



**Dan Foote**  
Owner/President

"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!"

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## Is Your Old, Outdated Phone System Causing You More Problems Than It's Worth?

If you think you have outgrown your current phone system and are tired of constant downtime, dropped calls, repairs and maintenance, it might be time for you to consider a VoIP system for your office.

The right VoIP system can likely save a considerable amount of money AND give you more features and flexibility to support customers, drive sales and manage calls throughout your office.

### Here Are Some Important Reasons Why Thousands Of Small Businesses Are Trading In Their Current Phone System For VoIP:

1. **Drastically reduces your phone bill.** If you have multiple offices, or even remote workers, new voice-over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
2. **Eliminates expensive technician visits.** These new systems are built so that your current IT person could easily maintain them in-house. No more waiting around for high-priced phone technicians to show up or paying high service call fees.

**FREE voice mail, auto attendant, call processing, automatic call distribution.** New VoIP systems come with all features included. À la carte add-ons are now a thing of the past. Imagine a phone call that can automatically get to you anywhere and everywhere with a click of the button and much more.

If you currently have an old PBX legacy system, sign up to receive a **Free Phone Audit** and we will come out to your office and do a complete communications analysis for your company. **At the end of our audit, we'll summarize our findings and show you exactly where we can save you a bundle this year. Call our office today at 907-360-4754 to get started.**

### TAKE YOUR PROFIT FIRST, ALWAYS

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally. GAAP's fundamental formula for profit is simple:

$$\text{Sales} - \text{Expenses} = \text{Profit}$$

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. **"Sales - Expenses = Profit" is a lie.** The formula doesn't yield a profit.

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**Shiny New Gadget Of The Month:****iPhone Binoculars**

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at [www.SkyMall.com](http://www.SkyMall.com)!

**Mark your calendar for the following events at Small Business Development Center, Anchorage**

**[Data Protection for Small & Medium Businesses](#)**

Anchorage and Webinar  
January 14, 2015  
Time: 2:00 pm - 4:00 pm

**[What is VoIP and Does My Business Need It?](#)**

Anchorage and Webinar  
February 12, 2015  
Time: 10:00 am - 12:00 pm

**[Is Cloud Computing Right For You?](#)**

Anchorage and Webinar  
March 25, 2015  
Time: 2:00 pm - 4:00 pm

Events Fee: \$20.00

To register please contact  
Breanna Dearman at 907-786-7276

**Social Media Marketing Tools: 8 Picks**

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

- 1. Mention: Google Alerts for the social web.** [Mention](#) helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.
- 2. Buffer: Social media publishing plus powerful analytics.** [Buffer](#) is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.
- 3. Feedly: Content discovery.** Finding great content to share with your audience is easy with [Feedly](#). Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.
- 4. Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where [Twitter Counter](#) comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.
- 5. Zapier: Link favorite social services.** [Zapier](#) connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up [automatic notifications inside HipChat rooms](#) for Tweets, MailChimp campaigns or new RSS items.
- 6. Bottlenose: Intelligence for social networks.** [Bottlenose](#) features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.
- 7. Followerwonk: Follower analysis for Twitter.** Although you can use a tool like Twitter Counter to watch the growth of the number of your Twitter followers, you may need to analyze your followers more carefully. [Followerwonk](#) breaks down your followers into demographics so you can understand them better.
- 8. Quintly: Social analytics for brands.** [Quintly](#) is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.

**Who Wants To Win A \$25 Gift Card?**

**Let's start New Year 2015 with Trivia Challenge Quiz!**

Who wants to be the first person to correctly answer my quiz question? The winner will receive a gift card to Starbucks.

Here we go, with this month's Trivia Question.  
To ring in the New Year in Spain, it is traditional to do what on each chime of the clock?

- a) Eat a grape   b) Take a sip of wine   c) Clap your hands   d) Light a candle



**E-mail Us Right Now With Your Answer!**

[info@dantechservices.com](mailto:info@dantechservices.com)

## Internet Vigilance



Despite constant development in security and stability, the Internet still remains very much a Wild West landscape. You can navigate through it, but you never know when you might encounter a hidden danger. Threats exist on a global scale.

Cybercriminals want information. They don't care whose information they access and steal, or what damage they do. They want to take what they can get and they want to sell it. There are people who do this for a living. This morning, in the period of one minute, there were hundreds of cyber-attacks originating in China, targeting the United States.

### What can you do? Stay vigilant.

**Visit web sites you know and trust:** This is the simplest and most effective way to keep safe.

**Keep your web browser and computers up-to-date with the latest patches and security updates:** While your office computers are kept up-to-date automatically as long as you're covered by any of our maintenance plans, you still need to keep an eye on updates for your home computer(s). Don't ignore these updates!

**Know web sites you input personal information or credit card information into are secure:** Look at the address bar. If you see "https" you are on a secure web page. If you see "http" you are *not* on a secure web page.

**Make web sites you visit more secure:** Browser extensions, such as **HTTPS Everywhere**, help make web browsing more secure. HTTPS Everywhere takes standard "http" web pages and secures them with "https" by automatically directing you to the secure version of the site. It's not compatible with every web page, but it goes a long way in protecting you.

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Logically, of course, the formula is sound. A business must first sell in order to generate in-bound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first: **Sales – Profit = Expenses**

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.



**MIKE MICHALOWICZ** (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford—a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multimillion-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Proventus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth!*" For more information, visit <http://www.mikemichalowicz.com/>

## EXPIRATION NOTICE!

### An URGENT Security Warning For Businesses Running Microsoft Windows Server 2003

If your organization is currently running either Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon. Please take a moment, **CLICK ON LINK BELOW AND READ** this important announcement.

<http://www.dantechservices.com/expiringin2015/>

# Secure Your Email, Protect Yourself From SPAM!

## DanTech Services MailStop Spam Protection

