

Windows Server 2003 Set To Expire July 14th!

If your organization is currently running either Microsoft Windows Server 2003 or Exchange 2003 on any servers in your office, you need to know about a dangerous security threat to your organization that must be addressed very soon.

Windows Server 2003 and Exchange 2003 Replacements MUST Be Made By July 14, 2015

Microsoft has officially announced that it will retire all support on the Server 2003 operating system on July 14, 2015. That means any organization with this operating system still running will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing data, crashing your system and inflicting a host of other organization-crippling problems you do NOT want to have to deal with.

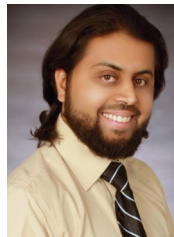
This is such a serious threat that the US Department Of Homeland Security has issued an official warning to all companies still running this operating system because firewalls and antivirus software will NOT be sufficient to completely protect your organization from malicious attacks or data exfiltration. Running Server 2003 will also put many organizations out of compliance.

Unless you don't care about cybercriminals running rampant in your company's computer network, you MUST upgrade any equipment running this software.

FREE Windows Server 2003 Migration Plan Shows You The Easiest, Most Budget-Friendly Way To Upgrade Your Server

During the month of April, we are offering a FREE customized Windows Server 2003 migration plan to all organizations still running this operating system on any computers in their office. At no cost, we'll conduct a full analysis of your network to help you determine what specific servers will be affected by this announcement. Additionally, we will provide a detailed analysis of all upgrade options available to you, along with the pros and cons of each option. While there, we will also assess other security, backup and efficiency factors that could be costing you in productivity and hard dollars. We will then put together a customized Server 2003 Migration Plan specifically for your office.

To schedule your FREE on-site assessment today, call 773-383-5023 or visit www.akacomp.com/server2003 to get started.



"As an organization 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!"

- Abdul K Ahmed,
AKA Comp Solutions

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"How often does he go online?"

Six Easy Ways To Improve Your LinkedIn Profile

LinkedIn is a great social media platform for entrepreneurs, organization owners and professionals. Unfortunately, your LinkedIn profile may not be helping you to create those connections.

So let's tune yours up with six simple steps:

Step 1. Revisit your goals. At its most basic level, LinkedIn is about marketing: marketing your company or marketing yourself. Think about your goals and convert your goals into keywords, because keywords are how people find you on LinkedIn.

But don't just whip out a keyword tool to identify popular keywords. Go a step further and think about words that have meaning in your industry. Use a keyword tool to find general terms that could attract a broader audience, and then dig deeper to target your niche by identifying keywords industry insiders might search for.

Step 2. Layer in your keywords. The headline is a key factor in search results, so pick your most important keyword and make sure it appears in your headline. Then work through the rest of your profile and replace some of the vague descriptions of skills, experience and educational background with keywords.

Step 3. Strip out the clutter. The average person has changed jobs six to eight times before they reach age 30. Sift through your profile and weed out or streamline anything that doesn't support your organization or professional goals. If you're currently a Web designer but once worked in accounting, a comprehensive listing of your accounting background is distracting.

Step 4. Add in some personality. Focusing on keywords and eliminating clutter is important, but in the process your individuality probably got lost. Now add enthusiasm and flair. Share why you love what you do in your profile. Describe what you hope to accomplish. Remember, no one connects with keywords. People connect with people.

Step 5. Take a good look at your profile photo. A photo is a little like a logo. On its own an awesome photo won't win business, but a bad photo can definitely lose business.

A good photo flatters but doesn't mislead. The goal is for your photo to reflect how you will look when you meet a customer, not how you looked at some killer party. The best photo strikes a balance between professionalism and approachability, making you look good but also real.

Step 6. Get recommendations. Most of us can't resist reading testimonials, even when we know those testimonials were probably solicited. So ask for recommendations, and offer to provide recommendations before you're asked. The best way to build great connections is to always be the one who gives first.

Help Us Out And We'll Give You A Brand-New iPod For Your Trouble



We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of April.

Simply refer any company with 15 or more computers to our office to receive a FREE Computer Network Assessment (a \$397 value). Once we've completed our initial appointment with your referral, we'll rush YOU a free iPod Shuffle of your choice as a thank-you (or donate \$50 to your favorite charity ... your choice!). Simply call us at 773-383-5023 or e-mail us at refer@akacomp.com with your referral's name and contact information today!

Shiny New Gadget Of The Month:



The WayTools TextBlade

When we are surrounded by touch-screen mobile devices, sometimes we can get a little nostalgic for a good old-fashioned keyboard. Sure, there are a number of apps that make typing on a touch-screen easier, but tactile feedback is non-existent. Or we want to type something more substantial than a text message or quick email, and we don't want to go through the chore of typing it all out on a small screen. And then it's often hard to find a wireless keyboard that is both practical and truly portable.

The WayTools TextBlade aims to solve these problems. The TextBlade offers a fully-featured and responsive solution—while maximizing portability. Through a Bluetooth connection, you can sync it up to your favorite smartphone or tablet. The lithium polymer battery lasts upwards of a month with average use, and it's quickly recharged via USB. Small but powerful magnets keep it held in place when you're using it and when it's tucked away in your pocket.

It's priced at \$99 and you can find it online at www.waytools.com.

The Importance Of Focus

There are songs about it (think "One" by U2), there are stores named after it (think Pier 1 Imports), and every sports team on the planet says it is number one after an exciting victory. It's good to be number one.

Now think about "two." There are few songs about number two, fewer stores, and I don't believe any team marches around proudly cheering, "We are number two!"

We all know intuitively that being number one means you are the best. And every single entrepreneur in this world aspires to be the best at something. Yet somewhere between our entrepreneurial intuition and our business brain, we lose the focus on being number one.

Instead of excelling at one thing, we think it is "logical" to be offering more and more things to more and more people. We try to become a "one-stop shop," and ultimately our customers just hear the "middle part" and STOP. This leads our business to become a blight of mediocrity.

It doesn't matter what business you are in, your success lies in your ability to become number one. The formula to becoming number one is pretty simple – just do one thing better than anyone else. Not a few things, not a lot of things – just do ONE THING better than anybody else and focus on that. Here are the three things you need to get there:

1. Stop Thinking You Can Do It All – You probably can do it all. You just can't do it all well. Successful entrepreneurs focus in on the one thing they are best at and devote themselves to mastery of it. The rest is assigned to others through partnerships, contracts and colleagues.

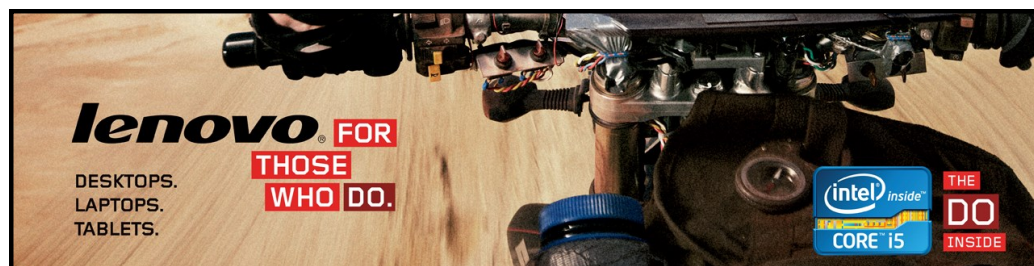
2. Be Bold – When you discover what you are great at. You need to put it out there, BIG TIME. The most important differentiator between the "number ones" and everyone else is that they don't care what all the other people think about them. They care only about what they know to be right, and then put themselves out there unabashedly. When the minority responds feverishly and enthusiastically to your boldness, you have the most significant indicator that you are number one in your niche. Over time that minority will become the majority. Audacity is often the only thing that separates two equally talented entrepreneurs.

3. Teach It – Masters share knowledge. The more you teach, the more you learn about what you are teaching. Others will gain knowledge from you, but also will gain respect for your expertise. As people come to appreciate your abilities, they will crown you king, and all the riches go to the king.

Build a business and be an entrepreneur who is driven to be number one. No longer worry about what the competition is doing, and no longer think about how you can bring in a few more dollars by "just doing a few more things." Instead start worrying about what you are doing to be unique and different. Instead start thinking about the one thing you can do to bring in a king's ransom. Just be humble, for God's sake, and [don't brag to the world](#) that you are number one... that won't serve you well.



MIKE MICHALOWICZ (pronounced mi-KAL-o-wits) started his first business at the age of 24, moving his young family to the only safe place he could afford – a retirement building. With no experience, no contacts and no savings, he systematically bootstrapped a multi-million-dollar business. Then he did it again. And again. Now he is doing it for other entrepreneurs. Mike is the CEO of Provendus Group, a consulting firm that ignites explosive growth in companies that have plateaued; a former small-business columnist for *The Wall Street Journal*; MSNBC's business makeover expert; a keynote speaker on entrepreneurship; and the author of the cult classic book *The Toilet Paper Entrepreneur*. His newest book, *The Pumpkin Plan*, has already been called "the next *E-Myth*!" For more information, visit <http://www.mikemichalowicz.com/>



Does This Password Sound Familiar?

You know the difference between a good password and a bad one. Many of us do like the convenience of a simple, easy-to-remember password that requires no effort to recall and type when we connect to our WiFi network, buy from our favorite e-tailer or use for online bill pay. But many of us also appreciate an added layer of security so we **don't** use an effortless password when sensitive data is on the line.

In a recent study conducted by SplashData, they looked at a sampling of over 3 million passwords (all of which were leaked during a data breach last year). They compiled a list of the most common passwords—and the results weren't all that surprising. **123456** was the No. 1 password used last year, followed by the classic **password**.

While these passwords may have the IT and security crowds shaking their heads in dismay, it's not all bad news. These popular passwords may offer next to no practical security, but according to the study, the 25 most common passwords only represent about 2% of the overall total.

This means most people don't use these passwords—or **qwerty**, or **11111**, or **iloveyou**. The study found more variation among the most popular passwords versus the 2013 study. Is it a possible trend? Are people turning to more imaginative or secure passwords? Maybe, but only time will tell. Even if the study suggests most of us don't rely on overly simple passwords, SplashData's list serves as a reminder to use more secure passwords and to change them regularly.



Who Else Wants To Win A \$25 Gift Card?

The Grand Prize Winner of last month's Trivia Challenge Quiz is **Saman Amir from Chicago!** She was the first person to correctly answer my quiz question from last month: **Which county consumes the most chocolate per person at 26lbs. or 11.9 kg per year?**

a) Belgium b) Switzerland c) United States d) Germany e) Brazil

The correct answer was **b) Switzerland**. Now, here's this month's trivia question. The winner will receive a gift card to a restaurant of our choice.

One famous April Fools' Day hoax occurred in the 1957 when the BBC aired a curious story that tricked quite a few viewers into believing they could grow what?

a) Musical Shrubbery b) Horse-sized Hamsters c) Spaghetti Trees d) Chocolate Potatoes

E-mail Us Right Now With Your Answer!
newsletter@akacomp.com

The Lighter Side:

A Pleasant Drive With The Queen Of England



In 2003, the recently deceased King Abdullah of Saudi Arabia paid a visit to the UK. During the trip, he met with Queen Elizabeth II at Balmoral, the royal family's castle and estate in Scotland. The queen asked then-Crown Prince Abdullah if he would enjoy a tour of the estate. The prince wasn't initially keen on a tour, but he decided it would be polite to accept as a guest of the queen. He agreed.

When their transportation arrived—two regal Land Rovers—the prince stepped into the front passenger seat. It allowed him an exquisite view of the estate and the surrounding countryside. What happened next, he was not fully prepared for. The queen opened the driver's-side door and climbed in. She swiftly turned the ignition, threw it into gear and hit the accelerator.

Keep in mind, women in Saudi Arabia are prohibited from driving.

Also keep in mind, the queen is a *very* experienced driver.

While giving the prince the royal tour, she did not hold back. It was pedal to the metal. As she blasted down the narrow country roads, she remained attentive to her guest and kept the conversation lively. It was an attentiveness the prince felt was misdirected. He pled with the queen to focus on the road. She did not.

Following Abdullah's death in January, Queen Elizabeth takes the throne as the world's oldest reigning monarch at a spry 88. Abdullah was 90.