



Biz Buzz

Volume 1, Issue 2

January/February 2009

Tips & Tricks – Your PC and You

In this issue, we'll examine a few Tips and Tricks to increase your productivity and safety. The first two aren't really a secret, but they are ESSENTIAL to any successful business.

Antivirus software – yes, I know you've heard this all the time, but now more than ever, it should be the FIRST thing installed on your computer after the Operating System. While virus incidents are lower; malware, adware, and especially spyware are more prevalent. Some spyware record your keystrokes and then the next time you sign onto the site, upload them. You don't want them knowing your passwords, credit card numbers, or customer information. You can get a 3 copy license of Norton Internet Security 2009 (top-rated by PC Magazine and CNET) for \$57 from viosoftware.com. PROTECT YOURSELF!

Backup! – yes, you've heard this too. However, too many people see a backup as a nuisance, or "it won't happen to me", or "I will eventually". DO IT NOW! A good business should have 1 backup on-site, and one off-site from any of the Internet backup sites available. There are a number of good ones so do your research. But you can get a 500GB hard drive for your local backups and the software to make it happen with the touch of a button comes with the drive for around \$150. An added bonus of using an off-site Internet site is that if you need to go to a hotel or another city because of a disaster (i.e. Hurricane), you can access all of your data and continue to operate.

OK, OK, you want tricks. Well, these may not be earth-shattering, but you'll be amazed at how quickly you'll adopt some of them.

"Windows" keys – These are great! You may use your mouse all the time, but just one key away you

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Hi-Tech Marketing Tips

It's a dilemma for small businesses: How do you get the message out about your product or service when the funds are not there for advertising or marketing. With a little ingenuity and daring, you can find an audience – and new customers.



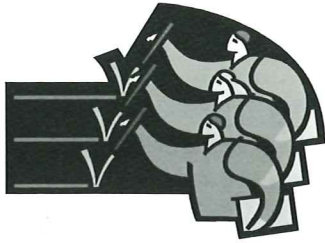
Think untraditionally about reaching customers by using free technology tools for results. Here are a couple of ideas.

Join the blog world. Get familiar with the blogosphere and do your own frequently updated blogs, written about a firm's products by a trusted source within the company. It's an informal and honest way of connecting with consumers. People want to hear about what's in your head. Don't make statements, just be yourself and share. Web sites such as Blogger.com allow you to set up a blog at no cost and are user friendly. Without experience or technical know-how, you can have a

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Don't Hesitate – *Delegate!*

Here's a concept that might make you, your staff and your business a lot happier: delegating some tasks.

Delegating sounds easy, but managers are often reluctant to hand off projects for a variety of reasons. Generally, they like things done in a certain way and don't place enough importance on their roles as delegators. But managers are missing out if they

don't delegate. Delegating frees up their time while fueling learning, innovation, motivation and leadership in the people they lead. Here are some easy steps to successful delegating:

Give up responsibility for decision making. First, agree to project parameters – including requirements, resources and how success will be measured – in cooperation with delegates. Thereafter, delegates must make all decisions that fall within the scope of their project.

Become a sounding board. Your ongoing role is as a sounding board, not as decision maker. Your critical responsibility is to meet at regular intervals with delegates so they can recap their accomplishments and setbacks, and visualize what lies ahead.

Accept risk. There is more than one approach for getting almost any job done. Fight the temptation to take over when difficulties arise. Delegates may develop better approaches than your own, and the benefits of delegating will more than offset minor setbacks while they learn.

Celebrate successes. Don't fall into the trap of fearing that delegates' successes make you look bad. Your success as a leader can be measured by whether you select people with ability and energy, then give them the support they need to do their jobs well.

Last, prepare to be pleased by delegates' resourcefulness, enthusiasm and growth – and be proud of their accomplishments. ♦

Stressed Out?

Following are a few ways to manage stress when, as a small-staff executive, the multiple roles that compete for your time start to get to you.

Agree with criticism instead of getting defensive. With no rebuttal, the discussion ends quickly.

Don't complain for a week. This is harder than you think, but the reward is often an improved outlook – and a new awareness of your tendencies toward the negative.

Quiet your mind by deep breathing and smiling internally. Create a mantra – such as, "I am calm" – that you can repeat with each breath.

Let someone be right even if you know they're wrong. Many of us feel it's our duty to champion *rightness* even when it comes to unimportant issues or facts. Assess whether the battle is worth it; if not, let it go.

Put it in perspective. Always remember: Your association was there before you arrived, and it will be there after you leave. ♦



Attention Speakers! Take your show on the road!



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blog up and running in no time.

Use social networking sites. A good example is MySpace, which attracts millions of 16 – 34 year-old consumers and is a feeding ground for marketers needing to reach this elusive group who don't care as much about TV. Other social networking sites can reach other demographic groups. If your product or service targets the over-40 crowd, try TBD.com, Eons.com or BOOMj.com.

Add some video. You can add video to your social networking page to show off something you sell. Make it fun – use your mobile phone or digital camera's video abilities. A simple Google search will unearth a host of free video-editing software sites.

When consumers start responding to your postings, be sure to add them as "friends" and you'll be on your way to building a new network of customers. And remember to – **STAY IN TOUCH!** ♦

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can launch Explorer (Windows-E), lock your computer (Windows-L), if you have One Note installed you can take a screen clipping (Windows-S), go to your desktop if you have a lot of Windows open (Windows-D) or do it again to restore all of your windows, or minimize all of your Windows (Windows-M). There are others, but once you get used to them, they're indispensable.

✓ Ever have files that you open that you wish would stay on your recently opened files menu in Word or Excel 2007? Open Word or Excel, and then the file you want to stay in the menu. Then, click the Office icon and find the file on the right. See **t h a t** little sideways pin to the right of it? Click it and that file will STAY in your recently opened files. You can go to options and change the count of files all the way to 50 now too!

✓ Want to capture a Window for a document but not the whole screen? Make sure the Window you want has the focus, and then depress Alt-PrintScreen. This copies the current focused Window to the clipboard.

Now, you can just paste it into your document!



By Bob Nunemaker
Information Technologies

Look for more PC Tips & Tricks in upcoming issues! If there are things you'd like to see addressed in this column, please let us know. Computers are here to make our lives easier; not the other way around.

About Our Services ...



Linda Wolonick

Expert Business Solutions is an "outsource resource" for busy professionals and organizations in South Florida. They work with people who want to free themselves of administrative detail and organizations who want smooth, simplified capable management. Over the past 12 years they have helped dozens of professional associations raise their visibility, increase revenues and grow their membership. From marketing projects to bookkeeping, the company's expert handling of daily operations makes it possible for directors and executives to focus on top line strategic issues. The professional association management



Lydia Groves

services Expert Business Solutions provides, encourages members to step up to leadership positions so that the organization can continue to grow and prosper.

In addition to managing day-to-day details, Expert Business Solutions organizes speakers, sponsors and continuing education primarily for CPAs, attorneys, insurance agents and financial services professionals, however, Expert Business Solutions can tailor their services to fit your individual or association's needs. They stay abreast of current regulations and provide a turnkey service for continuing education credits that removes the hassle of working with licensing agencies and state regulatory agencies.

Upcoming Meetings, Seminars & Conferences Organized by Expert Business Solutions

January

National Association of Women Business Owners
 Monthly Meeting (The Westin Hotel)
 Monday, January 5, 2009

Financial Planning Association of Broward
 Dinner Meeting
 Tuesday, January 13, 2009

Society of Financial Service Professionals
 (Broward & Miami Chapters)
 Luncheon Meetings (Multiple Locations)
 Wednesday & Thursday, Jan. 28th & 29th, 2009

February

National Association of Women Business Owners
 Monthly Meeting (The Westin Hotel)
 Monday, February 2, 2009

Society of Financial Service Professionals
 (Broward & Miami Chapters)
 DVD Teleconference Meetings (Multiple Locations)
 Wednesday & Thursday, Feb. 18th & 19th, 2009

2009 Upcoming Conferences

29th Annual South Florida FPA Conference 2009
 The Westin Hotel
 April 30-May 2, 2009

PridePlanners—5th Annual Conference
 Hyatt Pier 66 Hotel
 June 11-13, 2009

Diversified Marketing Group
 Las Vegas—Luxor Hotel
 May 3-6, 2009

**◆If we can help organize a meeting, seminar or
 conference for you, please contact us at
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ExpertBusinessSolutions, Inc.

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