

*“Insider Tips To Make Your Business Run
Faster, Easier, And More Profitably”*



Tim Wilkins
President/Unified System, Inc.

“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!”

- Tim Wilkins, Unified System

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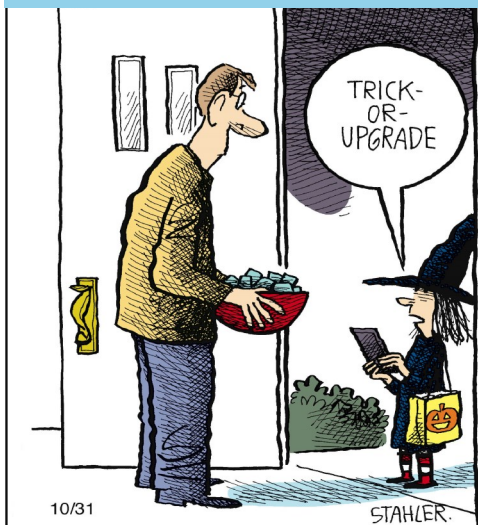
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You can send us your *Feedback, subscription requests or cancellations to: newsletter@unified-system.com.*
We want to hear from YOU!

FREE E-Mail Accounts: You Get What You Pay For...

We’ve all been told there is no such thing as a free lunch; yet it’s hard to resist the siren’s call of “FREE.” That’s one of the reasons why so many people have free e-mail accounts through Hotmail, MSN, and Gmail.

And while you might not be paying out of pocket for these services, there IS a cost. Here’s the price you pay when you use a free e-mail account:

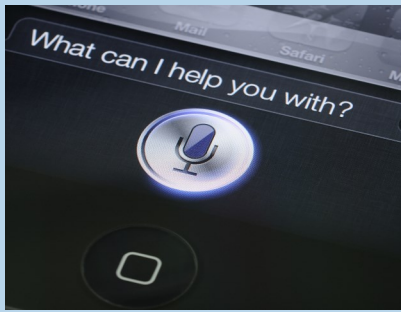
- 1.) An Extra Helping Of Spam:** And loads of it. Are these free services selling your e-mail account? Do spammers have ways of gleaning your e-mail account? No one seems to know for sure (or at least they’re not talking). But the bottom line is you’ll end up with a lot more ads for Viagra than you bargained for.
- 2.) Your E-mails Aren’t Guaranteed Delivery:** The majority of spam messages come from free e-mail accounts. Even though you aren’t sending them, spam filters look at the server sending the message and, if it’s a known source for spam, will block the e-mail from going through. That means your e-mails might be getting blocked before they even reach the sender.
- 3.) Customer Service? Non-existent!** See you DO get what you pay for! If you have a problem, you’re on your own to figure it out.
- 4.) Difficulty In Moving, Forwarding, or Downloading:** Free e-mail services require that you read your e-mail through their web interface. If you want to move, forward or download your e-mail, contacts or other information, the process is cumbersome and sometimes impossible.
- 5.) No Archiving:** E-mail archiving, or storing old e-mails in a searchable, retrievable format has become very important (even a legal requirement) in some industries like medical and financial. E-mail is considered a form of communication and if you use it to support customers, order products, or to negotiate any type of deals, you want to keep a record.

So while these free services are okay for chatting casually with your friends, they are NOT recommended for business purposes or for sending anything you consider important.

Here’s a question to ask yourself: if your e-mail account was erased tomorrow and all of the messages, contact information, and history went bye-bye, would it be a slight inconvenience or a catastrophe? If it’s the latter, then you need to bite the bullet and get a “real” e-mail account. And, while you’re at it, you should also get an account that reflects your own URL.

The only reason for keeping a free e-mail account is to provide certain web sites with an e-mail address when you don’t care about getting communications from them, or that may spam you later on.

Shiny New Gadget Of The Month:



THE AMAZON ECHO: LIKE SIRI FOR YOUR HOME

It's not Rosie the Robot, but your first voice request to Amazon's new Echo moves you one step closer to living like the Jetsons... Think of it as a plugged-in version of Apple's Siri or Microsoft's Cortana.

This "smart" speaker in a 9¼ x 3¼-inch cylinder can order products, turn off lights, set a timer, look up and give you sports scores, read you a book from Audible and more.

You might even get it to tell you terrible jokes...

It won't replace a high-end stereo, but its sound quality compares with any Bluetooth speaker, and it can fill a good-sized room in your home.

Bottom line: Echo offers hands-free, at-home audio access to just about anything on the web, with better sound than a smartphone or tablet.

All in all, it can make your life easier. And maybe just a little more fun.

Passion Is Powerful

A few months ago I had the pleasure of working with Germania Insurance at their annual sales conference. The night before, at dinner, I was fortunate to sit at the table with Matt Sodolak. I use the word "fortunate" because I was about to witness what I would best describe as TRUE PASSION for your profession.

I asked a question of Matt that I have asked countless times, "How do you like being in the insurance business?" His response surprised me. Without any hesitation he said, "I love it. It's my job for life."

In all my years of interviewing people, I have never had anyone say, "This is my job for life." The passion, sincerity and conviction in his voice just knocked me over. He sat forward in his chair and followed his statement with, "I love helping people, and I get to do it every day."

There was NO DOUBT in my mind the passion Matt felt for his job, career and the company he worked for. I felt that anyone who had Matt as their agent was so fortunate. He never mentioned commissions ... he talked the whole time about protecting his clients and how people counted on him to make sure they had the proper coverage in case something disastrous happened.

Unfortunately, something disastrous did happen; Texas has been slammed this year with enormous floods destroying millions of dollars in property and causing havoc to people's lives. I heard from Matt last week and he shared a quick story about one of the people who works in their claims department. She said,

"Being in the insurance business, all of our customers' problems become our problems and we have to be here to help them through it... that's why they do business with us and that's what keeps our lights on; you gotta love it or you are at the wrong place!"

It doesn't surprise me that anyone who works with Matt would also have a passion for their job; he would attract other people who would want to do, help and care for others. Let me share a few anonymous quotes with you about the Power of Passion:

Maybe the one thing that is keeping your career from taking off ... is that you aren't looking at it as a career; it is simply a job to you; and your customers, associates, managers and boss can sense that.

There is always going to be frustration, toil, hassles, problems, glitches, hitches and difficulties in any job (that is why they call it work). But, if you look at it from a different perspective ... that what you are doing is helping people in some way ... then it all becomes worthwhile.

Galileo, the great Italian astronomer, physicist, engineer, philosopher and mathematician, once said: "Passion is the genesis of genius." So, let your passion become the start of something great for your career.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like An Eagle in a World Full of Turkeys* and *52 Essential Habits For Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries, and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey. www.robertstevenson.org/

Are You Using Social Media To Market Your Business? Here's Why You're Likely To Be Wasting Time And Money On False Marketing Metrics

John Wanamaker is famous for saying, "Half of the money I spend on advertising is wasted; the trouble is, I don't know which half!" With an ever-growing number of sophisticated online tracking tools, you'd think that wasting advertising dollars would be a thing of the past. But, in fact, companies are wasting just as much (if not more!) on online media and advertising due to a number of factors, but mostly because they're confusing *activity* with *results*.

In business, the only thing we can take to the bank is money – checks, credit card payments, cash and any other forms of monetary deposits. Leading indicators to revenue, as we all know, are paying clients (orders, contracts, sales) and actual leads from qualified, genuinely interested prospects. However, much of the social media marketing I see is a heck of a lot of activity metrics (clicks, followers, open rates of e-mail, visitors to a site, etc.) that cannot be directly tied to generating a qualified lead, much less cash in the bank; so, unless someone can directly show me how an increase in Twitter followers turns into more profit for a company, I'm not impressed. In fact, I believe management of all the social media sites ends up taking an enormous amount of time away from more productive lead generation and marketing activities and opens the door for customer service and PR failures.

For example, if you have a Facebook fan page, you now need to monitor it daily – even hourly – for negative client comments, which are now public for the world to see, unfiltered and out of context, instead of a client simply e-mailing you their complaint, where it can be addressed privately. Further, clients will assume they can message and/or post their requests to your Facebook page instead of going through the proper channels; if you fail to address their request in a timely manner because it didn't go through your normal process of handling such requests, you've just created a customer service failure that is open for the public to see.

To be clear, I'm not suggesting that you should shut down all social media sites and marketing; there are situations where it's a very smart and strategic part of a business strategy. But, as my mother would say, "Don't jump off a cliff just because everyone else is." Be sure that whatever you're doing online in social media can be measured and quantified to tie in to key sales, service and growth goals you have for your organization, and do not accept "getting our name out there" as a sufficient result for your marketing efforts.

FREE REPORT: The Ultimate Guide To Choosing The RIGHT VoIP Phone System For Your Small Business, Call Center Or Multi-Location Office"

The Ultimate Guide To
Choosing The RIGHT
VoIP Phone System For
Your Small Business,
Call Center Or
Multi-Location Office



Read This Report To Discover:

- What VoIP is, how it works and why the phone company may force you to switch to a VoIP phone within the next 3-4 years.
- 4 different ways to implement VoIP and why you should never use 3 of them for a business phone system.
- Hidden costs with certain VoIP system that can negate any cost-savings you might gain on your phone bill.
- 7 revealing questions to ask any VoIP salesperson to cut through the hype, half-truths and "little white lies" they'll tell you to make the sale.

Claim Your FREE Copy Today at www.unified-system.com/VoIP

Riddle Me This

Who is it that rows quickly with four oars but never comes out from under his own roof?

Answer to last issue's riddle: A Fly

God's Fifth Commandment:

"Honor your father and your mother, so that you may live long in the land the Lord your God is giving you."

Exodus 20:12 NIV

The Lighter Side:

Could Your Laptop Battery Revolutionize The Way We Drive?



If you like hot cars and green tech, you may have started hankering for a Tesla as far back as 2008...

Yet, aside from cool looks and speed, did you know the simple design edge that's putting Tesla in the spotlight?

Other car builders, like Nissan, GM and even Mercedes, have electric cars on the road. But they all use costly, high-tech lithium ion batteries.

Tesla, on the other hand, simply uses the type of batteries you have in your laptop - thousands of them...

With over a billion of these cells made every year, their design and pricing is driven by the same fierce competition that drives the consumer market.

And if Tesla Motors can put a car on the road with enough battery life, they may just revolutionize the way we drive - like Henry Ford's Model T did over a century ago

Google Plus: For Geeks Only? What You Need To Know NOW

Is Google Plus a bust? Or is it still a channel to be reckoned with if you don't want to lose touch with your customers?

Google Plus - aka "Google+" - is a social network built by Google. It's been connected to other Google products. It was the birthplace of Hangouts, for instance, now a standalone product.

But things are changing. Google is dismantling Google+ for parts. What will remain may be just a stream, yet it will likely endure due to its die-hard fan base.

So how relevant is Google+ to your business?

The answer is, it depends on your customer base. Are your ideal customers using it? If not, perhaps you can safely ignore it.

However, if you already have a following on Google+, or if you are targeting new customers who use it, here are three ways you can leverage it for your business:

Get Found Fast

It's no surprise that Google Search favors Google+ posts. With a little reader engagement, your post can show up on page one in just a few days.

Give to Gain

Content that helps you target prospects with a simple "thank you" to folks who engage can work wonders.

Build Micro-Lists with Circles

Here's a little-known secret: For circles up to 100, Google+ allows you to "Also send e-mail." This can be a great way to build tightly segmented lists.

Depending on your audience, Google+ may still be the best way to connect with your customers.

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

Last Month's Trivia:

What were the first featured menu items at McDonald's

The correct answer was

b) Hot Dogs

Now, here's this month's trivia question.

The winner will receive a \$25.00 gift card to Dunkin Donuts

At the end of the Pixar Movie Toy Story 3, who owns Woody?

- | | |
|-----------|-----------|
| a) Hannah | b) Sid |
| C) Andy | d) Bonnie |

Call us right now with your answer!
781 276 4567

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UP TO \$2000.00 REWARD

\$20 gift card for each qualified referral that results in a meeting with the decision maker- whether or not they become a customer.

BONUS!

If the referral signs an annual contract with us, you receive your choice of the following:

- Up to \$1000* paid directly to you.
 - Up to \$2000* of free service
 - Up to \$2000* donated in your name to the charity of your choice.
- *Total compensation based on the size of the referred contract.