



The quarterly newsletter of Chi Rho Technologies

tips

Bill's Notes

“What are the odds of that happening?”

How many times have you caught yourself saying that? I am just as guilty as all of you. If you're like me, you've been in business a while and the status quo is an easy and comfortable place. You know the terrain. You know where the potholes are and where the soft, green grass is, too.

But that same comfort can be a silent killer. Regular operations become automatic. Business as usual. And then one day, disaster strikes, and you caught completely unaware. It's never pretty, and it usually costs you money, time and even in some cases, customers.

Ever since September 11, preparedness has been the vanguard of the business community. But many small businesses, yours truly included, have thought that being prepared is something for the big companies to fool with. Too much money...too much time...and what do I really need anyway?

Take a good look around you and figure out what you would miss the most if your business was gone tomorrow. Would you rebuild or just throw in the towel?

Again, if you're like me, you'll be itching to get back on your feet

and get your business rolling. So take stock in what it would take to make that happen quickly.

- Do you have backup of all your customer records? Your financials? Tax records? Permits? Website? Working papers?
- Do you have a plan in place to make sure that needed equipment is quickly available to operate your business and service your client base?
- Can you get your forms, marketing collaterals, and other printed materials printed quickly and correctly?

If you can't answer "Yes" to each of these questions, then you are simply not prepared. You need a plan. That's where we can help.

Working with some of the biggest companies in industry, we understand disaster readiness planning, and can help you put a plan in place that is easy to execute and extremely economical.

Peace of mind is relatively inexpensive. Let us show you how.

☺ Bill



Keep A Sharp Eye

Vision problems are one of the leading sources of complaints among office workers. Common complaints include eye strain and dry, burning or itching eyes. Contributing factors are:

- non-adjustable work stations
- cheap computer monitors.
- poor lighting, glare and shadows.
- uncorrected vision.

Glare on the computer screen can often be caused by sunlight or inappropriate lighting levels. Re-orient the workstation. Purchase an anti-glare screen. Windows can be covered with blinds, drapes, shades or film.



“Back in the Olden Days ...”

In 1956, the first transistorized computer was completed and placed online. Named TX-0 for Transistorized Experimental Computer, where was it assembled?

ANSWER INSIDE



One of our clients contacted us the other day and said, “Help. I haven't formatted a disk since the mid 90's! How do I do it?” It's easy. Insert a diskette into the drive. In Windows, click **Start** then **My Computer**. Right click on the floppy drive, and select **Format**

Marketing Corner

Advertise your next event in the Wall Street Journal!

Sound impossible? Not really. Yes, the Wall Street Journal is pretty picky about the stories they run, but if they receive a properly formatted and constructed press release from you, and it's a story that they have interest in, it's a pretty good bet that your event will get published. The best part is that it is relatively inexpensive to publish a press release.

Chi Rho is a member of PRWeb™, and has specific experience in the writing and publication of press releases for small business. With our help, you can get your press release written, and published to over 80,000 news agencies worldwide. As an added benefit, when your press release is published, it will immediately appear as an entry in Google, which will drive more traffic to your website.

Call us today for a free consultation, and start announcing your events to the world!

Start a Customer Referral Program

Ask anyone in business and they'll tell you that word of mouth advertising is the best. And it's true. Your current customers and employees are the best resources for cultivating potential new customers.

Referrals are now and will always be the backbone of your business. Whether you're a one-person operation or a business with many employees, encouraging your current clients and employees for referrals (and possibly providing incentives for them) is a smart marketing move.

Start with a simple direct mail letter to your existing clients. Don't know what to write? No problem. Chi Rho is here to help.

We have assisted many clients in the development of a Customer Referral Program, and the program itself can be tailored in many ways. Call us today and we'll get you started.

Did you know? That the build-up of dust inside your computer can destroy your system in a very short time? The dust traps heat, and causes the components to fail prematurely, sometimes years ahead of their planned life. Clean your system regularly. Don't know how? Call us!



“Back in the Olden Days ...”

Answer: TX-0 was assembled right here in Boston at the Lincoln Labs at the Massachusetts Institute of Technology. It remained in use into the 60's. It fit inside a reasonably sized room.



Is your website safe?

A while back we got a frantic call from one of our clients. “My webpage has been changed! There's porn up there, and other things!” he screamed. His site had been defaced by a malicious hacker. He wanted to know what to do. Our first question was “Do you have a backup of the entire site?” Unfortunately, his answer was “no”.

Creating and maintaining a backup of your site is a smart move in anticipation of the unexpected. There are a lot of factors that could warrant the use of a backup including defacement, loss of the hosting company (fire, storm) .

Chi Rho has convenient and very inexpensive packages available where we maintain a backup of your site in a safe place. We can even arrange to do periodic backups when your site changes. Call us today for a quote.



Chi Rho Technologies Spirit, Ethics and Talent Combined To Deliver Results

10 Whittier Street
Winthrop, MA 02152

Bill Rice, Owner

Office (617) 846-0035
Fax (617) 207-1274
Mobile (617) 686-6310

Email
newsletter@chirhotek.com

Web
www.chirhotek.com