



DTS

DanTech Services

Computers under control!™

Technology Times August 2020 Issue

“With over 20 years of experience providing remote support to clients that rely on technology, I know what it takes to deliver business continuity. Add to that another 20 years of support in the service industry you’ll not find another company that takes customer service to heart as I do. Find out for your business what a difference it makes.”



Dan Foote
Owner/President

What’s Inside:

Page 2

10 Tips for Learning Lessons and Evolving Your Small Business Marketing Strategy

Tired of...

Page 3

3 Tips for Coping When Covid Closes Your Business Permanently

“Vainglorious” - Continued from page 1

Page 4

Protect Your Business Data from Disaster with DanTech Services

Shiny New Gadget Of The Month: LARQ Self-Cleaning Water Bottle and Water Purifier

Got IT Problem? - Click Here!



Vainglorious

Robert Stevenson’s Thoughts on the Pursuit of Excellence

So, you’re the boss, the head person in charge. Have you ever thought about how you got there? Have you ever considered all the people who helped to push your career along, until you finally made it? Have you ever given any consideration to the support personnel you have on staff who make you look good, make you look efficient, make you look smart, every day? The folks who handle the little, tedious, or sometimes annoying things that need to be handled, so you can concentrate on the big stuff ... have you ever thought about them?

None of that matters now, because you’ve made it; everyone answers to you. You are the head “**Muckety Muck.**” The definition of “Muckety Muck” is a person in a position of power, authority, with great status. The problem with power and authority is that many so-called leaders become self-absorbed, self-admiring, self-centered and self-obsessed and because they are, they end up surrounding themselves with “YES” people.

A great boss has no problem with the following statement from an employee: “**My mouth is not a bakery. I don’t sugarcoat anything. If you ask me for my opinion, I’m going to tell you what I think, not what you want to hear.**” Smart bosses understand one person who will tell them the truth is worth more than a roomful of ‘Yes Men/Women’. They want the truth and surround themselves with people who have the courage to say it. They don’t need nor want Sugar-Coaters, Brown-Nosers, or Yes Men/Women.

If you want to be important and/or remain important, always remember those who helped you along the way and create an environment that no one fears your wrath for expressing their opinion. Remember, when you weren’t so important, you had some good ideas; were you able to share them? Truly successful (**important**) leaders, bring out the brilliance in others and recognize them for it.

- Continued on page 3



Get More Free Tips, Tools, and Services at [https:// www.dantechservices.com](https://www.dantechservices.com)

Tired of...

Do I need to say it? Maybe, because it could be a number of things. On my mind today is: Re-opening or work from home (WFH). What's best for your organization and how do we accomplish it?

Like elsewhere, we have clients that are back to working in their offices & places of business. We also have clients that continue to work from home—and also the combination of both. If anything, 2020 has taught us that chaos has a hand in our lives, whether we like it or not. Our job, at DanTech Services, is to help smooth the paths regarding technology, work, and access to the resources needed. Those resources might be devices, like printers or scanners, or the resources needed might be digital, as in Word documents, spreadsheets, or data that lives on a server.

If your WFH users are struggling with access issues, we can help—but first we need to know! We have a number of methods available to us to support users. It may be as simple as a VPN. It may be more complex, such as “how do I print that document here (or there)?”

We can't solve all problems, yet we have the experience and expertise to guide you through a list of options. My suggestion: create a list of needs or shortcomings and let's talk about it!

If you're an Uplevel client AND you need to provide access to office resources for your WFH users, we can add a gateway to your system that automatically creates a VPN to the home office and its resources. This can be done on a month-to-month agreement at a small additional charge.

For our SonicWall clients, we can provide VPN access if needed. And in either case, you may already be using our remote desktop solution that lands you on your office desktop—and access similar to what is experienced by sitting at your desk.

How's your WFH experience? Is there something we can do to help or assist? Let's chat.

Take care,
Dan

10 Tips for Learning Lessons and Evolving Your Small Business Marketing Strategy

Running a business requires being open to new concepts and ideas. Whether it's a new product or a new marketing strategy, entrepreneurs must always be prepared to learn and grow through the years. Here's some tips and ideas from members of the online small business community to help you adapt and learn about new concepts that might help your small business marketing today.

Differentiate Your Brand with Text Message Marketing

While tons of brands are focusing on social media and search marketing, fewer offer text messages to communicate with their customers. So educating yourself in this area may help you set your small business apart.



Greg Sterling [elaborates](#) in this Search Engine Land post.

Focus on Social Media Engagement

A lot of brands create social media marketing campaigns that involve sharing messages with customers. But engagement may be more important than marketing, as Muhammad Shoab [argues](#) in this Pixel Productions post. You can also see commentary from the BizSugar community [here](#).

Re-Balance Your Advertising Strategy

Through the years, marketing and advertising trends come and go. And some brands tend to get hung up on specific ideas and concepts. But 2020 is changing things for a lot of companies. So it may be time to adjust your way of thinking when it comes to advertising. This Target Marketing post by Chao Liao has [more](#).

Adapt Your Marketing to a New Normal

Businesses and customers have been undeniably impacted by COVID-19. So your marketing plan should probably change as well. In this CorpNet post, Nellie Akalp [offers](#) tips for adjusting your messaging to help customers feel comfortable and confident doing business with you.

Get the Facts About Franchise Profits

If you're thinking about starting a franchise business, you probably want your operations to be profitable as quickly as possible. Everything from your marketing to your location costs money, so there are a lot of things to consider when making this calculation. Joel Libava of The Franchise King [discusses](#) further here.

Learn About Google's New Ranking Factors

Since search engines can make such a big impact on your marketing strategy, it's essential to keep up with Google's ranking factors. This SMA Marketing post by Ryan Shelley [includes](#) a guide to the latest update. And BizSugar members shared their [thoughts](#) on the post here.

Look at the Impact of Technology on Your Business

Technology is constantly evolving and changing the way small businesses operate. So it's important to be intentional about the tech you use and how it can impact your marketing and overall success. In this Small Biz Daily post, Smith Johnes [outlines](#) some of the most impactful ways that technology has changed business operations.

3 Tips for Coping When Covid Closes Your Business Permanently

"Vainglorious"
- Continued from page 1

Covid-19 has forced hundreds of thousands of business owners to permanently close their companies. Experts say giving yourself time and space to grieve is crucial.

By Emily Canal, Inc. com

Melissa Kjolsing and her brother Luke launched Recovree in 2018 with the goal of helping people recover from substance misuse. Recovree was just starting to see momentum when the pandemic hit the U.S. in early March, and business evaporated overnight.

The company's customers are primarily employers that offer Recovree's tech-enabled services, which include peer support and recovery program recommendations delivered through its app, as a benefit to their staffs. In the wake of Covid-19, Recovree lost more than 90 percent of its projected revenue through canceled contracts, Kjolsing says.

"It was like being cut off at the knees and kicked in the face," says Kjolsing, CEO of the Minneapolis-based startup that booked \$50,000 in revenue last year. *"It was a complete devastation to the business."*

Kjolsing, who closed her business permanently on July 31, is just one of many entrepreneurs who have been forced to shutter operations due to the coronavirus pandemic--and cope with the accompanying psychological effects.

Economists estimate that more than 100,000 small businesses have closed permanently since March, according to a study in April by economists at the University of Illinois, Harvard Business School, Harvard University, and the University of Chicago. Since closing a startup prompts many painful discussions about employment, debt, and taking care of staff, the experience is extremely emotional for the founders.

"You're not just selling a product, you're selling your ability to create that product or company," says Patrick FitzGerald, a serial entrepreneur, startup adviser, and lecturer at the Wharton School of the University of Pennsylvania. →

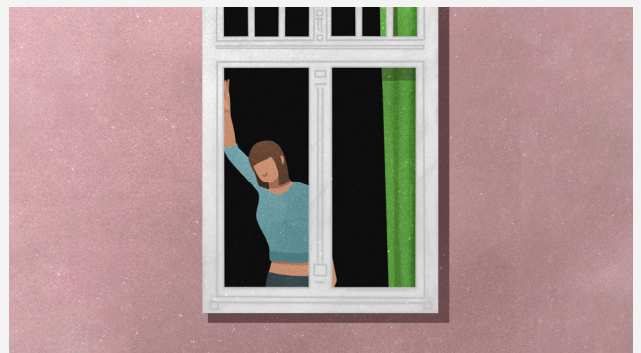
I came across a word the other day that I have never seen. The word is **VAINGLORIOUS**. A person who is vainglorious has an attitude that is not very likable. It was used in describing the pompous "Muckety Muck" boss. The base word, vainglory, dates all the way back to the 14th century and means **"worthless glory."** That is why I have brought it to your attention. To me, glory needs to be shared. People, employees, key staff members need to feel a part of your achievement, because if they do, they will help to keep you there. If they don't, it will be hard for you to keep your position.

If you want to get to the top or stay at the top, remember those who helped to get you there. Also, if no one is challenging you or disagreeing with you in a meeting, or suggestions from your staff are few, YOU have created a working environment where fear trumps creativity, innovation, and productivity. Great organizations come from great bosses who appreciate their staff and show it and who also welcome suggestions or disagreements.

Remember, these three critical points for becoming a great leader. Constantly recognize those who help you, surround yourself with people of courage, and allow them to speak freely. **No one has all the answers, but a motivated, inspired, and appreciated team can come up with them.**

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For those who have shut down operations--or for those who are considering it--here are three tips from experts on how to cope with the psychological effects.



1. Take a break.

Entrepreneurs are resilient people, but even they need breaks, says John Gartner, a Baltimore-based psycho-

therapist who specializes in treating entrepreneurs. If you've recently closed your business, consider taking some time off before launching your next idea to give yourself the time and space to grieve, he says. "The entrepreneur whose business is ending does need a second business," says Gartner, who wrote about founders in his 2005 book *The Hypomanic Edge: The Link Between (a Little) Crazy and (a Lot of) Success in America*. "But it can't be a way to escape the grief of the first one ending."

Then, after you've processed the grief, use the intermission to talk to people in the field you want to enter next and to study that market. Approaching your next venture systematically--and not impulsively--will ensure your success, he adds.

2. Know that you're in demand.

While you may feel like a failure, most people don't see you in that light, says FitzGerald. In fact, there are many companies that recruit former entrepreneurs because of their courage, expertise, and ability to start something from nothing, he adds. If you're not ready to start something new, consider lending your experience and knowledge to another business--at least until you get your next idea.

3. Share your story.

You're not alone in this experience, and it may be beneficial to share your story, says FitzGerald. Consider writing about what you felt and learned on public platforms such as social-media sites, he advises. It will provide some catharsis and the opportunity to connect with other entrepreneurs.

Shiny New Gadget Of The Month:



LARQ Self-Cleaning Water Bottle and Water Purifier

A self cleaning water bottle? How does that even work? I came across this cool gadget called LARQ recently and it has rave reviews on Amazon.

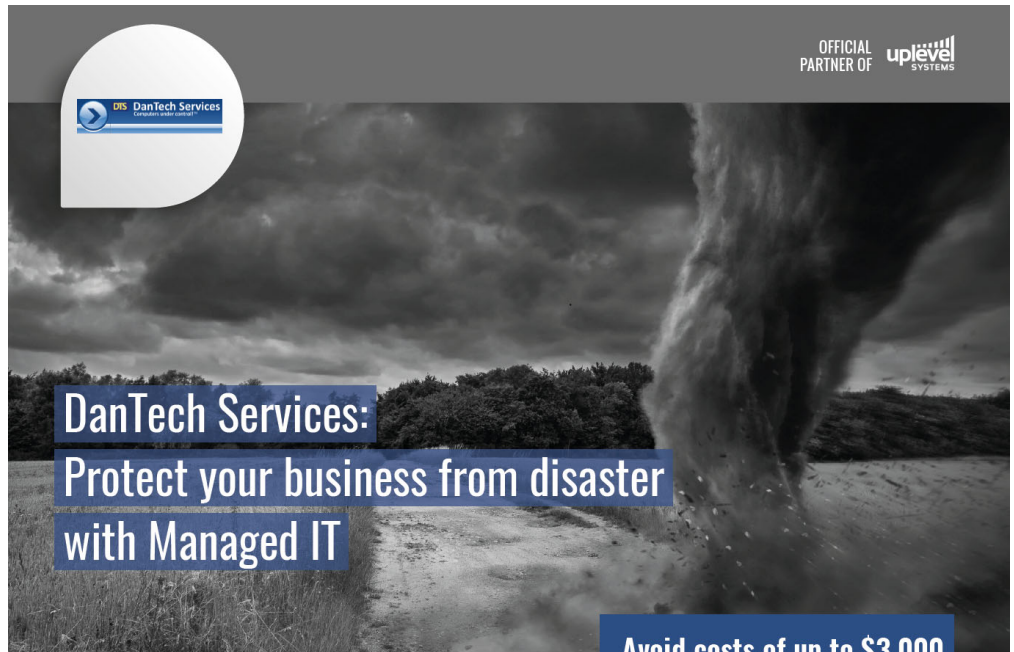
LARQ is a water bottle that cleans itself using Ultraviolet LED light technology. The company says that the bottle could eliminate bacteria and viruses, all by itself.

The water bottle can also be used for purifying the water. It takes less than a minute to purify! Wow. Since the bottle is well insulated, it can hold the temperature of the liquid for at least 12 hours.

LARQ bottle is definitely one of the useful accessories for campers. When you are out in the wild, you can fill it with water from a nearby stream without worrying about the harmful bacteria or viruses.

Features:

- Purifies Water
- Acts as a thermos
- Up to a month of battery capacity



DanTech Services: Protect your business from disaster with Managed IT

Hurricanes, tornadoes, fires, mudslides and other front-page disasters cost businesses billions in lost time, revenues, and recovery efforts each year. But did you know that a better approach to managing your information technology (IT) can protect your business AND start saving you time and money right now?

As your IT solution provider, we'll help you prepare for sudden or predictable events, and get your systems-and people-back online quickly in the wake of disruptions. Our managed IT services offer you:

- An instant network upgrade—with no upfront cost
- Comprehensive cybersecurity kept up to date at all times
- Proactive management—we fix it before users find it
- Secure remote access so users can work from home without risk

Avoid costs of up to \$3,000 per site, per disaster

That's how much it typically costs to install new routers and firewalls at each business location. We can help you get back up and running faster and make sure all of your threat intelligence stays current without the upfront equipment cost.

Why wait for something to break? Upgrade and protect your business assets now.

Why wait for disaster to strike? Upgrade now—without breaking the bank.



Expert help is always available, and looking out for you



Your PCs, servers, Wi-Fi, and cloud services are kept up to date



Staying current with security patches and antivirus systems



Protection against data loss, Ransomware, even natural disasters



Security

- Firewall
- Anti-virus, anti-malware
- Patch management
- Protection against ransomware like WannaCry
- Secure backup
- Control user access to data, equipment, and Internet



Storage/backup

- Safeguards data against accidents and catastrophes
- Secure onsite, offsite, cloud backup
- Long-term data storage

