exercises. Lastly, you need to offer competitive pay and stick to it. If you're not paying them enough, they will find someone who will.

THE VECTOR CHOICE TECHNOLOGY TIMES

Insider Tips to Provide You Peace of Mind on
the Technology Behind Your Business



FEBRUARY 2022



IT'S TIME TO WAKE UP TO THE REALITY OF CYBERSECURITY IN 2022



"No Business Leader wants to deal with IT problems. Vector Choice gives you the freedom to focus on you business with secure and compliant IT solutions that just work."

Neil Nolas
Founder & CEO



All across the world, hackers are targeting and exploiting security weaknesses and holding data hostage. In May, the Colonial Pipeline was hit by a cyber-attack that disrupted fuel supplies along the East Coast for several days. The company – and the FBI – paid hackers \$4.4 million in Bitcoin to regain control of the system.

Colonial Pipeline was not the only corporation that paid hackers an exuberant amount of money. The NBA, Kia Motors, and JBS Foods have also been victimized by cyber-attacks where hackers demanded millions of dollars. CD Projekt, a Polish video game developer was also a victim of a cyber-attack, but since they had backups in place, they never had to pay the demanded ransom.

While these are all big organizations, that does not mean that small businesses are safe. These stories made the news because companies paid millions of dollars to regain control of their data. When a small or mid-size business gets attacked, they can't pay millions

of dollars to recover stolen information. Instead, these hackers will usually go after customer and employee information as well as financial records and statements. When a hacker attacks a small or mid-size business, it often ends in them closing their doors for good.

2021 was a record year for cyber-attacks, and 2022 is shaping out to be no different. If you're a business owner, you need to wake up to the reality of cyberthreats and cyber security before it's too late.

Here are a couple of the best cyber security practices you should put into place immediately.

Hire A Managed Service Provider For Your IT Needs

Cyber security awareness has grown over the past five years but there are still plenty of small and mid-size business owners who think there is no need for cyber security measures or that they're too expensive. The simple truth is that every business can be a victim of cyber-attacks.

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If you think it's too expensive to have your own IT team watching over your cyber needs, think again. Hiring an MSP is one of the best and most cost-effective ways to ensure that your network and information are protected.

MSPs can be incredibly beneficial for any business. They're designed to recognize and fix weak points in your IT infrastructure. MSPs work proactively to ensure that your business is fully protected in the cyber world. They offer around-the-clock monitoring, data backup and recovery, firewall and network protection, real-time threat prevention and so much more. MSPs provide you with a dedicated team of IT professionals who are available to assist with any IT needs. If you have not looked into hiring an MSP for your business, you need to consider it.

If you're interested in hiring an MSP or want more information about the benefits, reach out to us and we will assist with any concerns or questions you may have.

Create A Cyber-secure Culture

Many cyber-attacks stem from employee error or misunderstanding. You need to make sure that all of your employees are aware of the risks associated with cyber-attacks.



When you first hire an employee, train them on cyber security. In addition to this, your current employees should go through a reminder course at least once a year.

You'll need to inform your employees about the dangers of phishing emails and texts, downloading malware, social media scams, and password protection. If you have employees working remotely, you should ensure that their devices have security measures built into them. If your employees are informed about the risks, they will be more observant so they can spot any potential threats. Your entire team needs to

buy into the cyber-secure culture if you want your training to be effective.

In today's day and age, you can never be too careful when it comes to your cyber security. You need to be proactive and put into effect all of the security measures that you possibly can. 2021 saw cyber-attacks reach new heights, and it's likely that these numbers will continue to rise even higher this year. Take preventative action and don't let your business add to the cyber-attack statistics. If you're unsure of where to begin when it comes to buffing up your cyber security practices, give us a call, and we will be glad to help.

SHINY NEW GADGET OF THE MONTH:

KAILO: THE FUTURE OF PAIN RELIEF

Nearly everyone has felt pain so intense that they had to take a painkiller to calm the discomfort. Sometimes orally administered painkillers can take too long to

be effective, or they simply fail to dull the pain at all. The people at Kailo realized this and made it their mission to help people manage pain with a nanotech patch.



Kailo interacts directly with your brain's electrical system, telling it to calm down and reduce pain. Kailo doesn't use medicine or drugs, and there are zero side effects. In addition to this, it works anywhere on your body, and you'll start feeling the effects within the first minute. If the usual pain killers aren't working for you, give Kailo a try.

Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with immediate success. Instead, nobody bought the book on its initial release day. Like most would be in this situation, I felt defeated. I had to think about my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

competitors. If you rely on word-of-mouth marketing, you'll fail. Instead, you should get out there and use your marketing tools to ensure that people know your business is the best in the industry. Use your talents to stand out from the crowd. Be funnier or smarter than the rest, and consumers will surely take notice of your brand.

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market the book. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book, *Get Different* explains ways that you can make your company more visible in the business marketplace. I'd love to share the three main steps from this book as they can help any business' marketing strategy be more engaging and effective.

- The first thing you need to do is differentiate your business from its

- After you get your consumers' attention, you need to attract and engage them. Give your campaign an authoritative, trustful, repetitive, or socially significant approach so they feel comfortable using your business.

- Lastly, you need to be direct. After you get their attention, tell them what to do. Develop a call to action so that customers and ideal prospects will take the next step. By picking a specific action, you can also measure the results and see how effective your marketing truly is.

Proper marketing can be very difficult to achieve but with these steps, you will be on the road to business success.



Mike Michalowicz has always believed that he had the formula to success and has proven 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 greater profits. 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 multi-million-dollar ventures as he puts his latest research to the test.

VECTOR TECH NEWS

TRIVIA

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!

Who created Siri (the AI powered digital assistant)?

- | | |
|----------|--------------|
| A. MIT | C. SRI/DARPA |
| B. Apple | D. Berkeley |

Ready? Call us right now with your answer!
877.468.1230

The 5-Minute Ladder Rule

In our hectic day-to-day lives, it can be difficult to allocate time for important decisions. On top of that, once we make a choice, it's easy to regret what we've done or worry about the consequences. So, in order to make the best decisions possible, we recommend using the "ladder rule" – which only takes about 5 minutes. Following these steps can help you come up with a stress-free solution to any dilemma.

- Ask yourself: is this decision time-sensitive, and will it have a noticeable or measurable impact on the company?
- Set aside time and remove distractions so you can clearly think about the decision.
- Write down all of your options and their possible outcomes.
- Pick the options and outcomes that are most desirable to you.

