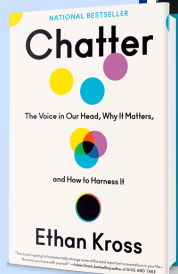


## Chatter

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 are a business owner, there is probably a good chance you spent time figuring out the IT needs of your business. It is 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 have not 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 have got you covered. We have put together the three most common forms of IT support and explain

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

### 1 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 will 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 are trying to plan for a monthly budget or want routine maintenance and IT support, this option will work wonders for your business.

It is 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 be protected from IT-related problems, and they will keep your systems up and running. They can

*continued on page 2*



This monthly publication provided courtesy of Chuck Poole, CISSP, CEO of PalmTech Computer Solutions.

### Our Mission

To equip small and midsize businesses in the West Palm Beach area with a smooth running and seamless IT platform that enhances productivity, improves efficiency, and creates a competitive advantage.

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.

## 2 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 will 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 will 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.

**“If you want to get the most out of your IT support services, you must do some research.”**

## 3 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 is 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 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 are unsure of where to even begin – or need some help navigating the sometimes confusing world of IT support – give us a call at **561-969-1616**. We would be glad to help you find the IT support you need.

**Interested in a FREE Cybersecurity Assessment? Email us at [info@palmtech.net](mailto:info@palmtech.net) for more information!**

**Hackers dedicate time EVERY week to keeping up with security news, trends, and technologies**

**Are your employees doing the same to stay one step ahead?**

Call us about Security Awareness Training for your staff!  
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# AVOID TAX SCAMS

## ACT FAST

The best way to avoid tax theft is to file your taxes as soon as possible.

## RECOGNIZE

Learning the various types of tax scams will lessen the likelihood of you becoming a victim.

- Tax Preparer Scams
- Social Media Scams
- IRS Letter Scams
- Phone & Email Scams

## PROTECT

Prevent criminals from accessing or collecting your personal information.

- Change Your Passwords
- Use Complex Passwords
- Use Two-Factor Authentication
- Don't Overshare on Social Media
- Check Access Control Settings on All Devices



## 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.

## Free Report Download: The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind

Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim! This report reveals the most common ways that hackers get in and how to protect yourself today. Visit:

[www.palmtech.net/10-ways-brief/](http://www.palmtech.net/10-ways-brief/)

### PROTECT YOUR NETWORK

The Top 10 Ways Hackers Get Around Your Firewall And Anti-Virus To Rob You Blind



Cybercrime is at an all-time high, and hackers are setting their sights on small and medium businesses who are "low hanging fruit." Don't be their next victim!

### 'I DIDN'T KNOW'

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines



It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

### You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-sized quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip Of The Week"

<https://www.palmtech.net/resources/cyber-security-tip-of-the-week/>

## Meta-WHAT?! What You Need To Know About The Metaverse



In 2014, Facebook purchased Oculus, a company that designs and produces virtual reality headsets and games.

This would end up being the first step in Facebook's change to their new identity: **Meta**.

Recently, Mark Zuckerberg, the founder of Facebook, unveiled the Metaverse with the goal of creating an "immersive Internet experience" that he hopes will lead to a "world of endless, interconnected virtual communities."

This idea would essentially allow people to meet with each other, play games and even work by using augmented reality glasses or virtual reality headsets. Ideally, people will have virtual office spaces where they can communicate with coworkers and virtual homes where they can host friends for get-togethers. The biggest concern with Meta is privacy. If people are living their lives in a virtual world, how will the information they share be protected? Only time will tell how Meta handles the privacy challenges of the Metaverse, but it's certainly an exciting time in the world of virtual reality.



## It Isn't Luck, It's SEO - Improve Your Conversion Rates Using SEO



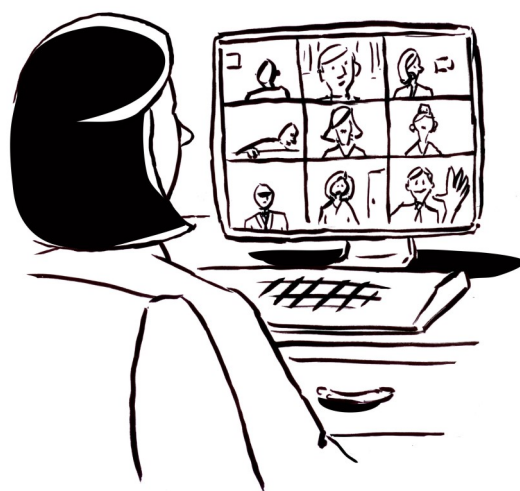
Search engine optimization (SEO) and conversion rates go hand in hand. SEO helps bring people to your website, but conversion rate

optimization (CRO) helps make those visits more meaningful. If you aren't getting the desired conversion rates for your website, there are a few

tips you can implement to get more from your SEO and CRO.

- **Speed Up Web Page Load Times:** If your website does not load within three seconds, there's a good chance that customers won't wait for your site to load.
- **Improve Your Visuals With Creative Designs:** You want your website to grab a user's attention and encourage them to click through the site.
- **Utilize Videos And Visual Aids:** If users are not staying on your website for a long period of time, add some videos. Users are more likely to stay on your site if there are things for them to watch or look at.
- **Use Strong Calls To Action:** A call to action is a great way to connect with your customer base and will make it easier to track the return on your investments.

## Cartoon of the Month



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

CartoonStock.com