

Technology Today

"Insider Tips To Make Your Business Run Faster, Easier, And More Profitably"
Since 1984

37 Years In Business



Computerease turns 37 this year! My father started the company in 1984 and we've been through many transitions. I was recently interviewed by MSP Success magazine about the history of Computerease.

I shared how we've overcome challenges, like embezzlement, to come out stronger on the other side as a 2nd generation, family owned business.

The full article is posted on our website:

www.computer-service.com/magazine

August 2021



This monthly publication provided courtesy of Ryan Haislar, President of Computerease.

"As a business owner, 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 finally and forever!"



George Foreman Gets Grilled On Business & Sales

I'm glad I met George Foreman at an industry conference instead of inside a boxing ring. His formidable size and strength are obvious despite being 72 years old. He's not only a world class boxer, but also a preacher, and an internationally successful business owner and salesman. He might even be more famous for his grill than for his boxing career. He shared his life story and was "grilled" for business and sales tips by eager entrepreneurs hoping to learn from his massive success.

Principles Are The Foundation

Foreman started off by sharing that his childhood was rough. He grew up as one of seven children outside of Houston, Texas. In his teens, he fell into a life of crime. After dropping out of

school at 15, he became a thief and mugger. He recounted the moment when he changed his life path. He was hiding underneath an abandoned house trying to evade police and their dogs when he decided, "I'm not going to be a thief anymore." This change of heart lead him to join the Job-Corp where he found people that introduced him to boxing. Foreman shared with the audience, "Without your principles, you're nothing."

Adapt To Stay In The Game

Foreman had two separate boxing careers, separated by 28 years. Between 1969-1977, he won an Olympic gold medal in the heavyweight division, turned professional and won the world heavyweight title twice. He lost the title to Muhammad Ali in 1974 and retired <continued page 2>

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shortly thereafter. In 1994 at the age of 45 he came out of retirement to win multiple heavyweight championship titles. He is the oldest boxer ever to win the world heavyweight boxing championship. Foreman's final record includes 5 losses and 76 wins.

In between his two successful stints in boxing, Foreman was called to become a Christian minister after experiencing a religious epiphany. He founded a youth center and served his community and people with great passion. Through this experience, Foreman learned how to connect and engage with people. These skills served as the foundation for building a thriving business.

Transitioning To International Business Success

After retiring from his 2nd boxing career at 46, Foreman found himself needing to make money. He received some endorsement deals, but he was on the search for his next adventure in his journey. Instead of simply endorsing a product, Foreman knew that selling his own product would be much more lucrative. Foreman knew he found the right product when his wife tested out an indoor kitchen grill that

produced amazing food.

The George Foreman grill was an instant success. It was a high-quality product, backed by Foreman's sales ability and celebrity. Foreman shared with the audience, "People were buying the grill, but they were really buying me. I remember preaching on the street corner, desperately trying to get people's attention to listen to my message. At first, they ignored me, but then I learned how to grab their attention and keep it. That was the best sales training ever!"

I personally found George Foreman's story inspiring and motivating. He overcame so many challenges and continually reinvented himself, finding success in every venture. As a business owner of a 2nd generation family-owned business, I understand the struggle to adapt and remain relevant. It seems just as you figure one thing out, technology, business, and the world changes. It's a constant challenge facing every entrepreneur. George Foreman is on the search for his next product and business idea, proving that the most successful business owners never stop adapting and growing.

New Section On The Website: In The Spotlight

As part of learning and growing my own business, I have found it very helpful to attend industry events. Continuing education is very important and I've had the privilege to listen to many amazing speakers over the years. I've also had a chance to meet them. These notable people have made a lasting impression for their determination, and I find great inspiration in their stories.

I've previously highlighted these articles in this monthly newsletter, but I've combined them into one section on our website: In The Spotlight. These now famous people were once everyday Americans, trying to work towards their dreams. I periodically go back and read their stories whenever I need some inspiration. Here's some of my favorite memories – in addition to meeting George Foreman, of course!



Mike Rowe - Dirty Jobs



Barbara Corcoran - Shark Tank



Buzz Aldrin - U.S. Astronaut

Check out these articles and more at: www.computer-service.com/in-the-spotlight

Shiny New Gadget Of The Month:



See The World A Little Closer With StarScope

There's something magical about having the ability to bring the world a little closer to you. But the StarScope Monocular isn't magic – it's all science! The StarScope is a compact monocular featuring 10X magnification that can deliver high-quality optics directly to your eye or your smartphone! The StarScope can be attached to virtually any smartphone camera to improve the zoom function, giving you stellar photos. Even better, the StarScope is compact for easy travel; just put it in your pocket or bag and go. And you don't even have to worry about the weather – it's waterproof, fog-proof and ready for your next adventure. Check it out at [Bit.ly/3opQIhz](https://bit.ly/3opQIhz).

Break The Bottleneck

The X-Factor For Exponential Advantage

Breaking the bottleneck starts with asking the right questions. Innovators ask what *could be*, not what *is*. They ask, "How can I find greater potential from every person, situation, process, experience and outcome?"

Before you even start the process, you have to understand the difference between execution vs. innovation. If you focus only on execution, you won't get exponential leverage. Carve out a small amount of time for innovative thinking and you will scale the company. For instance, your planning sessions – whether they're weekly, monthly, quarterly, etc. – should break down this way:

- 90% on execution
- 10% on innovative thinking

One area we encourage people to really think about is industry bottlenecks. What are five industry bottlenecks you face (including your top three competitors)? We like to break it down into five diagnostic levers:

- Eliminating expense
- Customer buying or usage experience
- Customers' psychological barriers
- Winning hearts and minds
- Eliminating negative externalities

For example, when it comes to eliminating expenses, you can look at your top five costs or how those costs relate to your revenue. Your main expense may be labor or, getting more specific, revenue per employee. Of course, you don't want to just eliminate labor – you want to look at ways to increase productivity.

What is getting in the way of customers buying or using your products or services when or how they want to? Write down five industry bottlenecks related to that. Jumping into customers'



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psychological barriers, why might they be embarrassed or unsure about using your products or services? What are five psychological bottlenecks in your industry?

We also look at the hearts and minds. What can you do to win the hearts and minds of a key constituency group that would really propel your company to growth? It doesn't just mean winning the hearts and minds of customers, but those of your workers. Consider Chick-fil-A vs. McDonald's. Chick-fil-A delivers a high level of service because their workforce is happy. Their profit per square foot basis is more than that of McDonald's, and they're only open six days a week.

Lastly, in eliminating negative externalities, look at the "harm" your business may do to things like your community or environment. What can you do to mitigate these things? This isn't always an easy one to figure out or answer – and there might not even be anything. But look for things that have the potential to do harm, whether it is your community, customers or even the business itself.

P.S. See the full Petra Coach webinar for *Break The Bottleneck: The X-Factor For Exponential Advantage* at [PetraCoach.com/break-the-bottleneck-the-x-factor-for-exponential-advantage-with-barrett-ersek](https://petracoach.com/break-the-bottleneck-the-x-factor-for-exponential-advantage-with-barrett-ersek).

Here's How Technology Is Strengthening The Workplace

In the past, many of us were convinced that the in-person workplace was the ideal model to foster company culture and maximize collaboration. While this has plenty of truth to it, even as we look at the world as "post-pandemic," we've learned that we can achieve strong culture and collaboration even through digital workplaces.

Learning this wasn't easy - it required a lot of trial and error. However, remote work environments have opened new doors and allowed businesses to try technologies they might have previously missed or ignored. These technologies include project management software, communication tools and even advanced calendars that allow employees - remote and in-person - to really plan their days.

It's also made businesses rethink cyber security. As more owners went remote, they had to figure out how to keep their business and employees secure. In the past, they may have fallen short in the cyber security

arena, but now, that's not the case. As a result of adopting new technologies and ideas, they've ended up strengthening their businesses for a different kind of future.
Inc., April 13, 2021

A Different Approach To Strengthening Your Revenue

Steven Knight, an entrepreneur and *Forbes* contributor, shares his approach to strengthen revenue and the health of a business. As the creator of solutions and opportunities at Mosaic Home Services Ltd., he offers a keen insight into the topic.

While it is a big topic, he focuses on the "customer." Every business owner needs to ask, "Who do you want your customer to be?" It seems like a simple question, but it's about trying to really understand who your ideal customer should or needs to be. Avoid making assumptions about your customers and who you think you should be targeting.

It boils down to looking at your expertise. It's tempting to offer services that are loosely related to what you already do in order to target

new customers, but you have to ask yourself if it's worth the time and money. Instead, double-down on customers you already serve and serve them well, then look for more. It's not easy, but in strengthening your revenue, you need to determine who and what really matters.
Forbes, May 17, 2021

4 Cyber Challenges To Keep On Your Radar

Infrastructure Attacks. These are on the rise and have the power to disrupt supply chains, as we learned with gas shortages through large parts of the United States in May. Verizon reports that a majority (about 71%) of attacks are about extorting money. The pipeline attack was a ransomware attack.

Greater Persistence. With more people working remotely, more businesses relying on artificial intelligence and automation and more devices connected than ever before, cybercriminals are looking for new ways to exploit all of these areas.

Cybercriminals Working Together. As odd as it sounds, many cybercriminals are working together more than in the past. They rely on black markets and hidden forums where they can buy the latest disruptive tools and discuss tactics.

The Internet Of Things. There are countless devices that are a part of the Internet Of Things, including thermostats, refrigerators and even defibrillators. These devices can be hard to protect from outside intrusion, and users need to be aware of the security present on their devices and avoid those that lack it.

Forbes, May 9, 2021



"This is the third cheese delivery this month. Not only do we have mice, they appear to be tech savvy."