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Volume V, Issue IV  
April 2012

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# XperText

**“Insider Tips To Make Your Business Run  
Faster, Easier, And More Profitably”**

## Google Apps, Office 365 And Apple’s iCloud: Which One Do You Choose?



With all the hype around cloud computing, you’ve certainly heard about the cloud-based office applications being offered by Microsoft, Google and Apple. All are promising cheap, easy and convenient computing...but are they REALLY all they’re cracked up to be?

The most important thing you need to know is that these are relatively new technologies with new features being added on a monthly, even weekly, basis. And like any new technology, there are things that will not work as well as a very mature desktop application hosted on your machine. If you are a power user of Microsoft Office, you’ll quickly get frustrated when you discover Office 365 can’t perform some of the more sophisticated functions such as creating Macros in Excel or the advanced markup in Word.

Google Apps is a good platform for those businesses that need simple, inexpensive cloud-based collaboration software. However, if your company has been using Microsoft Office for years, you have a big investment to consider since all those documents will change when switched to Google Apps. Therefore, most companies will want to stick with Microsoft Office 365 rather than go through the pain of having all their documents slightly “off.” Additionally, Google Apps doesn’t always play well with certain line of business applications that were designed to integrate seamlessly with Microsoft Office.

Then we have Apple’s iCloud. While this is a cloud-based service, it shouldn’t be compared to Office 365 or Google Apps since it’s geared towards organizing, storing and accessing media (music, videos and pictures). While they do have some applications for e-mail and calendaring, it’s not designed to replace an office productivity suite.

But the war is far from over yet, and in the grand scheme of things Google may resolve all the above mentioned issues. Again, these are new technologies that are changing rapidly; what might be a good choice today could be a second rate choice next week. So which one should you choose? That depends on your own unique situation. No two companies are alike in the way they communicate, store information and work; therefore, it’s important you work with an IT consultant who takes a custom approach to solving your organization’s needs — not a one-size-fits-all company that only sells hammers and treats every client like a nail.



Get More Free Tips, Tools, and Services at our Website: [WWW.XPERTECHS.COM](http://WWW.XPERTECHS.COM)

## Shiny New Gadget Of The Month



Here we are in April...how have you done with your New Year's commitment to "get in shape" or "eat better and exercise more?"

Well, if you have fallen off the wagon, I have some good news for you. And even if you have stuck with it, this little tip can make your efforts even easier.

MyFitnessPal.com provides a FREE online tool for tracking your diet, exercise activity and fitness goals. This site makes it easy to set your weight loss goals and overall nutrition plan. Each day you can log in to track food you eat for a breakdown of calories, fat, carbs and protein of each item. Any exercise activity can be logged and will subtract from your daily calorie bank.

There is also a social element to this site. Much like Facebook, you can ask to "friend" other members, post on a common wall and share encouraging words throughout your journey to good health.

MyFitnessPal.com is easy to use on your computer or via apps available for iPhones and other Smartphone devices.

As the saying goes, "That which is measured improves." By simply tracking and measuring your food and exercise results on a daily basis, you become accountable for everything you eat and for every activity — or lack thereof. Seeing your progress in black and white will surely boost your results!

Check it out:

[www.MyFitnessPal.com](http://www.MyFitnessPal.com)

## How To Get Your E-mail Broadcasts Opened, Delivered And Responded To

Despite all the spam, e-mail is still the workhorse of online marketing. As a business owner, the lure of fast, cheap and easy communication to hundreds if not thousands of customers is too hard to resist. But e-mail is certainly not a "perfect" media. Response percentages are low to non-existent and you can quickly make a lot of people angry if you don't use it properly.



First and foremost, get your customers to give you their permission to e-mail them. Sounds obvious, but many salespeople are using LinkedIn or other sneaky ways to garner e-mails online for prospects they've never met or talked to. If you don't mind making a handful of people REALLY angry with you, this might be an okay strategy. However, if you want to build a good relationship with the people you are trying to sell your services to, then work hard to EARN their attention, not steal it.

So how do you do that? By offering some type of valuable information or entertaining content to them in exchange for their e-mail address. This could be a "how to" webinar, white paper, eBook or buyers guide. For example, a realtor could offer a monthly newsletter on home sales and home values for their neighborhood. A vet could offer a free report on "How To Solve The Top 3 Misbehaviors In Dogs," or "How To Choose The Perfect Cat." A restaurant could offer coupons and specials exclusively for their newsletter subscribers along with recipes and invitations to VIP client events. This type of information should be offered on what's called an "opt-in" page. You can see one of ours by going to:

[www.xpertechs.com/cloud-readiness-assessment](http://www.xpertechs.com/cloud-readiness-assessment)

Once you have their e-mail address, don't abuse it by sending boring, off-target spam. That means you'll have to work hard to consistently come up with good, valuable and interesting content or subscribers will ignore, delete and opt out of your list fast. And finally, make sure you have clear opt-out instructions on every e-mail you send along with your full contact infor-



### Going Green & Reaching Out!

**We need your help!** Now there are two ways to keep up with XPERTECHS' news. Would you take a moment and let us know if you'd like to continue receiving our print newsletter, or if you'd rather begin receiving it via email?

Please, also let us know if you would like us to remove you from our current newsletter mailing list, all-together.

Your response will help us save money, print less, and preserve our environment by cutting back on paper waste.

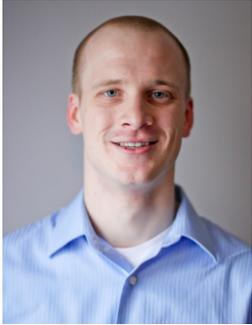
**Help us give back.** Our cost savings will be donated directly to a charitable organization we hope to develop a partnership with in the near future.

Please visit [www.xpertechs.com/charity](http://www.xpertechs.com/charity) and check out some of the current charities we are considering and to sign-up for our email newsletter!

Preferences can be sent to: [marketing@xpertechs.com](mailto:marketing@xpertechs.com)

Or call Chris at (410) 884-0225

## A Note From Chris...



My name is Chris Freeman and I am the new Marketing Manager at XPERTECHS. I'm really looking forward to getting my "hands dirty," expanding our marketing efforts, and getting a chance to meet some of you!

One of my main goals is to generate more leads and grab the interest of potential new customers. There are many ways that the team and I can accomplish this task. One is through direct mail, like the newsletter you are reading right now.

But, our best lead source is referrals. Referrals are a great way to generate new business because they come from a source we trust... YOU!

With that being said, I was wondering if you knew a business owner who:

- ✓ Has 20 or more PCs?
- ✓ Thinks the technology in his or her office is their biggest headache?
- ✓ Recently lost his or her IT guy?
- ✓ Recently experienced down-time?

*I Need Your Help!*

If you answered "Yes" to any of these questions, you may be interested in...

## Our Spring Referral Contest!

For each of your friends with 20+ PCs that you refer to us (and we schedule an appointment with) we will give you **\$50**. If your friend becomes a client we will then give you an **additional \$250**. **That's a total of \$300!!!**  
That's \$300 that could be used to fill up your car!

And, that's still not all! If your friend becomes a client (and spends a minimum of \$1000), we will give them \$100 off their service because they are friends with you!

Your referral will benefit from XPERTECHS' technical experience and proactive support. Through strategic planning we will help maximize the performance and life of their existing hardware and software investments.

## Who Wants A FREE iPad 2?

Here's the deal... **from now until May 7th, the individual who refers the most people will also receive an iPad 2!** That is right!

For each individual you refer, you can receive up to \$300, and are in the running for an iPad 2. It's that simple!

*Looking Forward to your Call!*



## How Do I Participate?

You can visit [www.xpertechs.com/referrals](http://www.xpertechs.com/referrals) and fill out the short referral form, or send your referrals to [marketing@xpertechs.com](mailto:marketing@xpertechs.com). You can also give me a call at 410-884-0225.

We promise to never sell any information that you give us about yourself or your friends, and we will not bother them with random sales calls. We just ask that you let them know that you are referring them to XPERTECHS.

## *“April Showers Bring May FLOODS!”*

### **Does your Business Have a Reliable Business Continuity Plan?**

If you think “data backup” is the same as “disaster recovery” and aren’t sure what “business continuity” means, you’re not alone.

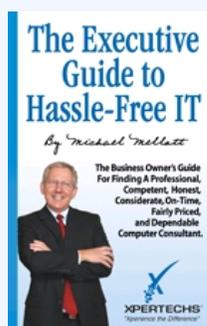
If you are concerned about backing up your company’s data and you want to be absolutely certain you could be back up and running fast in event of a disaster, then this could be one of the most important assessments you do.

There are many resources available to help you create such a plan. To explore some of these resources and talk with our expert team about ensuring a plan for your company go to:

[www.xpertechs.com/backup-audit](http://www.xpertechs.com/backup-audit)  
and sign up for your Free BDR Assessment (worth \$595.00!!)

The first 10 people to sign-up will receive a FREE copy of Michael Mellott’s new book:

### *“The Executive Guide to Hassle-Free IT”*



**HURRY this offer expires  
April 30, 2012**

## **Batman, Alfred And Your Assistant Job Description**

Believe it or not, Batman has more than one lesson to teach entrepreneurs. One of those lessons is the how and why of a dedicated personal assistant—an Alfred. Do you have an “Alfred”? If so, do you utilize him or her properly?

I have posted a brief video to help you learn the four steps you can take to determine whether or not you need an assistant, and how to set that person up to succeed through his or her assistant job description. Check out the video here: <http://tinyurl.com/batmanandalfred>

After you watch the video, here are a few action steps:

- Decide if you really need a personal assistant vs. an employee
- Follow the order of offloading
- Document the position
- Follow the 75% rule
- Share your perspective or ask questions on that page

Here are the key principles to pick up on from this concept:

- Personal Assistants are dedicated to you 100%. Their job is to help you and no one else. If you need someone to focus on a specific part of your business then what you really need is an employee or perhaps a contractor.
- If you don’t follow the order of offloading, you may hire an assistant prematurely.
- A Position Agreement is a documented system that describes in detail what a personal assistant does.
- The 75% rule states that your personal assistant should have tasks that do not require your constant attention for at least three quarters of their work hours.



## **Brings Power Of Cloud Computing To Clients**

After Beta testing for several months, XPERTECHS has on-boarded clients; RBS, Inc., a facilities support services company, and CBO Financial Services, into a full cloud production mode.

Instead of building and maintaining expensive IT systems on premise, they will now simply plug into whatever IT resources they need, and only have to pay for what they use on a monthly basis.

*“RBS had their servers taken to the cloud. This change caused no significant server downtime and no headaches!”* Ana Terreria, Controller, RBS, Inc.

The 3 key business benefits of XperCLOUD:

- Cost savings; significantly reduces capital expenditures for Hardware and Software
- Paying only for what they use on a monthly basis
- Anytime, anywhere access to applications and data from any device

Visit our Cloud website @ [www.CloudITPros.com](http://www.CloudITPros.com) and see why thousands of companies are abandoning their current in-house computer network for this new, more flexible alternative!



Get More Free Tips, Tools, and Services at our Website: [WWW.XPERTECHS.COM](http://WWW.XPERTECHS.COM)