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News & Info from ...

eSoS

executive stress office support

Newsletter: Vol. 13, Issue 1 - February 2013

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"If you take a lot of time to ask, "how will this pay off," you're probably asking the wrong question. When you are trusted because you care, it's quite likely the revenue will take care of itself."

- Seth Godin

WHAT'S APP?

Biz Marketing Plan - MarketMyBiz is an Australian Government free iPad app that provides a template to help you get started on writing your marketing plan.

Emergency Management and Recovery Plan - MyBizShield is another Australian Government free iPad app that is an interactive tool to help you protect your business from disasters and other emergencies. Search for it at the App store from your iPad.

Google+- Getting started on Google+? This iPad app is fantastic - has a great layout showing recent notifications, a 'newsfeed' with updates from your circles, easy access to your communities and more - it's easier to use than the PC interface! Naturally, also available for android.

Business Card Scanner - CamCard for iPhone allows you to scan up to 20 cards initially then 2 additional each week. You shoot a photo of a business card and the software automatically recognises the text and processes the information into address books fields. Available for iPhone and android there's a lite (free) version or a paid version.

EVENTS

Check here for upcoming

WELCOME!

Welcome to our new subscribers ... and to our first newsletter for 2013! That's right ... the world didn't end on 21/12/12!

I hope you enjoyed your holiday break and are now well and truly back in the swing of things! I found a few great apps over the break so be sure to check our **What's App** side bar! If your business was affected by the January floods then the emergency management/recovery app is for you!

This year I'm hoping to get back to spending more time on my own projects (including the blog and podcast) and getting back to focusing on providing that 150% service level to my clients! I also have a teenager in the house who is going to need much more of my guidance in the coming years!

I think 2012 was a shocking year for most people - mainly around negativity, vindictiveness, defensiveness, self-agrandisement at the expense of others - just a general dampening of the energy surrounding us. So at the start of 2013 I want to say thanks to my clients whose continued use of my services means I can keep living the dream! For that I am so grateful! I'd like to see us all practice a bit more gratitude this year. Unfortunately I've also seen the word 'gratitude' tossed around without much thought for what it really means. Sure we're all grateful for breathing and waking up every morning, for our kids, partners, families, health, whatever. To me that's not gratitude. For me, gratitude is about that feeling you get in your gut - like butterflies - where you are so filled with the joy of the wonderful things around you that it makes you so happy - and *grateful*! - it spills out and touches everyone and everything.

That's my wish for you for 2013 - that you feel more of those 'butterflies' this year - and that you can take a moment to be truly grateful!

Till next time!

Virtually yours

Lyn PB

GRATITUDE DOESN'T JUST HAPPEN
GRATITUDE IS SOMETHING YOU DO ON PURPOSE

*PS: Don't forget:**Click here to be unsubscribed immediately** if you have received our newsletter in error. You can also click here to view this email online.*

Tech Talk

online events, webinars and other interesting happenings!

Webinars/Events:

Feb 13: Mental Health - A Big Issue for Small Business
Feb 15: 10 Things You'll Never Say Again with the Cloud
March 22-23, 2013: AVAC
May 16-18, 2013: OIVAC

Missed an A4VB event? Recordings available from here.

PODCAST

Prefer to get your info via podcasts in the car or while walking/working out? Then check out the Virtual Business Show!

- Knowing When to Leave
- What do I Charge?
- A Question of Ethics
- Carbon Tax - Small Business Has a Voice
- Multi-VA Practices

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BLOG

What's been happening at the blog? Latest articles:

- Show me the money!
- Breaking Up is Hard to Do
- Spring Clean #2
- It's Spring!
- Your Digital Legacy
- So you wanna be a VA?

FROM THE ARCHIVES

What were we talking about in January and February in previous years?

Jan 2007:
Approaching VAs for Work

Feb 2009:
Serviced offices a good

Are you running a blog or site powered by Wordpress? You may be getting a number of comments on your posts along the lines of:

"Greetings! I just read through your blog and we liked it. We were curious if you're going to develop more web content to go in conjunction with this blog?"

or

"Love your site! I'm going to bookmark it now."

Most often there will be a link of some sort included in the poster's details. Another feature is the poster may be using a strange name like "Bolle Sunglasses" or "Lose Weight Now". These are dead give-aways that they are not legit comments!

These comments are known as **CSS Hack Attacks** - CSS meaning "Cross Site Scripting". The commenters are using software to post on your site automatically, without even visiting it. Why? They're hoping they may get a backlink from your site to theirs (or the site they are representing) thereby improving their search engine ranking and getting visitors to their site from yours should people click on their link. Usually the link is to some sort of sales page.

There are a couple of things you can do. First of all ensure that commenting on posts needs to be approved by you before the comments go up. Do this in the **Discussion** section of your **Settings** ensuring that *'An Administrator must always approve the comment'* is ticked beside the *'Before a comment appears'* setting. Then, say, once a week go to your control panel of your blog or site in Wordpress and go through the comments. Legit ones you can approve. Any that look a bit sus you can either spam or trash, or if you don't mind what they say and can't bear not putting what appears to be a positive comment on your site, you can remove the link before posting it.

You can automate this process however with a couple of plug-ins:

1. **Akismet** - possibly the best way to protect your blog from comment and trackback spam. From your plug-ins control panel search for Akismet to find and install it. It's free for non-commercial blogs but you will need an API Key - follow the links in the plug-in settings to get one.

2. **Anti Spam Bee** is another popular plug-in - I've not used it so cannot comment but search for it from your plug-ins control panel.

3. This little plug-in was written by Charly Leetham - one of the best Wordpress people I know! It's designed to stop people being able to post the comment unless they are actually on your site - so that'll get rid of any of those people using automated software. Get it at: http://wordpress.org/extend/plugins/twpw-stop-remote-comments/

(Image credit: Dan Sumner www.dansumnerblog.com)

Java and Mac

We were notified in late-January that if you're a Mac user you may not be aware that in mid-January Apple disabled Java on most of its user's computers to protect them from possible malware that might make user's computers vulnerable to identity theft.

Oracle, the developer, have now released an update to fix the security issue so if you're a Mac user be sure to download and install the update **Java 7 Version 11** if your Mac hasn't already automatically asked you to do so.

Data and Heat

Australia has been sweltering through a heatwave this summer - will your data survive?

idea?

Jan 2010:
Never Stop Marketing

Feb 2010:
Don't get scammed

A good data recovery plan is a must for every business - and our ***What's App*** side bar section this month shares a new Australian Government app for iPad to help you craft one if you don't have a risk management plan in place for your business already. Backing up your data regularly is an essential element of this plan. Recently Business IT shared their tips for ensuring the survival of your data ... primary among them off-site storage of your data, backing up to a removable hard drive and using the cloud!

See the article here.

CONTACT US

Please feel free to contact us in any one of the following ways:

Mail:
PO Box 1200
Warwick Qld 4370
Australia

Email:
lyn@execstress.com

Phone:
0417-648172

Fax:
+61-7-3009-0452

Web:
www.execstress.com

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