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News & Info from ...

eSoS executive stress office support

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QUOTE

"Most people would rather die than think; in fact, they do so."

- Bertrand Russell

PODCAST

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

- Are You Killing Your Online Reputation - Part 1
- Putting the Social back into Social Media
- Social Media a Waste of Time
- Admin work Unskilled?
- Client Purchasing Decisions
- Missed Opportunities

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BLOG

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

WELCOME!

Welcome to our new subscribers.

I've been busy over the last few weeks adding new shows to the ***Podcast*** as promised and it seems that is fast becoming a much more popular way for people to get access to info. I'm going to be switching the newsletter back to four times a year now from this month - meaning the next edition won't be out till September. If you have ideas for shows for the podcast or would like a topic covered let me know and I can research it for you. And don't forget you can subscribe to the show via iTunes - and it is and will remain F^EE!

Mid-year already and it's tax time. This issue we'll be sharing some info on a comparison of small business ***accounting packages*** - if you're still using the old shoebox it's time to upgrade - and perhaps get a VA to help get your records up to date. We can recommend some terrific virtual bookkeepers so contact us for a referral.

Now might also be a good time to review your ***risk management processes*** - what would you do if you lost your computer right now? We share some tips in our article below.

Skip direct to articles using the links in the contents section above left!

Hoping that on the home front the next six months will be busy with home building on our block out west with a view to being in there by Christmas - just getting the finishing touches on plans, and talking to the bank!

Till next time!

Lyn PB

Small Biz Accounting Packages

Accounting for your small business has become a little more complicated - especially after the introduction of the GST. If you aren't using an accounting software package for your business, here's a great comparison by the team at Business IT of the top 7 packages used by Australian small businesses. Packages covered include:

- MYOB
- Reckon
- QuickBooks
- Online
- MoneyWorks
- Xero
- Saasu

Check out the article here.

There's nothing wrong with continuing to use a paper-based system or Excel spreadsheet for your books, but as BIT says there are compelling reasons to switch. Check out the matrix in the article which asks you to consider such things as cost and simplicity, backing up, bulk,

- New Privacy Act in Effect
- AVAC 2014 - Top 15 Things I Learned
- Don't Let an Opportunity Pass You By
- 8 Email Failures

automation and dealing with your accountant. We can recommend some great virtual bookkeepers if you need help switching your systems - contact us for details.

Grammar Tip

Children is the plural of ***child*** so when adding an 's' for the possessive form it's ***children's***, NOT ***childrens'***.

#grammartip

Risk Management - Do You Back Up?

It's not a question of if but *when*. If you work on a computer it will at some point die - potentially taking everything with it. It is after a piece of machinery and with planned obsolesence built into all our equipment, everything is a ticking time bomb. It happened to me earlier this year - but I had a risk management/data recovery system in place and lost nothing of importance and was able to get going again as soon as I had the new hardware. I was also able to continue working for clients with no downtime while I worked on getting the replacement system up and running.

It doesn't have to be difficult. If you are working from home it could be as simple as backing up to a flash drive or external hard drive at the end of each day or week. If you're likely to forget, you can set up automatic backups to happen in the background without you even noticing. If you work in an office your IT department should already have systems in place. Here's the plan I use and some tips for backing up and storage that might be useful for anyone working solo or in a home-based office.

1. **SMS clients or email from your phone immediately you know there's a problem**. You don't want them trying to contact you and wondering why there's no response.

2. **Have backup equipment**. By this I mean a second computer or laptop and keep it updated with antivirus software and Windows updates (if you're running that platform). This might sound expensive, but it's vital if your main workhorse packs it in and you need to keep working.

3. **Ensure your backup computer has everything you need**. This means all the software you would use on a daily basis on your main workhorse. Skype, Dropbox, transcription software, graphic software, audio and video editing software - whatever it is you use to complete work for clients should be on your backup computer.

4. **Backup your data**. How often you do this is going to depend on how often working files are changed. You need to consider how it will affect your business if you had to roll back to last week, yesterday or even earlier today. It's not critical that I do daily backups of client work for example because once it's returned to them I don't really need to keep it on my system. But templates, your email client files (eg Outlook), calendar, contacts, databases, etc are important not to lose - and don't forget your accounting datafiles too if you're using accounting software for your business. I back this particular file up whenever I've finished updating the accounts - usually monthly. I usually backup my client files weekly, and then my entire My Documents folder and

   Pictures folder once a month to an external hard drive. And don't forget your bookmarks too. If you use Firefox as your browser for example, there is an export/import and a backup feature in the Bookmarks menu. Don't forget to backup the system you're working on while you get your workhorse back up and running too as you'll need to transfer files across to it when it's ready.

EVENTS

Check here for upcoming online events, webinars and other interesting happenings!

Ongoing Trainings/Workshops:

Cert 1 Virtual Business Admin
(When you sign up be sure to select 'Lyn Prowse-Bishop' as the referring source!)

Jump Start Workshop - A whole day dedicated to setting up your VA business.

There are also great **training courses** offered by:

Kathie Thomas-VA Directory/A Claytons Secretary

Click here to visit A Claytons Secretary.

VA Classroom - Visit the Training Centre
(Click to be taken to each site for their training offerings.)

WHAT'S APP?

Be The Benchmark - Giving you coaching tips in sound bytes to change your life, your business and your management technique! (originally The Edge)

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So what to use to backup your data? This is personal choice but here are a few suggestions:

- **USB stick** - this is useful for laptops or for your daily, quick backups.
- **External hard drive** - I use this for my monthly backups where I back up my entire My Documents folder and pictures.
- **Server** - this can be a separate computer that you can set up as a central drive for a number of computers on your network.
- **Cloud**- while many people are nervous about cloud-based storage systems (Dropbox, SkyDrive, Google Drive) it is an alternative you can consider.

You should also consider a combination of both onsite and offsite backup - what if there's a fire at the office, or you're robbed? What level of protection you want/need will depend on your own individual circumstances.

You can save time by automating the backups. Some drives will come with software to run in the background updating new and changed files, and there is also third party software. Whatever you use you should also be sure to check it is working properly AND that you can restore from it.

Investing in a UPS (uninterrupted power supply) is also a good idea. I have my main computer, modem and other important equipment connected to a battery backup which also includes surge protection so if we have a brown out I'm not going to lose everything, and have time to properly save and shut down in the event of a power outage.

These are just some suggestions and there's a great article at BIT which goes into much greater depth and also offers suggestions for various business set ups.

Check it out here

Do You Own Copyright in Your Website Content?

A lot of businesses outsource the creation of their website content to third parties. But did you know that unless you have had the creator sign over copyright of the words, logo, and pictures in writing to you, you don't actually own that copyright?

- "I paid for the content, I own it!"
- "But it was my idea, I own it!"
- "We'll just change things around a little, no one will notice."

These are just some of the myths around copyright dispelled in this **great article by Pod Legal** . A must read for anyone looking at having someone else look after website creation.

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