

# TECHNOLOGY TIMES

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

## Here’s A Perfectly Legal Way For You To Save A Bundle Of Money On Taxes While Updating Outdated Computer Equipment, But You Have To Act FAST...

Please forgive me for the headline if it seems a bit “sensational,” but I really needed a way to get your attention about a perfectly legal way to save quite a bit of money on taxes while updating outdated computer equipment that is going to quickly pass you by if you don’t act soon.

Thanks to the **recently updated** tax deduction titled “Section 179 election” (see [www.section179.org](http://www.section179.org) for details), the Federal Government allows you to buy **up to \$25,000** in machinery, computers, software, office furniture, vehicles or other tangible goods and take the full expense deduction in the current year, thereby **REDUCING** your taxable income on your **current year’s tax return**.

It’s important to note that this is significantly less than the 2013 deduction allowances, but is still real money in your pocket! But you have to act now, as once the clock strikes midnight on December 31st, Section 179 can’t help your 2014 profits anymore.

## But Here’s How I’m Going To “Sweeten The Pot” And Help You Save Even MORE Money

In the spirit of saving you money, I've decided to "sweeten the pot" and make the following offer to anyone looking to take advantage of this end-of-year deduction. Call before December 10, 2014, to discuss potential hardware purchases and we will provide you with a full action plan to implement your new technology before December 31st. Purchase new equipment before December 31st and we'll send you a FREE copy of the book 1001 Deductions And Tax Breaks 2014: Your Complete Guide To Everything Deductible - a smart business owner is always looking for more ways to save money!

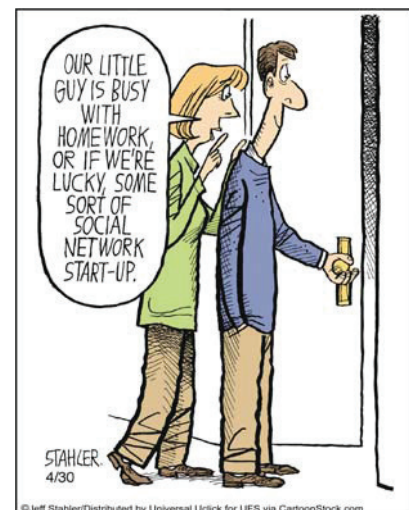


“As a business owner, you don’t have time to waste on technical and operational issues. That’s where we shine! Call us and put an end to your IT problems finally and forever!”  
Bill Wright  
Founder  
WCI Technology Solutions

November 2014  
Columbus, Ohio

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## Two Basic Ways to Determine the Size of Your Market

Understanding the size of a potential market is all-important. If a market is too small, you can't make money, no matter how innovative your products or competitive the pricing. That's where a market analysis comes in. Here are two basic methods:

**Top-down analysis:** Determine the total size of the market and then estimate your share of that market. Here's how a typical top-down analysis might go: "Let's see. I will sell a widget everyone can use, and since there are at least 3 billion potential users, even if I only manage to land 1% of that market I'll sell 30 million apps!"

Sound optimistic? That's how a top-down analysis usually sounds; it's like the stereotypical "2% of a \$1 billion market is \$20 million!" sales forecast made in hundreds of pitch meetings every year.

**Bottom-up analysis:** Estimate potential sales to determine a total sales figure. A bottom-up analysis evaluates where products can be sold, the sales of comparable products and the portion of sales you can gain. While it takes a lot more effort, the result is usually much more accurate.

Here's a quick example. Say you just developed a new external hard drive and want to determine if there is a profitable market that will sustain a real business.

1. Where are hard drives typically sold? You decide to focus on specialty computer stores, at least at first, since landing shelf space at Walmart isn't particularly likely.
2. How many specialty stores are in the US? You determine there are approximately 5,000 (a number we just made up).
3. How many of those stores will be willing to stock your drives? Talk to as many as you can to see if they would be willing to carry your product. If you talk to 100 and 30 claim they will, be conservative and cut that number in half. If 15% of stores actually carry your product, that's 750 stores.
4. How many drives does a shop sell over the course of a year? Say the stores average 200 total drives a year. Every shop carries a variety of drives, so assume you can sell 30 drives a year to each shop.

The final math is easy: 750 shops times 30 drives per shop equals 22,500 drives a year.

The key to sizing up your market is to stay objective and make an honest and unbiased evaluation of how viable your product or service will be. Always go into business with realistic expectations — that way the only surprises, at least where sales are concerned, will be pleasant ones.

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## Free Report Download: What Every Small Business Owner Must Know About Protecting And Preserving Their Company's Critical Data And Computer Systems

### PROTECT YOUR NETWORK

"What Every Business Owner Must Know About Protecting and Preserving Their Network"



Don't Trust Your Company's Critical Data And Operations To Just Anyone!

This report will outline in plain, non-technical English, common mistakes that many small business owners make with their computer network that cost them thousands in lost sales, productivity and computer repair bills, as well as providing an easy, proven way to reduce or completely eliminate the financial expense and frustration caused by these oversights.

Download your **FREE** copy today at [www.thewrightchoice.com/protect](http://www.thewrightchoice.com/protect) or call our office at 614-763-2911.

## Shiny New Gadget Of The Month:



### Pebble Steel

Pebble Steel does more than just tell the time — this smart watch displays e-mail, text messages, caller ID and other notifications from your favorite apps, reading them straight from your iPhone or Android phone. Pebble cleverly vibrates on your wrist to alert you of incoming calls, meeting reminders or approved notifications. Leave your phone in your pocket as you go about your day-to-day activities.

The long-lasting battery life and the easy-to-use design makes this watch both stylish and necessary in this day and age, and its e-Paper screen makes it easy to see in both direct sunlight and even underwater.

Pebble Steel is available on Amazon.com for \$149.99. With this gadget, whose battery can go for a week without charging, the integration of technology in your life will be smoother and much more hands-free.

## Barn Movers

In 1981 Donna and Herman Ostry bought a farm in the small town of Bruno, Nebraska, about 60 miles outside of Omaha. The farm came with a big barn that had been built back in the 1920s and also had a nice little creek that flowed through their property. The creek was both a blessing and a problem for the Ostrys. It was great to have readily available water for their farm animals but it also flooded a lot during heavy rains. The barn floor seemed to always be wet and muddy, and then in 1988 they had a huge flood where the water rose about 30 inches up the side of the barn walls.

The Ostrys desperately needed to move the barn to higher ground, but the cost to contract with a company that has both the capability and equipment to move a barn of this size was prohibitive. One night, sitting around the dinner table, Herman Ostry commented that if he had enough people he could pick the barn up and move it to higher ground. Everyone laughed off the comment as silly ... everyone except his son Mike.

I wonder if “young” Mike knew that people scoffed at the idea of traveling 30 miles per hour on a railroad car. People actually thought that traveling that fast would stop the circulation of the blood. I wonder if “young” Mike knew that Eli Whitney was laughed at when he showed his first cotton gin, that Thomas Edison had to install his electric light free of charge in an office building before anyone would look at it or that Samuel Morse had to plead before 10 Congresses before they would even look at his telegraph (*which revolutionized communication*). Maybe “young” Mike just thought ... **WHY NOT** ... and then he set out to figure out a way to make his Dad’s statement a reality.

*Young, inexperienced, doesn’t-know-any-better* Mike did some calculations and figured out that the barn weighed about 17,000 pounds. He then figured out that he could design a steel grid system that he could place under the barn that would weigh another 3,000 pounds. So, the total weight that would need to be lifted was 10 tons. “Young” Mike figured if he could gather up about 350 people, they would all need to only be able to lift approximately 50 pounds each.

Mike presented his calculations to his dad, and they both thought it would work. Mike and his dad got a little lucky on the timing when they presented their idea to their small town. Nebraska was getting ready to celebrate its centennial, and the town of Bruno had put together a committee of townspeople to decide on different things to do for the celebration. Mike and his dad convinced the town to make the barn moving a part of the celebration. The word got out and over 4,000 people from 11 states witnessed the event.

A little before 11 a.m. on July 30th, 1988, in front of the local television cameras, 344 people moved the barn 143 feet up a gentle slope to its new foundation. All in all, it took 3 minutes to move the barn. So, the next time somebody hits you with an idea that you think is silly or maybe even impossible ... think again, and never discount the **POWER** of **TEAMWORK**.

Relive this idea again in your head. Someone in a meeting says, **“Let’s move a 17,000-pound barn 143 feet up a slope, and do it in less than 3 minutes, using no machinery.”** Now, that idea sounds pretty nuts, ridiculous, stupid, impossible and far-fetched to me. But a need, a desire, a creative mind, a well-designed plan and a giant team, all working together, made it happen.



Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books *How to Soar Like an Eagle in a World Full of Turkeys* and *52 Essential Habits for Success*. Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who’s Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, former President George H.W. Bush, Anthony Robbins and Steven Covey. [www.robertstevenson.org/](http://www.robertstevenson.org/)

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## Microsoft Windows Server 2003 Set To Expire In 2015

Microsoft has announced that as of July 14, 2015, it will discontinue support for its 11-year-old server operating system, Server 2003. This follows in the wake of its recent discontinuation of support for Windows XP this past spring. Failure to upgrade your server off of this operating system dramatically increases any company's cyber-security risks.

With server migrations taking on average 200 days from planning to completion (industry average), if you still have a server running this software active on your network, now is the time to start planning.

End of support for Windows Server 2003 means:

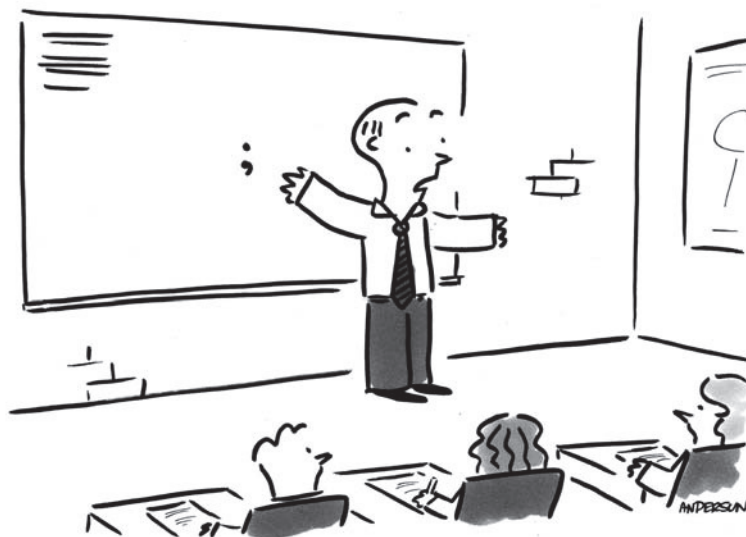
- No further updates or security patches released. 37 critical updates were released for Server 2003 in 2013 alone. No updates will be released after 7/14/15.
- Loss of compliance. Various industry regulations and industry standards will no longer be able to be achieved if you are using Server 2003 actively on your network.
- Increased security risks. Any server running this operating system will be completely exposed to serious hacker attacks aimed at taking control of your network, stealing your data or crashing your systems.

### Free Server 2003 Migration Plan Gets You Started

As your preferred Microsoft Small Business Specialist, we are committed to helping your company by offering a Windows Server 2003 Migration Plan for FREE.

To secure your FREE Server 2003 Migration Plan, call us today at 614-763-2911 or go online to: [www.thewrightchoice.com/server2003](http://www.thewrightchoice.com/server2003).

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"Can anyone, *anyone*, tell me how a semicolon is used other than in emoticons?!"

### The Lighter Side: How Balloons Teach Teamwork



Once, in a seminar of about 50 people, the speaker decided to change his presentation to prove a point. He decided to do a group activity. He gave each person a balloon and asked them to write their names on it with a marker.

All the balloons were gathered up and put into a small room. The attendees were all let into the balloon-filled room and were asked to find the balloon with their own name on it within 5 minutes. As expected, everyone was frantically searching for their name, colliding with each other, pushing around others and creating utter chaos.

At the end of the 5 minutes, no one had found their own balloon.

The presenter then asked the attendees to randomly pick up one balloon and give it to the person whose name was written on it.

Within minutes, everyone had their own balloon.

"This is what is happening in our lives," the presenter explained.

"Everyone is looking frantically for their own happiness, not knowing where it is."

Our happiness lies in the happiness of others. Give happiness to other people, and you shall find your own.

This is the purpose of human life.