

## Chatter

By Ethan Kross

When you're preparing to make a huge decision, do you debate about it with your inner voice? Whether it's active or not, we all have a voice in our head that can encourage us to do things or discourage us from doing them. It often comes through as either a coach to pump us up or a critic to tear us down. Chatter takes an in-depth look at the voice in our head and how we interact with it. An acclaimed psychologist, Ethan Kross tells stories from real-world case studies and explains that we have the tools to make our inner voice work in our favor. If you've been trying to control your inner voice or strengthen the encouraging voice, this is a must-read for you.



## The IT Services Model Where Everyone Wins – And The One Where You Lose Big

If you're a business owner, there's probably a good chance you spent time figuring out the IT needs of your business. It's not as easy as searching online and picking the cheapest option or the company with the best reviews. The cheap option may not provide the services you need to keep your business at the top of its game, and the best-reviewed business may be too expensive or offer services that are completely unnecessary for your business.

To put it simply, if you want to get the most out of your IT support services, you must do some research. If you haven't spent a lot of time in the world of IT, it can be difficult to figure out where to even begin with your research. If you've found yourself in this situation previously or are preparing to open a new business and are interested in your IT support options, we've got you covered. We've put together the three most common forms of IT support and explain

the benefits and draw-backs of each so you can confidently decide on the best option for your business.

### Managed IT Services

In this option, the IT services company takes over the role of your in-house IT department for a fixed and agreed-upon monthly rate. They'll install, support and maintain all the users, devices and PCs connected to your network on a routine basis. They will even take care of your hardware and software needs for an extra cost. If you're trying to plan for a monthly budget or want routine maintenance and IT support, this option will work wonders for your business.

It's my sincere belief that the managed IT approach is undoubtedly the most cost-effective and smartest option for any business. With managed IT services, your business will

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be protected from IT-related problems, and they will keep your systems up and running. They can prevent common "disasters" such as lost devices, hardware failures, fires, natural disasters and a host of other issues that can interrupt or outright destroy your IT infrastructure and the data it holds.

### Technology As A Service

Another option that might work really well for your business is using a company that offers technology as a service. With these companies, you'll get everything that managed IT services offer but with the addition of new hardware, software and support. This service ensures that your business is always up-to-date with the newest software and hardware. The greatest benefit of technology as a service is that you'll avoid the heavy cost of new hardware and software when you need it,

but you will be paying far more for the same hardware and software over time. You'll also need to pay attention to the services they offer to ensure they can provide what you need and that it does not cost extra.

### Time And Materials

Time and materials are often referred to as the "break-fix" method. This essentially means that you pay an agreed-upon hourly rate for a technician to "fix" a problem when something "breaks." It's a simple and straightforward way to pay for IT services but often doesn't work in your favor and can lead you to pay more for basic services.

I would only recommend the time-and-materials approach if you already have an IT team and you need additional support for a problem that your current IT team doesn't have the time or

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expertise to handle. Under the break-fix model, the IT company has no immediate need to stabilize your network because they are getting paid hourly. The break-fix model is unable to supply ongoing maintenance and monitoring, which computer networks need to stay secure.

Choosing the right IT option for your business can take time and is certainly not something you want to rush into. Take your time and do your research to find the best option to fit your needs. If you're unsure of where to even begin – or need some help navigating the sometimes confusing world of IT support – give us a call. We would be glad to help you find the IT support you need.



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## Cartoon Of The Month



"... and Brian, down there, is just here to even out our grid."

SHINY NEW GADGET OF THE MONTH

**Desklab Portable Touchscreen Monitor**

The pandemic has caused more Americans to start working remotely for their employers than ever before. If you're working from home, you want to make sure you have the best devices available. One of the best things you can add to make your work more efficient in your remote workplace is another monitor, and there are few monitors out right now that can compete with the Desklab Portable Touchscreen Monitor. This monitor gives you an extra screen to work with as well as a 1080p touchscreen. You'll be able to expand your desktop, laptop, phone or tablet to become a second portable touchscreen. The monitor is lightweight and requires no setup, so it's ready to go whenever you need it.



**Recruit And RETAIN Gen Z Employees**

According to a report published by Statista Research Department, there are currently over 67 million Generation Z residents in our country. Many of them have recently joined the workforce or are preparing to join in the next few years. If you're wanting to recruit this generation to your workplace and keep them there, your company will need to offer a few incentives that appeal to that generational group.



According to an Allegis Group Survey, Gen Z employees are looking for workplaces that offer career development, work flexibility and other creative perks like student loan assistance. Most employees from this generation also want to work for an employer that is socially responsible, diverse and inclusive. Try implementing these tactics to attract and retain Gen Z employees.

**Building Your Marketing Plan – Where Do You Start?**



A strong marketing strategy is one of the most difficult things for a new business to implement correctly. Many new business owners know how important marketing is but are unsure of how to make their plan successful. My good friend Allan Dib wrote a book titled *The 1-Page Marketing Plan* to teach business owners how to quickly market their business.

Allan explains that one of the biggest mistakes new business owners make is trying to ensure that their marketing plan is perfect from day one. It's impossible for your marketing to truly be perfect since it's iterative and needs constant optimization. Instead of trying to make your marketing perfect, just try to get it done. Feedback will tell you what worked and what didn't, and you can adjust your strategy based on that.

Before you can even start planning your marketing strategy, there are a few things you need to figure out first. Before anything else, you need to figure out who your audience is. This will allow you to find a certain niche that will help you build a solid marketing plan. If you

try to target everyone as your audience, you'll end up targeting nobody.

Furthermore, Allan explains that once you have found your target audience, you need to create a message that resonates with them. Test your ideas on your current customer base, and if you find one that fits, implement the wording into your marketing campaign. Don't try to sell in your advertisements; instead, have them fill out a form or give your business a call.

Once you've found your target audience and crafted your message, you'll need it to find the perfect place to broadcast. Through your research in finding your target audience, you should have a general idea of where to publish any marketing. Don't be afraid to use multiple platforms to reach a wide audience.

Allan is a best-selling author and an extremely successful marketer. He's helped over 500,000 businesses achieve rapid growth and (in my opinion) is one of the best minds in the business. If you're needing more marketing advice from one of the masters of the craft, check out his book, *The 1-Page Marketing Plan*



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of Profit first, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including 'Get Different' and 'The Toilet Paper Entrepreneur'. Mike is a former small-business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test. He is also a highly sought-after keynote speaker on innovative entrepreneurial topics.