



“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!”

- Matt Weaver, Echo Systems

**February, 2011
Bridgeville, PA**

Inside This Issue...

Hackers Are Now Targeting Mac Computers!.....Page 1

Keep An Eye On Your Furry Friends With This Cool New Gadget.....Page 2

6 Quick Tips To Finally Organize Your Out-Of-Control Inbox.....Page 2

Science That Makes You Laugh Or Wonder.....Page 3

How To Raise Your Profits By Raising Your Profile.....Page 3

Who Wants To Buy My \$8 MILLION Dollar Phone?.....Page 4

3 Easy Steps to Get 7 Years of Hassle-Free Service Out of Your Laser Printer.....Page 4

Hackers Are Now Targeting Macs!

Until recently, Macintosh computer users have long enjoyed relative freedom from hacker attacks; however, researchers at Symantec Corporation say online criminals are now setting their sites on Mac users.



Online porn hunters are the latest target. Visitors to certain web sites are led to believe they can download a free video player when in fact they are installing malicious code onto their Macs.

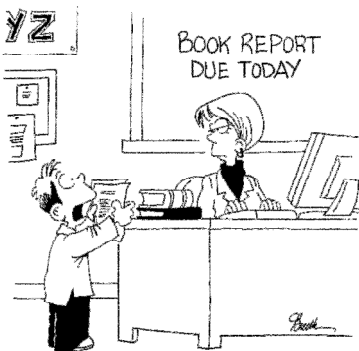
Once the users authorize the transaction, the hackers can redirect the users future browsing to fraudulent web sites and possibly steal the user's information or passwords. Sometimes they simply send ads for other pornographic web sites. This results in thousands of dollars in income for the criminals.

While you may think that Macs are essentially more secure than PCs because they are built better, security experts would argue differently. They believe that the Mac is actually no more secure than a PC. In fact, they note that the relatively low number of viruses, exploits and other cyber attacks directed at Mac users is due to Apple's relatively small share of the computer market.

"I don't think that the Mac OS is more secure than Windows -- I think it is safer than Windows because there are less people trying to attack it. There is a big difference," Natalie Lambert, a senior analyst at Forrester Research recently shared with MacNewsWorld.

With that said, the fact remains that for every single attack on a Mac, there are at least 100 attacks on Windows-based systems.

So what should you do if you own a Mac? Use the same safe online surfing practices as PC users, keep your anti-virus software up-to-date, never open strange e-mails from unknown sources, and only verify user names and passwords by phone with your bank or other financial institutions.



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

Get More Free Tips, Tools, and Services At My Web Site: www.EchoSystems.US

(724) 941 - 9130

Info@EchoSystems.us

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.

It can be found on Amazon.com for \$65. I'm sure office-dog Echo would be seen doing nothing wrong... Except for eating the furniture.

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...

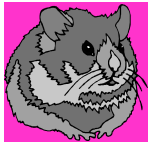
1. **Zero your inbox.** Do you remember the last time your inbox was empty? Probably never; that's because it costs nothing to keep an e-mail and therefore you don't delete items "just in case" you need them at some point. This really causes messages to pile up FAST. Truth be told, you really DON'T need 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. I recommend *Echo Systems Email Security and Continuity Solution*, call or email for details!

Get More Free Tips, Tools, and Services At My Web Site: www.EchoSystems.US

(724) 941 - 9130

Info@EchoSystems.us

The Lighter Side...



Science That Makes You Laugh...Or Wonder?

Nobel Prizes are (supposedly) 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. 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

Seriously...

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.

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. I certainly hope that that’s the experience my clients are having with Echo Systems.

Get More Free Tips, Tools, and Services At My Web Site: www.EchoSystems.US

(724) 941 - 9130

Info@EchoSystems.us

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...

3 Easy Steps to Get 7 Years of Hassle-Free Service Out of Your Laser Printer

Printers - the necessary evil of every office. From paper jams and error messages, to problems like smearing, misfeeds, and ghosting, printers can really make your blood pressure rise. In the time I've been printing this newsletter, I've shared the frustrations we all have with these machines at one time or another.

It's easy to sink thousands of dollars into maintenance and repairs. If you want to avoid common printer problems AND save yourself a small fortune on replacements and repairs, follow these 3 easy steps:

Keep It Clean

There is no faster way to gunk up a laser printer and cause printing problems than by letting it get dirty.

On a monthly basis, use compressed air to blow out the inside of the printer. Remove the toner cartridge for better access, and don't forget to do the back if it is accessible. It also helps to take a vacuum to the outside. If you print labels or use any other type of specialty media like transparencies, use rubbing alcohol to clean the rollers inside the printer.

Do Your Maintenance

You can almost infinitely extend your printers lifespan by doing the regular maintenance suggested by the manufacturer. This includes replacing rollers, filters, and occasionally replacing the fuser (the printer's internal furnace.) Here's a little money-saving secret: you only need to do this type of maintenance at 1.5 to 2 times the manufacturer's usage recommendation. In other words, if your printer's manufacturer says to replace rollers every 100,000 pages, you really only need to do so every 150,000 to 200,000 pages.

Use a Surge Protector

Nothing will send your printer to the bone yard faster than an electrical surge caused by lightning or other issues on the power grid. When internal components are fried, it is often cheaper to buy a new printer than it is to fix the existing one. It is easy to protect yourself with a \$25 surge protector. DO NOT plug a laser printer into a UPS or other battery backup system. The printer's power draw is too much for a battery to handle.