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June 2022



This monthly
publication
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**"As a business owner, you don't
have time to waste on technical
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The Risks of Over-Sharing on Social Media

Social Media has clearly changed how we communicate and connect with one another. While there are a lot of legitimate criticisms of social media. It does allow us to make great connections with people who are not always physically present.

While we don't want to discourage sharing with friends and loved ones, we do want to encourage avoiding oversharing on Social Media, as it can expose a user big time to a Spear Phishing Attack.

Spear Phishing is a hyper-targeted phishing attempt directed at a specific individual

or company. Unlike bulk phishing attacks, spear phishing attackers gather and use personal information about their targets to improve the odds that the victim will fall for the scam. When a user over-shares information on Social Media, it makes it that much easier for cyber-criminals to target them.

Most people think that oversharing means sharing a phone number or address, but it's much broader than that.

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Here are three things that you can do to avoid being a victim of a Spear Phishing Attack:

1. **Remember that nothing posted in public forum is ever truly private.** We recommend that taking a few moments to review all Social Media accounts and update sharing and privacy settings. This will add some layer of protection.
2. **Think about what is being posted and who can take advantage of these posts.** Be sure to think twice before posting. Perhaps pare down some of the information, or maybe privately share information off social media.
3. **Know what Red Flags to look out for when these attacks occur.** Spear Phishing Attacks can be hard to spot, but there can be clues. For instance, they can contain obvious typos, or grammar that just doesn't sound

"Most people think that oversharing means sharing a phone number or address, but it's much broader than that. "

right. Hovering over an URLs to see if they go back to the expected site is another recommendation.

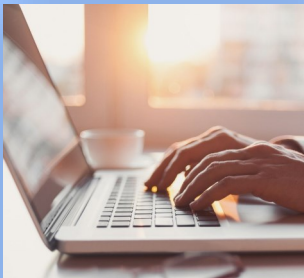
It's important to remember that many hackers aren't targeting a device. They're targeting THE USER as the vulnerability.

So, remember to stay diligent, maintain a level of skepticism, update social media security settings, and most importantly, **THINK BEFORE POSTING!**

These are the strongest defenses from becoming the next victim of a Spear Phishing Attack.



How to Get the Most Out of Microsoft 365



Want to make sure you're getting the most out of your Microsoft 365 subscription?

Here are a few tips and tricks to improve your experience with Microsoft 365 including SharePoint, Teams and OneDrive.

Read the Full Article Here:

<https://www.dpsolutions.com/blog/microsoft365-tips>

Tech Tip

Do people actually fall for those scam phone calls?

Most people who have a phone would probably tell you that a significant portion of calls they receive are these pre-recorded messages telling you about urgent information about your student loan or the expiration of your car warranty or whatever other nonsense they are trying to peddle.

You're probably quite annoyed by it, especially because you don't even know how they got your number or why they keep calling you. Why do you keep getting these calls?

These criminals are just trying to cast a wide net.

It's easy to make a phone call, especially with VOIP and web-based phones. Who cares if 99% of people hang up if you can catch just a few people falling for whatever scam you are running? It can still be tremendously profitable.

And yes...some people do fall for these things.

But sometimes they are calling to see how you respond, possibly to target you in the future, so be careful about engaging with these calls in the first place.

3 Ways To Get Your Life Back



When first starting out in my career, I had a meeting with an executive where I worked that completely revolutionized how I viewed things. While sitting in her office, I noticed a small picture frame on her desk that had a note with the words "eat lunch" on it. I asked her why she had that sign, and she responded by saying that she'd become too busy to eat lunch most days. This scene absolutely horrified me. Work is not supposed to suck the life out of you.

After this experience, I decided to never be in a similar situation, and I wanted to make an effort to ensure that other business leaders never felt like their work controlled every aspect of their lives. I developed three ways for business leaders to reclaim their lives. While doing each one will help in its own way, in order to truly get your life back, you need to do all three.

The first thing you need to do is make personal goals. We're always setting new goals when it comes to our businesses, but we also need to have goals for our everyday lives. These goals must line up with what you want to do when you're away from the office. I know of one CEO who set a goal to be at home when his teenager was off from school at least four days a

week. Figure out what you want to accomplish at home or with your family, and make the necessary changes to ensure that reality.

Just setting goals might not be enough. You also need to schedule personal time. I called one of my colleagues recently, and when he answered, he asked a question about a diaper bag. I felt confused by this at first, but he clarified that he had taken the morning off to bring his family to the zoo since the kids returned to school the next day. Always leave time for yourself and your family. If somebody is trying to schedule your time over one of your personal commitments, tell them you are not available.

The final way to reclaim your personal life is the "delete, delegate, delay and do" method. When you first get a task, just don't do it and delete it. If it's too high of a priority, see if you can delegate it to someone else. If there's nobody to delegate to, see if you can delay. If that's not practical, then just do it.

If you follow these three tactics, you'll see positive results in your personal and professional lives.



Dr. Geoff Smart is chairman & founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.

■ 3 Big Technology Trends For Businesses In 2022

Many of the changes brought forth by the pandemic are here to stay and may even evolve further. The year 2022 is shaping up to be a big one for technology, and you'll want to stay informed if you plan to keep up with any changes in your business.

With more people working remotely than ever before, there's been a greater focus on Internet speeds and usage. Over the next year, we'll experience an increase in 5G coverage as well as rapid development for 6G. Additionally, we're likely to see some growth in the AI sector. It's also imperative that you pay attention to the Metaverse and any impending developments, as the Metaverse

has the potential to majorly impact a lot of industries.

■ Avoid These E-mail Marketing Tactics

E-mail marketing campaigns are performed by almost every company because they're a cost-effective way to reach a large number of potential customers. However, have you ever felt like your campaign was not getting the attention it deserves? Is it possible you did something that actually turned people away from your campaign? You'll want to reconsider your approach if you're doing any of the following:

- Using clickbait subject lines
- Using your e-mails only as a platform to sell
- Sending too many e-mails too often

- Failing to personalize any of your e-mails
- Focusing on company-related content instead of making it relatable

■ Get The Most Out Of Your Products

When you first start a business or develop a product, you're probably trying to figure out a way to maximize its value. Sometimes it's not enough to simply create a great product or service. You need to inject it with the spirit of your company. When you first started your business, you should have written out some core values you never want to forget. Your products should also follow these values and, at times, be the greatest representation of them. Oftentimes, you can showcase this through the design of the product itself and its packaging. When someone first uses your product or service, it should look flawless and work perfectly. When a potential customer first sees your product and uses it, they should have no qualms about the quality or design. They should view your product the same way you ideally view it – like it's the best thing since sliced bread.



“Unexpected error.’ It stopped being
‘unexpected’ after the first ten times