



# Connectability Corner

PUTTING THE PIECES TOGETHER.

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## Security Made Simple!

Multi-factor authentication (MFA) is a great security tool! It's offered by most online accounts, it's simple to set up, and it immediately improves the security of any account it is configured on. Unfortunately, if you have MFA configured on many sites, it can be time-consuming referring to the app on your phone each time you need to access an account.

Thankfully, there's a simpler way that won't compromise your security. It's called "Single Sign On" or SSO. Basically it is a service that allows you to configure access to ALL of your MFA accounts through one portal. You only need one password, and one "token" to get into every account.

A cybercriminal would still need the MFA token on your phone to access your account, but you only need to enter your password and token once to access all accounts. Unless you lose your phone and someone gains entry, or someone "clones" your device, there is no way for them to get in.

Want to learn about implementing an SSO solution? Give us a call at 416-966-3306, or email our VP, Brad Shafran: [brads@connectability.com](mailto:brads@connectability.com) and we will be happy to help!

## January 2022



This monthly publication provided courtesy of Ted Shafran, President of Connectability



## The Best IT-Related Resolutions For The New Year

The past couple of years have been difficult for just about everyone.

Business owners and entrepreneurs have had to adapt and evolve to survive in an ever-changing climate. There's no telling when or even if things will go back to what we once thought was "normal." As we enter a New Year, many business owners are putting their resolutions in place to survive and hopefully thrive in 2022.

People will focus on plans for growth and ways to bring more profit in for their resolution, but it's important to include tech- and IT-related resolutions as well. Technology might not be an obvious approach to growing a business, but it goes a long way toward making your clients and employees feel more secure about everyday interactions. This can indirectly lead to growth as you improve customer relationships too.

Here are a few tech-related resolutions that we think can greatly improve any business.

### Use Multiple Layers Of Cyber Security Protection

There is no security approach that covers every hole or flaw that cyber security threats are looking to exploit. The best way to keep your defenses protected is to put in place multiple approaches to cover every possible gap. By using multiple programs and layers, you will ensure that every individual component of your cyber security program has a backup to counter any issues.

Your first line of defense should be a firewall. Firewalls help monitor incoming and outgoing traffic and work as a barrier between networks you trust and don't trust. They essentially shield you from malicious or unnecessary network traffic. Multifactor authentication is an important layer as well. This prevents cyber-attacks that come from weak or compromised passwords. With multifactor authentication, you and your employees may have to receive a text to your

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cellphones to prove that the correct person is trying to access the network. This will help prevent the use of employee passwords to gain access to sensitive information.

### Back Up Your Data And Replace Old Equipment

Unfortunately, preventive measures don't always work. An unexpected disaster could cause your network to go down or someone could accidentally delete important files. And if your data is not backed up, you could lose sensitive information, as well as time and money down the road. Customers will understandably be upset if you lose control of information pertaining to them. This could devastate your brand's reputation and cost you customers. If you don't have a backup plan or program in place, you should definitely fix that in 2022.

In addition to backup plans, it's important to have equipment that is up-to-date. Using slow and outdated technology can reduce productivity and will make your job more difficult. If some of your equipment goes down, consider replacing it with something new rather than repairing it. While it might seem more expensive at first, this decision will save you time and money in the long run.

**"If you do not have a backup plan or program in place, you should definitely get one for 2022."**



### Employee Security Training

If you want to run a cyber security-aware business, you'll need to train your employees in security awareness and create a culture that ensures information security. Providing your employees with training related to information security can make them more comfortable and confident in their decision-making. This will rub off on your clients and makes them feel more comfortable about doing business with you. According to information from the UK Information Commissioner's Office, human error is to blame for 90% of cyber data breaches. Getting your employees trained in cyber security awareness can help reduce the chance of human error.

As you lay out plans to make your business more successful throughout 2022 and beyond, ensure that your tech and information security practices are updated. There are simply no downsides to improving your technology and cyber security. Adopting these practices can go a long way toward making your employees and customers feel more comfortable and confident in their decisions.

## Free Report Download:

### The Business Owner's Guide To IT Support Services And Fees

You'll learn:

- The three most common ways IT companies charge for their services and the pros and cons of each approach.
- A common billing model that puts ALL THE RISK on you, the customer, when buying IT services; you'll learn what it is and why you need to avoid agreeing to it.
- Exclusions, hidden fees and other "gotcha" clauses IT companies put in their contracts that you DON'T want to agree to.
- How to make sure you know exactly what you're getting to avoid disappointment, frustration and added costs later on that you didn't anticipate.

Claim your FREE copy today at <https://www.connectability.com/itbuyersguide/>





## Shiny New Gadget Of The Month:

### Keep Cozy All Winter With BioLite FirePit+

Campfires are a Canadian tradition that brings people together to talk, relax or even cook. But the main problem with campfires is the smoke. It gets in your face, hair and clothes – and can ruin an otherwise relaxing evening.

For this reason, BioLite created the FirePit+. This is the upgraded model of their classic FirePit and creates hyper-efficient flames by using patented airflow technology that can erase smoke. FirePit+ is Bluetooth-operated and comes with a mesh screen that allows for visibility from any angle.

It's not just a firepit either. You can put charcoal underneath the fuel rack to turn the FirePit+ into a grill. If you're looking for a device to completely revolutionize your campfire or camping experience, look no further than the FirePit+.

## Don't Give Up On You



As you venture through your business and personal life, you'll have people tell you "no" or that your ideas aren't good enough. But remember: you know your goals, dreams and aspirations better than anyone else, so why would you let their opinions have an impact on your vision? I certainly wouldn't be where I am today if I had listened to all of the naysayers and critics. If you have a dream, don't let anything hold you back from accomplishing it.

After I wrote my first two books, *The Toilet Paper Entrepreneur* and *The Pumpkin Plan*, I approached my publisher and said I had written another book: *Profit First*. They looked it over and said, "Nobody needs another accounting book." I was a little stunned, but I wouldn't let that stop me.

I knew that I had a really strong book, and my mentor at the time told me to "make them regret it," so I doubled down and decided to publish *Profit First* myself. It ended up being a roaring success. I sold so many copies that my publisher reached out to me about buying the book after they had rejected it the first time!

We made a revised, extended edition for Penguin

Books, and it is definitely my most popular book to date. If I had listened to my publisher the first time around, I never would have made *Profit First* or any of the other small-business books I have written since then. I get calls and emails all the time from small-business owners who have improved their businesses through things they learned in *Profit First*. All of the money these businesses saved and the lessons they learned from *Profit First* never would have happened if I had given up on my goal.

If you come up with a product, service or idea that you think can help people in any regard, try to push forward through any negativity or criticism. Critics don't always see the big picture and may use preconceived ideas to form an opinion about your business or idea. If you think you are on the verge of something great, don't let anyone or anything stop you from pursuing your vision. You absolutely cannot give up on yourself. Push on and continue chasing your dreams.

-Published by Mike Michalowicz

### Tech Connect Video Series: MFA is More Important Now Than Ever

Strong passwords are critical to your success. Using a generic password like "1234" or your pet's name will do nothing to prevent unwanted access to your critical accounts. Unfortunately, a lot of employees, and even business owners, tend to ignore this, and choose to use the same easy to remember, and easy to hack, passwords for all of their accounts.

Unfortunately, that means that if one account is breached, ALL of your accounts could be accessible. That's why Multi-Factor Authentication, also known as MFA or 2FA is so important.

Want to learn more about MFA and how you can lock down your business? Check out our video on MFA now. To watch, go to YouTube, look up Connectability IT Support and find the video "**Multi Factor Authentication is More Important Now Than Ever**" OR go to our website at [www.connectability.com](http://www.connectability.com), hover over "Resources & Videos" and select "Videos".

## ■ Work Smarter, Not Harder

In many cases, entrepreneurs try to do as much work as possible in order to meet their standards and succeed in their industries. Sometimes, these entrepreneurs do way more work than is necessary.

Unfortunately, this may involve more busywork, on a daily basis, which will put any entrepreneur on the fast track to burnout and may even reduce profits.

If you feel like your days are bogged down with busywork, you should look into business automation tools. These will help get your business back on a profitable track while also alleviating stress. Automation tools are available to boost nearly any aspect of a business. Google Workspace and Office 365 can

help with various tasks, Mailchimp and Constant Contact can make emailing a breeze and FreshBooks can help automate billing. If you're not using any automation tools in your business, you should start now. Do your research and find the programs that will benefit your business the most.

## ■ The Keys To Quality Content Marketing

If you're interested in starting a marketing campaign, you're probably wondering how to make the best possible content. A strong marketing campaign does not rely solely on flashy images and strong keywords. There are a few things you need to do to ensure that your marketing content is quality.

Start by deciding on a few potential topics and performing extensive research. Use Google

Trends or similar sites to find related keywords that will expand your search. You also need to brainstorm ideas related to your keywords and research.

It's also very important to focus your research on areas that relate to your clientele. A marketing campaign will never be strong if your customer base can't connect with it. In addition, your title should be clear and thought-provoking while using strong keywords that drive search engine optimization.

Put your content together and design it before finding the perfect place to publish. Take advantage of social media to help expand your audience. By following a proven system, anyone can create widespread and meaningful content for their campaign.

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

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 gift card to Starbucks. Ready? Call us right now with your answer!

**Now the world's most hated font, Comic Sans was first used in what Microsoft product?**

- a) Microsoft Bob
- b) Clippy the Office Assistant
- c) Microsoft 3D Movie Maker
- d) Microsoft Plus! For Windows 95

**Call us right now with your answer!**  
**416-966-3306**

# SISTERING

This month we will be donating to Sistering. Sistering is a multi-service agency for at-risk, socially isolated women and trans people in Toronto who are homeless or precariously housed.

Sistering was founded in 1981 by a group of women concerned about the growing number of homeless and transient women in Toronto. They offer 24/7 drop in support, hot meals, crisis intervention and trauma informed counselling to name a few of their services. In 2021 alone, they had 6396 visits, served 67,876 meals, and distributed 99,472 harm reduction resources.

If you want to contribute to Sistering, we would love your help! Email [info@connectability.com](mailto:info@connectability.com) or call (416) 966-3306.