







## IS YOUR COMPANY CYBER SECURE?

Cyber attacks targeting small businesses are expected to become more frequent, sophisticated and costly in 2022

Bensinger Consulting is  
**Arizona's Leading  
Cybersecurity Expert®**

We take a multi-layered approach to cybersecurity to help protect you from the newest threats.

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## Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with immediate success. Instead, nobody bought the book on its initial release day. Like most would be in this situation, I felt defeated. I had to think about my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market the book. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I'd love to share the three main steps from this book, as they can help any business's marketing strategy be more engaging and effective.

- The first thing you need to do is differentiate your business from its competitors.

If you rely on word-of-mouth marketing, you'll fail. Instead, you should get out there and use your marketing tools to ensure that people know your business is the best in the industry. Use your talents to stand out from the crowd. Be funnier or smarter than the rest, and consumers will surely take notice of your brand.

- After you get your consumers' attention, you need to attract and engage them. Give your campaign an authoritative, trustful, repetitive or socially significant approach so they feel comfortable using your business.

- Lastly, you need to be direct. After you get their attention, tell them what to do. Develop a call to action so customers and ideal prospects will take the next step. By picking a specific action, you can also measure the results and see how effective your marketing truly is.

Proper marketing can be very difficult to achieve, but with these steps, you will be on the road to business success.



*Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits.*

*Mike is a former small-business columnist for *The Wall Street Journal* and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.*

## Prepare For A Hack Attack TODAY

Every business owner, big and small, should be prepared for a cyber-attack. It's incredibly likely that hackers will attack your company at some point. Luckily, there are five strategies you can implement to better protect your company from hackers.

**1. Hide Your Data:** Keep your data in multiple online locations and separate data between multiple cloud providers to keep it secure. Hackers are likely to give up if it's too much hassle to get in.

**2. Routinely Check Your Finances:** It can be nearly impossible to recover from a hack if too much time has passed. It's not your bank's or accountant's responsibility to keep up with your finances, it's yours. Get in the habit of regularly checking your finances.

**3. Utilize Multifactor Identification:** Make sure your employees use multifactor identification to protect company information.

They should change their passwords often and make them complex.

**4. Avoid Phishing Scams:** Train your employees to not open or respond to any suspicious texts or e-mails.

**5. Watch What You Post On Social Media:** Don't post any information on social media that a hacker could utilize to breach your security.

## Surviving The Great Resignation

The pandemic completely changed how freelancers function. Previously, full-time employees were the most sought-after employees.

With the pandemic and the ensuing labor shortages,

freelancers have been brought further into the corporate world, and it looks like they're here to stay.

Now, if you want to attract freelancers to work for your business, you need to entice them.

One of the most desirable things you can offer a freelance worker is flexibility.

Don't restrict their hours to the usual 9-to-5 — they want freedom, and with proper communication, flexibility can work to your benefit and theirs.

Freelancers often feel disconnected from their team, and you should make an effort to include them as part of the team.

Create an inviting atmosphere and encourage them to take part in team-building exercises.

Lastly, you need to offer competitive pay and stick to it. If you're not paying them enough, they will find someone who will.

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"Tom, as your legal counsel I feel I'd be remiss if I didn't recommend against this one last time."

*Ed Bensinger*