

THE PROBLEM SOLVER

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"

What's New

As part of the DP Solutions community, I wanted to let you know that our thoughts are with you during this trying time.

We've all had to adjust the way we work, and I realize that change can be uncomfortable.

Please know that the entire team at DP Solutions is here to help you navigate these uncertain times. If you have any questions, concerns, or just want to share how you've been passing time in quarantine, let me know.

I hope that you stay healthy, safe and that you find comfort in your family and friends – both in your home and virtually – as we all get through this together.

April 2020



This monthly publication is provided as courtesy of Karyn Schell, President

"As a business owner, 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!"



How To Quickly Shift To A Work-From-Home Business Model To Maximize Productivity In Today's Coronavirus Environment

As a business owner today, you are now facing unprecedented challenges to help deal with the coronavirus pandemic. You are asked to self-isolate and practice social distancing to "flatten the curve." You are asked to allow your employees to work from home to reduce possible exposure and slow the spread of COVID-19.

These are all reasonable requests. However, as a business owner you also need to maximize productivity, bring in revenue and try to grow your business in these demanding times. How can you accomplish these goals when your office is now a ghost town and productivity has fallen off a cliff?

The answer lies in setting up your office to

function remotely. If you've never implemented a work-from-home policy before, it may seem like a whole different world. Managing an entirely remote workforce goes far beyond giving your employees a laptop and reminding them to check in every once in a while. After all, there are many factors most business owners haven't ever had to consider, such as:

- What technologies do I need?
- How can my employees work from home without compromising the security of our network?
- How can I make this new work environment as easy, comfortable and productive as possible?

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We understand these are unique times. We know that “business as usual” is going to be quite different for an undetermined amount of time. But together we can help you adjust to today’s new normal by giving you the tools, technologies and insights to create a secure and productive work-from-home business environment. Here are three important considerations to getting you set up and running a successful work-from-home business:

1. Don’t allow employees to use home computers or devices.

Their mindset may be, “Well, I’m working from home so I may as well use my home computer.” This is a dangerous mistake. Our team works hard to ensure your company computers and network are secure and protected from malware, viruses and cyber-attacks. Their home computers and devices could be littered with tons of downloaded music, videos, images and more. Because it’s more exposed, it can invite malware into your network. Rather, provide a company-approved and secured computer/laptop for employees to use at home.

“Managing an entirely remote workforce goes far beyond giving your employees a laptop and reminding them to check in every once in a while.”

2. Secure their WiFi access point. Without a secure WiFi access point, you’re essentially leaving a back door open to hackers. That’s because WiFi signals are often broadcast far beyond your employees’ homes and out into streets. Yes, drive-by hacking is popular among cybercriminals today.

A few tips for securing your employees’ WiFi access points:

- Use stronger encryption and a more complex password
- Hide your network name
- Use a firewall

These security measures are not difficult to set up. But if you have any questions or need assistance, we will be happy to help get your employees set up remotely.

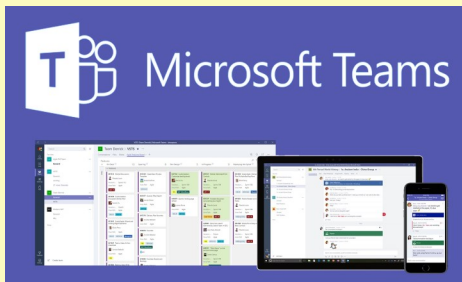
3. Use a two-factor authentication VPN. VPN stands for virtual private network. It’s essentially a private, encrypted tunnel that goes direct to your IT network in your office. Ideally, you’ll want your VPN to support two-factor authentication. This means it’s doubly secure because your employees will need to call in to access the network. If you don’t have a VPN for your employees to use, you can consider other services, such as GoToMyPC or Zoho. While these products are not as secure, at least they keep your home network from being exposed.

As business owners ourselves, we too are having to pivot and work differently than we ever have before. However, because we have the technology and infrastructure in place, we are still surprisingly productive.

Our team wants to help your business survive and thrive during today’s unique environment. If you and your IT team need extra hands right now...or solutions to help your employees work SECURELY from home...we have software tools, expert staff and resources we’d like to offer you to keep your business as productive as possible.

Here’s a link to request a quick 10- to 15-minute call to discuss: <https://www.dpsolutions.com/contact/request-appointment>

Getting the Most out of Microsoft Teams



In a time where many people are telecommuting to work and more and more “home offices” are popping up, [Microsoft Teams](#) is one of the most valuable tools you can use to maintain a cohesive and productive working environment.

Microsoft Teams is a unified communication and collaboration tool that integrates workplace chat, video meetings, file storage, and application integration, allowing your people to connect and work together in one place, no matter where they are.

Get the Article at:
[dpsolutions.com/blog/Microsoft-teams](https://www.dpsolutions.com/blog/Microsoft-teams)

Tech Tip

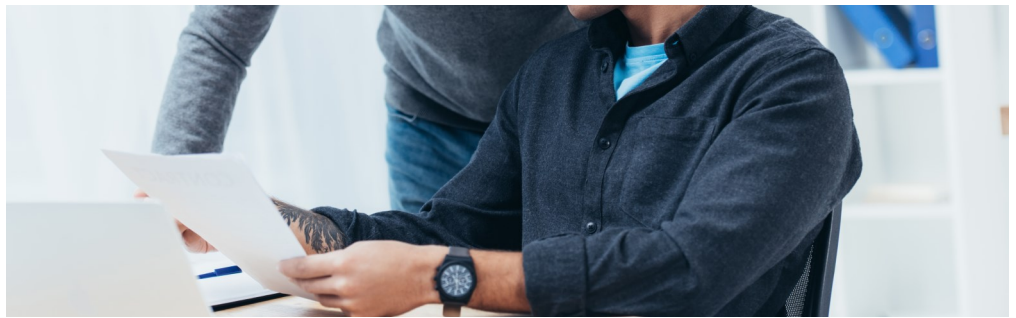
“THE DANGERS OF DROPBOX AND OTHER FILE SYNC APPS”

When employees work from home, they need access to important company files. It's easy to look at consumer-grade, cloud file sharing solutions like Dropbox, OneDrive, and Google Drive. But listen up!

These applications pose a huge threat to your company because company data can be spread far and wide without central oversight of what information is being shared with whom. Furthermore, over 7 MILLION Dropbox accounts have been hacked, giving cybercriminals a path into the company's network.

This is even MORE important if your company has access to and/or stores financial, medical, or other sensitive data. Using file-sharing applications like these are a clear and direct violation of data breach and compliance laws. **DON'T USE THEM FOR COMPANY DATA** and use only company-approved, business-grade file-sharing applications.

The Benefits Of A Mastermind Group



I believe no man is an island. So, I offer this tip: if you're an entrepreneur, you need to be in a mastermind. Being in a mastermind group is one of the most powerful tools to help you increase profitability in your business.

1. What is a mastermind group?

If you aren't familiar with them, a mastermind is a group in which entrepreneurs can mentor each other and help each other grow their businesses. It can be an important catalyst for growth and shaping your business.

The mastermind I run is called the Edison Collective. We get together face-to-face every quarter to expand our business (and occasional musical) knowledge. We share our ideas, solutions, best practices, successes and challenges as entrepreneurs. Most of all, we motivate and inspire each other.

2. What are the benefits of belonging to a mastermind?

While some mastermind groups run on a digital platform, face-to-face meetings are important if they're an option. What I love about being in a mastermind is the connection. We are truly there to learn from each other. No one walks in with their ego. We gather to benefit ourselves and each other by sharing and learning from other entrepreneurial experiences.

To benefit from a mastermind, you must be willing to collaborate, share and learn from each other. At times, it's almost like free coaching. You get sneak peeks at how businesses run behind the scenes, and oftentimes, we take those ideas and implement them in our own practices. And remember, trust is imperative. There is total confidentiality, so feel free to not be a boss for a bit.

I have found that meeting with this group has raised the bar for me. My business is more profitable. I find support from my peers as well as education and resources I may not have been exposed to in the past. Even better, I have another venue for accountability (yup, even I need it!) and a place to share my goals. So next quarter when we meet, I better bring the results!

3. Who can be in a mastermind?

The beautiful thing is that you don't have to join an established mastermind. You can start your own. Find like-minded entrepreneurs who are driven to achieve the same goals and vision you are. Get together once a quarter face-to-face, have open discussions about your business and get your insights from each other.

That right there? Priceless!



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. He is also 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 MikeMichalowicz.com.

4 Cyber Security Myths Business Owners Need To Know

Myth: Cyberattacks only come from external sources.

Reality: Upward of 60% of data breaches can be traced back to employee error. They may leave sensitive data on unsecured hardware rather than behind digital walls. They may open malicious files that copy and send data to an external location. Employee IT security training goes a long way to fix this.

Myth: Simple antivirus software or firewalls are enough to protect your business.

Reality: Cybercriminals use sophisticated tools to get what they want. The fewer security solutions you have in place, the easier it is. Antivirus software can't do anything to stop a motivated hacker, and firewalls should never be considered a primary line of defense. Web scanning and malware detection software can give you more protection on top of these.

Myth: Your business is too small or

niche to be a target.

Reality: Cybercriminals don't care about the size or type of your business. They target everyone because they know they'll eventually break through somewhere. Small businesses are more appealing because they often lack serious cyber security solutions.

Myth: You don't collect payment or financial data, so you aren't worth targeting.

Reality: They aren't just looking for credit card details. They want usernames, passwords, e-mail addresses and other personal identifying information they may be able to use elsewhere because people have a bad habit of reusing passwords for other accounts, including online banking. *Inc., Dec. 16, 2019*

Top Tips For Making The Most Of Your Small-Business Technology

Embrace mobile. Your customers use mobile, so your business needs to work in the mobile space too. Optimize your website for a better

mobile experience.

Good copy goes far. From blogs to social media posts, compelling, well-written copy can go a long way. Share personal stories and success stories and create a narrative for your business online.

Instagram it. If your business isn't on Instagram, it should be. Many of your current and future customers are there. It's a great place to share photos, tell stories and foster connections.

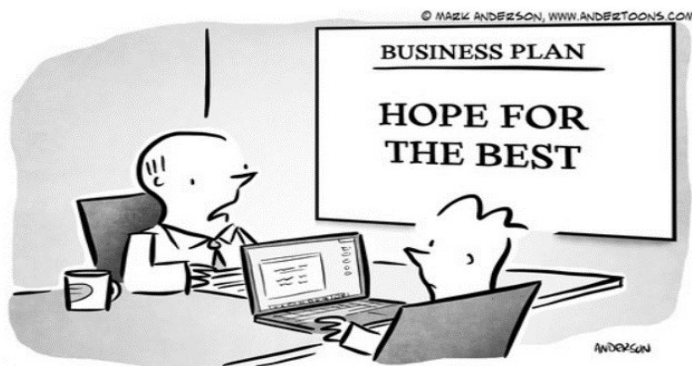
Get more out of SEO. Good header tags, for instance, are a must for good overall SEO. Learn how to get more out of headers and you'll be able to drive more traffic to your website or related webpages. *Small Business Trends, Dec. 1, 2019*

Things Mentally Strong People Don't Waste Time Doing

Overthinking - They look at their situation and take decisive actions. Some look at all the available information and go. Others rely more on their gut. Either way, they keep things moving forward.

Regretting - It's natural to want a different outcome than the one you got or to think, "I should have done X instead of Y." But these thoughts can hold you back and lead to second-guessing yourself later.

Complaining - It can be healthy to complain. It gets your thoughts into the open where they can be discussed. But you have to discuss and arrive at solutions. Complaining for the sake of complaining - or complaining to people who can't help - is unproductive. *Business Insider, Dec. 17, 2019*



“Well, it’s not the worst I’ve seen.”