

Make An Impact

Why did you decide to start your own company? When I ask business owners and entrepreneurs this question, they most often answer, "I wanted to make a positive impact in the world."

The same is true for me. Yes, sure, I wanted to be my own boss, do work that brings me joy, create my own systems, have financial freedom ... but the endgame was that I wanted to make things better through my business. I wanted (and still want) to eradicate entrepreneurial poverty. To make the world a better place for me, my family and my community.

I know – with the current state of things, you may be feeling as though your dreams are too lofty and need to take a back seat. Your business has a crisis to survive, after all. But you can accomplish both surviving (heck, thriving) and making an impact – even during a pandemic.

You are closer to your dreams than you may feel right now. They don't have to fall by the wayside.

The biggest impact you can make right now is through HOW you serve your clients and community in the face of one of the biggest challenges in our lifetime.

But you can't do that if you don't have a solid foundation in your business.

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So let's recap what I have been posting about: The Business Hierarchy Of Needs (mikemichalowicz.com/the-business-hierarchy-of-needs) is the key to your business's success right now.

The needs of your customers and clients have likely changed over the last few months and you may feel stuck in, say, the sales level of the Hierarchy. This is why I created the Recession Response (mikemichalowicz.com/recession-response), which addresses the HOW – how to take steps to ensure your first three levels of The Business Hierarchy Of Needs are in place, so you can go ahead and make your impact in the world.

I invite you to visit the Recession Response for tips and tangible, actionable resources to help you maintain your SALES, PROFIT and ORDER levels of The Business Hierarchy Of Needs, because you can still achieve your dream and impact your community in a positive way.

You were put on this earth to have an impact. And that impact is not achieved by sacrificing yourself, or your business. Nail the first three levels of sales, profit and order. Then you can give back to the world and make your impact.

September 2020

Wyant Welcomes Joshua Carson!



Joshua grew up in Kingsley, where he was raised in a heavily tech-oriented family. "My Father worked at an IT Tech Center and my brothers and I grew up tinkering with computers. At a very young age I started building and upgrading my computer for gaming."

He also studied at Cadillac Career Technical Center where he added to his computer skills, learned networking and software while going to high school.

Since then Josh has worked several Help Desk positions, where he provided services to IT admins and customers alike. He specializes in working closely with users remotely to resolve their issues. Josh is very experienced in dealing with Microsoft Office, he has helped users from all around the world solve their 365 issues. Everything from exchange migrations to general Office questions.

Of course his main hobbies involve working on his home computer and network and Joshua says he enjoys swimming. He is looking forward to helping our clients and states that his favorite thing about working in IT is "making customers happy and I enjoy surprising them by fixing odd issues that they figured can't be fixed."



This monthly publication provided courtesy of Tom Wyant, President of Wyant Computer Services.

BlackRock: New Malware Threatens Androids
It masquerades as a Google update, when it is downloaded it then will ask for Accessibility Service privileges. Then it can target all your apps, including banking, navigation, social media, music apps, video players, and more. Stealing your username and passwords as well as your banking information. BlackRock can also send and steal SMS messages, hide notifications, block you from using antivirus apps, act as a keylogger, and more. *Continued on pg. 3*

Staying Mentally Healthy in the Time of Covid-19

It is not too surprising that there has been a huge increase in demand for counseling services since the pandemic started. Not only are people worried about Covid-19 but also their finances, working, not being able to work or wondering when and if the kids are going back to school. I think we can agree that everyone is suffering from added stress, which can lead to emotional and physical anxiety and depression.

Signs of anxiety and depression:

- Changes in eating habits such as overeating or not having an appetite
- Insomnia or sleeping too much
- Distractibility – having a hard time maintaining focus
- Feeling lethargic or unable to settle down

Often, we ignore symptoms thinking “other people have it much worse” or “it will be fine if I just keep going”. These are warning signs that you must pay attention to. If you have 1 or more of these symptoms for more than 2 days, acknowledge that it might be time to take a closer at what is causing these symptoms.

Many of those working from home do not realize that they have gradually increased their workload. Scheduling back to back meetings because they no longer have commute time. Eating at their desk, not taking proper breaks, losing track of time and going over their normal workday hours. Create a work schedule, follow your calendar and set alarms to remind yourself to get up and break away from the screen.



Here are some other things that I have found that can help you take better care of yourself.

- Try to maintain a schedule – we tend to forget to take care of ourselves without meaning to. Make sure you are taking breaks and scheduling meals.
- Prioritize and carve out time to do things that bring you joy.
- Lack of privacy is a big issue now that families are quarantining together. Lock a door, establish a space for yourself.
- Physical health is mental health, attend to your physical self.
- Turn off your devices and give yourself time to fully focus on your exercise.

Continued on pg. 3

Free Cyber Security Audit

One of our techs will come to your office and conduct a comprehensive cyber security audit to uncover potential loopholes in your company’s IT security.

We will prepare a customized “Report”, that will reveal any specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you.

Almost every business we’ve done this for has discovered they are exposed to various threats in one area or another.

To get started and claim your free assessment now.

Call Wyant Computer Services at 231-946-5969

WYANT WORD SCRAMBLE

August’s Answers:

LANDSCAPING, STAYCATION, GENEALOGY, COMMANDER, BASEBALL, ANCESTRY, GARDEN, MAJOR Bonus: CAMPSITE

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HINT: CROP PARTY



**Email your answers to wendy@gowyant.com to enter gift card drawing.*

Mental Health Continued

- Mindfulness and meditation – these terms are overused so much so that their importance can be overlooked. Any type of quiet time is important. Taking time to reflect and consciously release stress is extremely beneficial.
- Ask others for help or “Guilt Free Outsourcing”: It is so important to schedule childcare so that you can take a break from family responsibilities. Date night may be out of the question for most, try to go for a walk or watch the sunset together. If going to the store is too stressful ask a friend if they can grab some things for you the next time they make a trip.

- Try to focus on the things that you have & what you still can do. Stay away from dwelling on the issues you do not have the power to change. Keeping a gratitude journal is mentioned in most every article I have read
- Volunteer! Volunteering to help others, Giving is healthy and gives you a break from dealing with your own stress.

None of us expected to deal with Covid-19 this long. We have put off vacations, missed family get-togethers and are unable to do many of the things that help us keep our sanity.

Please remember to take care of yourself.

Your phone won't alert you if it has a virus!

Signs of a virus: your phone suddenly becomes slow, you notice an unusually high amount of data usage or discover unauthorized in-app purchases. It is time to find it and remove the Malware.

Steps to Remove Virus: Reboot your phone in safe mode (Press and hold **Power** button, then tap and hold **Power off**. Click **Reboot in safe mode**, then **OK**). Go to **Setting > Apps** then select any apps that you did not download or that look suspect. Click **Uninstall**. Next press and hold the **Power** button, then tap **Restart**. To Keep your phone safe update and back up often.

Traverse City Company Falls Victim to a Gift Card Scam

Last week one of our clients called, asking for help, their newest employee had just fallen for a Gift Card scam. I think we have all heard of this type of scam, it has been around for a long time. The difference is that now scammers have access to more data and he received an email that looked like it was from his boss asking him to buy some Gift Cards for the company. The email looked legitimate, he purchased the cards using the company credit card and they ended up losing several thousand dollars.

Of course we checked and made sure that none of the client's emails had been hacked, but beyond that there is not much anyone can do. Thieves no longer need to hack emails, they now use an ever-growing array of social engineering methods to attain data, now they can mimic or even use real emails and caller IDs.

Steps to protect yourself and employees:

1. Educate your employees about fake business emails.
2. Set up specific rules with a list of who can initiate purchases.
3. Enforce transaction limits & a secondary approval process.

Here are the top 3 signs from the Federal Trade Commission that indicate it is a scam:

- If they ask for any type of payment by gift card.
- If it is an urgent/ emergency situation or your last chance to pay a fine.
- If they ask for ID & PIN but do not need the card.

If you have fallen for one of these tricks call the gift card company right away, tell them the gift card was used in a scam. There is a chance, if you act quickly enough, the company may be able to get your money back. Be aware that some companies will not return any money even if the gift card hasn't been used. Remember to keep the gift card itself, and keep the gift card receipt. Also, tell the store where you bought the gift card as soon as possible.

The FTC website below also has phone numbers and instructions for reporting gift card scams.

<https://www.consumer.ftc.gov/articles/paying-scammers-gift-cards>

Here is another link to a great article about someone who was taken advantage of by scammers posing as government officials. <https://thehustle.co/phone-scam-gift-cards/>. It explains how the thieves can go to great lengths to create scenarios that seem legit. They work with a team that transfers the caller from one fake official to another using the names of actual agents, with caller ID's that identify them as such. How can logical intelligent people fall for these scams? They prey on people paralyzing them with fear, by threatening with consequences and constantly reminding them of their authority. This sends their victims into emotional fear.

“These surges of strong emotion serve to interfere with the victim's ability to call on his or her capacity for logical thinking, such as his capacity for counterargument,”
Says Jonathan Rusch, a legal scholar who spent 27 years working on fraud cases at the DOJ.

After reading several articles I have realized that no one is safe from these con-artists. They are pros that have refined this scam to the point that the victims feels trapped and has no other choice but to follow their instructions. No matter how savvy you may think you are remember that it cost Americans over \$50 million in 2018 and that amount grows every year.

by Wendy Roberts





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3 E-MAIL PRODUCTIVITY TRICKS YOU NEED TO KNOW

Turn Off Notifications. Every time you get a ping that you have a new e-mail, it pulls your attention away from what you were doing. It's a major distraction. Over the course of a day, you might get several pings, which can equal a lot of time wasted. Set aside a block of time for reading and responding to e-mails instead.

Use Filters. Many e-mail programs can automatically sort incoming e-mails. You define the sources and keywords, and it does the rest. This helps prioritize which e-mails you need to respond to soonest and which are most relevant to you.

Keep It Short. Most of us don't like to read e-mails – and so we don't. Or we quickly scan for relevant information. Your best bet is to just include the relevant information. Keep it concise and your recipients will appreciate it, and as a recipient, you'll appreciate it as well.

Small Business Trends, April 23, 2020

Techy Top Picks For Your Home Office.

Logitech C920 Pro Computer Webcam: If you are going to be doing a lot of video meetings and don't have a webcam in your laptop this is one of the top picks. It is plug-and-play, with enhanced controls and filters. And you can find it for under \$50.

Plugable Bluetooth Keyboard – \$58 it's foldable so it is easy to get out of the way. It comes with a carrying case so you pack it up and take it with you.

3M Precise Mouse Pad: it has a tracking surface designed for optical mice and a wrist rest for under \$20

JBL Tune 210 - \$20 These inexpensive earbuds have solid sound and a single button for music playback or answering the phone.

Amazon Echo Dot – this item seems to be on a lot of the tech list's under the most "affordable" desktop companion category. For 49.99 the echo gives you voice command access to music, alarms, news /weather updates and answers to silly or important questions.

Canon Pixma TR4520 Printer: \$80 all-in-one that can scan, copy or fax. It also has extra features like two-sided printing and auto doc feeder for multi-page scanning.