

"Insider Tips To Make Your Business Run Faster, Easier And More Profitably"
presented to you by MACRO Systems LLC



"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. One call does it all!"

Howard F. Cunningham, Jr.
President and Founder
SERVING THE METRO DC AREA
FOR OVER 20 YEARS

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An optimist sees an opportunity in every calamity; a pessimist sees a calamity in every opportunity.

~ Winston Churchill

We're Talking Cloud, And It Ain't About The Weather—Cloud Basics You Should Know

With all of the buzz lately about everything being "in the cloud," you are probably wondering exactly what Cloud Computing is. First, take this easy 30-second quiz to determine if you are currently using Cloud Computing:



Question: Do you use any of the following services in your life?

- ☐ Gmail, Hotmail or other online e-mail services
- ☐ YouTube, Netflix or other streaming videos/movies
- ☐ Constant Contact, aWeber or other e-mail broadcasting services
- ☐ Salesforce CRM
- ☐ Facebook, LinkedIn, Twitter or other social media websites
- ☐ Just about any other website service that does not require you to install a program on your local computer to run

If you answered YES to any of the above services, Congratulations!
You are already using "Cloud Computing" today.

Basically, the web and cloud computing are to storing and processing data what the electrical grid and electric company are to plugging in your coffee maker: For some this could be a convenient and less expensive (but not always) way to access the "computing power" and resources you need to power the tools you use. You plug the coffee maker into the wall and everything just happens in the background to power the machine with electricity for a small fraction of the cost that you'd pay if you tried to generate electricity all on your own.

Just recently, Microsoft released Office 365, which is a cloud computing or SaaS solution. The idea is that instead of a business having to purchase one or more servers, heavy-duty computer workstations, the Windows Operating System software, Microsoft Office and the technical support to install, configure and support a network (which can be very expensive), businesses now have the option of simply paying \$6 to \$24 per user per month and to access Microsoft Office via the Internet. While this service appears to be cheap, it's NOT necessarily the best solution for most small businesses. There are elements of this offering that must be considered as well as hidden costs that could ultimately make this cheap offering rather expensive.

Howard says: The Cloud is not the answer for everyone. For a free, no-pressure, no-obligation **cloud readiness assessment**, give me a call 703-359-9211.

**MACRO is a computer science term that specifies a short or simple input sequence which is mapped according to a defined procedure to create a more complex output sequence.
WHEN YOU CALL ON MACRO Systems LLC. ONE CALL DOES IT ALL**

Shiny New Gadget Of The Month: Magic Wand Universal Remote



Harry Potter might be over, but your magic show is just beginning.

This is no ordinary universal remote control. The Magic Wand Programmable TV Remote will learn up to 13 commands from your existing remote controls and map them to particular magical motions. The Wand can learn from any remote in your house, and once you master its 13 movements, you can mastermind a symphony of electronic enjoyment from the comfort of your couch.

With a little practice you can flip the channel with a flick of your wand and twist your wand to turn up the volume. It's compatible with almost all makes of TV, DVR, or really anything with a remote!

No more boring channel changing, now you can be the wizard you've always dreamed of being! Bonus—this one is a lot easier to hide from the kids than a regular-sized remote.

You know you want one...learn more and order yours at www.thinkgeek.com.

J.M. Smucker's Rules For Success

In an article I wrote a while back called *Corporate Culture Counts*, I briefly wrote about the J.M. Smucker Company. I believe this company is an excellent role model to follow for teaching anyone how to successfully run a business today. Founded in 1897, this company now employs over 4,800 employees and is doing over \$4.7 billion in sales. Tim and Richard Smucker are the Co-CEOs for the J.M. Smucker Company and they believe they serve 6 constituents:

*"the consumer, the retailer, our employees, our suppliers,
our communities and our shareholders.*

*We believe if we take care of the first five,
the sixth will automatically be taken care of."*

They live and work by the creed, ***You Will Reap What You Sow***. Here are their rules for achieving success in business:

- Let the Golden Rule guide every decision.
- Don't have secret strategies – make sure everyone knows the strategy and knows their role.
- Have a culture that promises people a better tomorrow based on their good work.
- Don't be content; you're responsible for making things better.
- Doubt your own infallibility.
- Have faith. Believe in a higher force.
- Don't do what you know only for material rewards – be called to your life's work and have a purpose.
- Laugh and have a sense of humor.

In a world where corrupt deception abounds, it is refreshing to have such a prominent company set a great example of just the opposite. But their written words are only a guide to follow; it is your leadership, your example, your culture that will determine your success.



Guest article provided by:

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/



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Give Marilyn a call at 703-359-9211.

Marketing ROI: Are You Measuring?

The Lighter Side...

Never Argue With A Woman

One morning the husband returns after several hours of fishing and decides to take a nap.

Although not familiar with the lake, the wife decides to take the boat out. She motors out a short distance, anchors, and reads her book.

Along comes a game warden in his boat. He pulls up alongside the woman and says, "Good morning, Ma'am. What are you doing?"

"Reading a book," she replies, (thinking, "Isn't that obvious?")

"You're in a Restricted Fishing Area," he informs her.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"For reading a book?" she replies.

"You're in a Restricted Fishing Area," he informs her again.

"I'm sorry, officer, but I'm not fishing. I'm reading."

"Yes, but you have all the equipment. For all I know you could start at any moment. I'll have to take you in and write you up."

"If you do that, I'll have to charge you with Sexual assault," says the woman.

"But I haven't even touched you," says the game warden.

"That's true, but you have all the equipment. For all I know you could start at any moment."

"Have a nice day ma'am," and he left.

These days, the Web gives everyone—B2B companies, consumer brands, consultants, nonprofits, schools, etc.—a tremendous opportunity to reach people and engage them in new and different ways.

Now we can earn attention by creating and publishing online for free something interesting and valuable: a YouTube video, a blog, a research report, photos, a Twitter stream, an e-book, a Facebook page. But how should we measure the success of this new kind of marketing? The answer is that we need new metrics.

I'm critical of applying old forms of offline measurement to online marketing.

There are many ways to track progress such as how people participate in your social networking sites, how many people are reading and downloading your work, and how many are making inquiries about or buying your products and services. Here are some things you can measure:

1. How many people are eager to participate in your online efforts? (You can measure how many people "like" you on Facebook, subscribe to your blog, follow you on Twitter, sign up for your email newsletter, or register for a Webinar).
2. How many people are downloading your stuff? (You can measure how many people are downloading your ebooks, presentation slides, videos, podcasts, and other content.)
3. How often are bloggers writing about you and your ideas?
4. And what are those bloggers saying?
5. Where are you appearing in search results for important phrases?
6. How many people are engaging with you and choosing to speak to you about your offerings? (You can measure how many people are responding to contact forms and making requests for information.)
7. How are sales looking? Is the company reaching its goals? (Ultimately, the most important form of measurement within management teams is revenue and profit.)

* Guest article provided by David Meerman Scott.
Scott's new book **The New Rules of Marketing & PR**
opened people's eyes to the new realities of marketing
and public relations on the Web.
www.davidmeermanscott.com



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A Simple Way To Increase Employee Productivity

How Is A Pawn Shop Like A Good Referral Process?

Have you noticed lately how more and more reality shows are cropping up about finding treasures in your rubble and selling old items for quick cash? Shows like "Pawn Stars" and "American Pickers" have become very popular and are inspiring people to look through all the stuff they have piled up to see if they might have hidden gems they can cash in.

The guys who run the shops work hard. They run around nonstop looking for items to buy, purchase things they *think* they can sell for a profit and then hope for the best.

In many ways, these shop owners are just like you, working hard to find new customers and then taking a chance on new ones that you *hope* will become long-term clients. And this particular exchange of goods for money is similar to a business referral system.

How do you find the treasures (customers) you want in your business? Here are a few ways to get "pickers" working for your business:

- Set up a referral system that encourages existing customers to spread the word about you.
- Run a monthly referral contest that rewards those with the most referrals.
- Include a referral notice and incentive in every invoice or communication with your customers.

Just like the pawn shop owners need to know what they are looking for in a pile of rubble, you need to be sure that your "pickers" have a detailed description of what a good customer looks like for you.

With these systems in place, you'll have new treasures in no time.

According to a University of Utah study, you can increase your efficiency (or your employees' efficiency) by 25% just by adding a second monitor. With multiple monitors, you can get more done since you aren't minimizing and maximizing all day long. Therefore, adding monitors can be a money maker for your company.



The study documentation states that 108 university and non-university personnel participated in a comparison of single monitor, multi-monitor, and multi-monitor with Hydravision display configurations. Respondents edited slide shows, spreadsheets, and text documents in a simulation of office work, using each of the display arrays. Performance measures—including task time, editing time, number of edits completed, and number of errors made, as well as usability measures evaluating effectiveness, comfort, learning ease, time to productivity, quickness of recovery from mistakes, ease of task tracking, ability to maintain task focus, and ease of movement among sources—were combined into an overall evaluation of productivity. Multi-screens scored significantly higher on every measure. Respondents got on task quicker, did the work faster, and got more of the work done with fewer errors in multi-screen configurations than with a single screen.

Consider trying this in your office. Add a monitor or two to your desk and to those of your employees. See what kind of feedback you get and how much more efficient and productive they become when they have the ability to move quicker, use multiple applications at once and no longer have to constantly minimize windows.

Redskins Trivia / Win A Gift Card

This month's question is:

How many Super Bowls have the Washington Redskins won?



Email your answer to marilync@macrollc.com. All correct entries received within 3 business days [after the day the newsletters are mailed] will be placed in a drawing to receive a \$25.00 gift card to Amazon.com. **All previous winners are eligible. PLAY EACH MONTH.**

Congratulations to Mary Wardell last month's winner.