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News & Info from ...

eSoS

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Newsletter: Vol. 11, Issue 4 - August 2011

IN THIS ISSUE

'Intelligent people have more zinc and copper in their hair.' ...I wonder if it counts if I dye it?

BLOG

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

Security of the Cloud
Changing Face of
Business
Government Renews
Attack on Contractors
Caveat Emptor

PODCAST

What's been happening at the Virtual Business Show podcast? Click the titles to be taken to the shows!

Today's VA Magazine
Multi-VA Practices
Q and A with Ken
Phillips
Sham Contracting

Remember : You can

WELCOME!

Welcome to our new subscribers!

August crept up on me so I'm a little late getting this newsletter out! But I wanted to do so before taking a couple of days' break later this week (3-5 August inclusive).

Results of the first comprehensive virtual business industry survey are in and we're compiling them into a report now - see article below for more info. I've also got info on a great tool to "obfuscate" your email address - see below article for what that means! And some popular iPhone/Android apps to make the most of your mobile device.

Don't forget to check the left side bar for updates at the blog and podcast!

Have a great couple of months!

Virtually yours

Lyn PB

PS: Don't forget:**Click here to be unsubscribed immediately** *if you have received our newsletter in error. If you like what you read, share the love and* **forward to a friend** *.You can also* click here to view this email online*. Or you can* **change/update your details** *here.*

A4VB Aussie Chapter Survey

The first comprehensive survey of the Australian virtual business industry has now been finalised and we had a nearly 50% response rate! Anyone who's conducted surveys before will know this is an extraordinary return rate. So thank you to all those virtual business owners who supported the survey.

The results are currently being collated into a comprehensive results report and should be available by September. Watch the Australian Chapter website for updates. If you completed the survey *and* the form at the end of it you will receive a copy of the summary of the results when they become available. The full report will be available for purchase after the September launch date from the site.

Don't forget, head over to our Contact page and sign up to be kept advised of what the Chapter will be doing. You can also find us on Facebook and on Twitter!

Top Apps for your iPhone/Android

A recent Smart Company survey highlighted some of the top apps for entrepreneurs for

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mobile devices.

Here are some recommendations (for iPhone or android devices)*:

App	iOS	Android	Cost	Description
Instapaper	x		$5.49	Read online articles, offline
Twitter	x	x	Free	Keep track of what people are saying about you/your business
LogMeIn Ignition	x	x	$31.99	For remote access to your PC
Dropbox	x	x	Free	For file sharing from your device
Wordpress	x	x	Free	If you have a Wordpress powered site this app allows you to check stats, make blog posts etc from your phone
GoodReader	x		$5.49	Allows you to annotate PDF files
Skype	x	x	Free	For free calls
Flight Track Pro	x	x	$10.49	Lets you sync with flight data and get real time updates on delays
TripIt	x	x	Free/$4.49	Create your itinerary - but doesn't include real time updates
EasyTether		x	$9.37	Connects your PC to your phone allowing you to connect to the internet using your PC internet connection but through your phone
QuickOfficePro	x	x	$15.99	Most iPhone and android devices don't have a decent document suite - this app gives you one
Consume	x		Free	This app ensures you don't go over your data caps by allowing you to check your usage for your mobile, frequent flyer, internet etc
Tasker		x	$6.04	Allows you to set up profiles for your phone - eg meeting (silent), car (hands-free) - and the phone will automatically detect when you are in those locations and set your phone to that profile
Kindle	x	x	Free	eBook reader for Amazon eBooks
Facebook	x	x	Free	Stay connected
PayPal	x	x	Free	
Google Maps	x		Free	

And here's one more - iTalk Recorder which allows you to record dictation and email or upload to Dropbox for transcription.

*Note - I don't have an iPhone/iPad or other mobile device so I can't attest to the suitability of any of these apps. I've not used them but these are the apps the recent Smart Company survey highlighted as useful for entrepreneurs and small business owners.

You'd Better Keep Your Biz 'Viable'!

I attended the NAB National Small Business Summit on Wednesday 27 July (via webcast). Of interest was the presentation by Tax Commissioner Michael D'Ascenzo who on the one hand presented the human face of the ATO and their belief in treating small business as people. On the other, he gave the very clear message that businesses the ATO believe are not viable are going to be weeded out.

With debt ballooning in the economic downturn the ATO is best positioned to make up the shortfall and intend in the coming year to chase the debt of businesses it deems to be not viable. This will be done using a tool developed by the ATO using financial information and its more sophisticated data-matching capabilities rather than the random audit approach. Mr

D'Ascenzo said the tool "operates similarly to the models used by banks in making decisions on the provision of finance or credit". Anyone who's self-employed - particularly a sole operator - will know how 'fair' those models are! I've been declined twice for finance in the last 11 years because a computer told the operator 'no' - despite my business being profitable for the last 9 years.

Read more...

Stop the Spam!

Ever receive a spam/junk email ... from your own address? Or had a friend or colleague complain about the junk you keep sending them? Well here's a tool shared recently on a VA forum to stop spam bots and email address harvesters picking up your email address.

Address Munger is a tool that enables you to obfuscate and mask your email address by using ASCII, JavaScript, and/or image links."Obfuscate"??! This just means "the hiding or concealment of data, making data ambiguous or unreadable except when using a tool that can read the data".

With this online tool you just put your email address into it and you'll receive code to insert into your website so your address shows up but is encrypted.

Go to Address Munger for more information and to try the tool out!

Cafe Press Store

Okay - so just as a bit of fun we've opened a store at CafePress where you can purchase eSOS items! T-shirts, coffee mugs, coasters, bags and notebooks! If you like the support we give and want to spread the word, this is a unique way to do so!

If you want your own CafePress store click here to set one up - or we can do it for you. Just ask.