

# CST Tech News

## What's New

Passionate NOT Pushy is my new motto.

I recently had a sit-down meeting with a potential new client. I was in the room with four others all of whom would have impact on their decision to hire a new IT firm to manage their technology. My goal was to toot my company's horn about all the great things we do for our clients. The meeting was expected to be less than an hour but after I finished bragging about CST, I answered all their questions, toured the office, I left two hours later feeling like it was a very productive, informative meeting. I was hopeful that they would choose us as their IT Firm.

Six days later, I received a phone call from my primary contact, David (yes, that is his real name). He started out the conversation with saying thanks for taking the time to sit with us and then he said "Gregg thought you were pushy"! Um what? I went on to immediately apologize because that is in no way what I intended. He stopped me mid-apology and said "Lisa, you are not pushy...you are PASSIONATE"! I immediately thanked him for his kind words and told him "PASSIONATE NOT PUSHY" was

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## February 2022



This monthly publication provided courtesy of Shawn & Lisa Brown, Owners



**Our Mission:** CST Group Inc.

To provide outstanding technology services to our customers allowing them to focus on their business.

## It's Time To Wake Up To The Reality Of Cyber Security In 2022

All across the world, hackers are targeting and exploiting security weaknesses and holding data hostage. In May, the Colonial Pipeline was hit by a cyber-attack that disrupted fuel supplies along the East Coast for several days. The company – and the FBI – paid hackers \$4.4 million in Bitcoin to regain control of the system.

Colonial Pipeline was not the only corporation that paid hackers an exorbitant amount of money. The NBA, Kia Motors and JBS Foods have also been victimized by cyber-attacks where hackers demanded millions of dollars. CD Projekt RED, a Polish video game developer, was also a victim of a cyber-attack, but since they had backups in place, they never had to pay the demanded ransom.

While these are all big organizations, that does not mean that small businesses are safe. These stories made the news because companies paid millions of dollars to regain

control of their data. When a small or mid-size business (SMB) gets attacked, they can't pay millions of dollars to recover stolen information. Instead, these hackers will usually go after customer and employee information as well as financial records and statements. When a hacker attacks an SMB, it often ends in the business closing their doors for good.

The year 2021 set a record for cyber-attacks, and 2022 is shaping out to be no different. If you're a business owner, you need to wake up to the reality of cyberthreats and cyber security before it's too late.

Here are a couple of the best cyber security practices you should put into place immediately.

### **Hire A Managed Services Provider, Like CST, For Your IT Needs**

Cyber security awareness has grown over the past five years, but there are still plenty of SMB owners who think

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Or give us a call at 877.954.4100

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there is no need for cyber security measures or that they're too expensive. The simple truth is that every business can be a victim of cyber-attacks. If you think it's too expensive to have your own IT team watching over your cyber needs, think again. Hiring an MSP is one of the best and most cost-effective ways to ensure that your network and information are protected.

MSPs can be incredibly beneficial to any business. They're designed to recognize and fix weak points in your IT infrastructure. MSPs work proactively to ensure that your business is fully protected in the cyberworld. They offer around-the-clock monitoring, data backup and recovery, firewall and network protection, real-time threat prevention and so much more. MSPs provide you with a dedicated team of IT professionals who are available to assist with any IT needs. If you have not looked into hiring an MSP for your business, you need to consider it.

If you're interested in hiring an MSP or want more information about the benefits, reach out to us and we will assist with any concerns or questions you may have.

### Create A Cyber-Secure Culture

Many cyber-attacks stem from employee error or misunderstanding. You need to make sure that all of your employees are aware of the risks associated with cyber-attacks. When you first hire an employee, train them on cyber security. In addition to this, your current employees should go through a reminder course at least once a year. CST offers quarterly Security Awareness Training



(SAT) so reach out if you would like us to implement.

You'll need to inform your employees about the dangers of phishing e-mails and texts, downloading malware, social media scams and password protection. If you have employees working remotely, you should ensure that their devices have security measures built into them. If your employees are informed about the risks, they will be more observant so they can spot any potential threats. Your entire team needs to buy into the cyber-secure culture if you want your training to be effective.

In today's day and age, you can never be too careful when it comes to your cyber security. You need to be proactive and put into effect all of the security measures you possibly can. The year 2021 saw cyber-attacks reach new heights, and it's likely that these numbers will continue to rise even higher this year. Take preventive action and don't let your business add to the cyber-attack statistics. If you're unsure of where to begin when it comes to buffing up your cyber security practices, give us a call, and we will be glad to help.

## 'I DIDN'T KNOW'

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data Breach Or Erase Any Fines And Lawsuits.



It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

## You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-sized quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

Get your FREE "Cyber Security Tip Of The Week"  
at [www.cstsupport.com/signup](http://www.cstsupport.com/signup)

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going to become my life motto, and it has! He congratulated me because this organization chose CST!

I got off the phone with David and advised all the staff of our win for the day and what David had said. It was such an eye opener for me, and I am so thankful to David for being honest with how they felt about the meeting. I appreciate the feedback and if you listen to David tell it, it is hilarious. I did learn a very important lesson though.....sometimes my excitement comes across the wrong way. Yes, I get excited about technology. I LOVE IT and when I talk about everything we can do to make lives easier, provide peace of mind and protect our clients, it apparently can come across as pushy – who knew? Thanks again David and you will be receiving your “Passionate NOT Pushy” mug soon.

I spent the next few days thinking about Passionate NOT Pushy and honestly, that is my life! I have always been excited about the tech world. Everything we do here makes me happy. If you have ever attended a training session or Lunch and Learn I have hosted, you know exactly what I am talking about. Put me in front of a bunch of people that want to learn more about cyber security or excel formula's and lord help them they all come out of it just as excited – Mission Accomplished.

On a separate note, I'd like to welcome our new Level 1 Help Desk Representative, Tyler Ashline. Tyler joined the company in January and is ready to take calls so please make him feel welcome.

On the technology side of things, Shawn, Carrie and Tyler are working hard at deploying some new security software to our clients. This update will happen automatically in the background and will have zero effect on your daily tasks. It will, however, provide another layer of security to ensure we are monitoring and protecting you from the unwanted, unwelcome stuff. Heads up, they may have to call you to get units turned.

As always, have a beautiful February and Happy Valentine's Day from CST!

# Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with immediate success. Instead, nobody bought the book on its initial release day. Like most would be in this situation, I felt defeated. I had to think about my next step. Should I learn how to market effectively or simply give up on my hopes and dreams?

I knew that I wrote a good book and that it would help other entrepreneurs succeed, so it became my mission to properly market the book. The lack of good and effective marketing is what holds many businesses back from reaching their goals.

If you want to beat the competition, you must differentiate yourself from the rest. My book *Get Different* explains ways that you can make your company more visible in the business marketplace. I'd love to share the three main steps from this book, as they can help any business's marketing strategy be more engaging and effective.

- The first thing you need to do is differentiate your business from its competitors. If you rely on word-of-mouth marketing, you'll fail. Instead,

you should get out there and use your marketing tools to ensure that people know your business is the best in the industry.

Use your talents to stand out from the crowd. Be funnier or smarter than the rest, and consumers will surely take notice of your brand.

- After you get your consumers' attention, you need to attract and engage them. Give your campaign an authoritative, trustful, repetitive or socially significant approach so they feel comfortable using your business.
- Lastly, you need to be direct. After you get their attention, tell them what to do. Develop a call to action so customers and ideal prospects will take the next step. By picking a specific action, you can also measure the results and see how effective your marketing truly is.

Proper marketing can be very difficult to achieve, but with these steps, you will be on the road to business success.



Mike Michalowicz has always believed that he had the formula to success and has proven it on multiple occasions. He is the creator of the book *Profit First*, which is used by hundreds of thousands of companies across the globe to drive greater profits. Mike is a former small-business columnist for The Wall Street Journal and served as a business makeover specialist for MSNBC. Mike currently leads two new multimillion-dollar ventures as he puts his latest research to the test.

## ■ Prepare For A Hack Attack TODAY

Every business owner, big and small, should be prepared for a cyber-attack. It's incredibly likely that hackers will attack your company at some point. Luckily, there are five strategies you can implement to better protect your company from hackers.

**Hide Your Data:** Keep your data in multiple online locations and separate data between multiple cloud providers to keep it secure. Hackers are likely to give up if it's too much hassle to get in.

**Routinely Check Your Finances:** It can be nearly impossible to recover from a hack if too much time has passed. It's not your bank's or accountant's responsibility to keep up with your finances, it's yours. Get in the habit of regularly checking your finances.

**Utilize Multifactor Identification:** Make sure your employees use multifactor identification to protect company information. They should change their passwords often and make them complex.

**Avoid Phishing Scams:** Train your employees to not open or respond to any suspicious texts or e-mails.

**Watch What You Post On Social Media:** Don't post any information on social media that a hacker could utilize to breach your security.

We know Holidays have not been the same in the past few years but that is no reason to not celebrate. Everyone who knows the staff at CST, understands our love language is food and snacks. So, in honor of Valentine's Day here is a fun recipe for you to make for your loved ones.

### Valentines Day Cake Batter Fudge

3/4 C french vanilla cake mix powder

1-14oz can of sweetened condensed milk

2 tbsp unsalted sweet cream butter

2 C white chocolate chips

1 1/2 tsp pure vanilla extract

1/2 C Valentines Day sprinkles

1. Line a 9x9 baking dish with parchment paper and lightly spray with cooking spray
2. Using a medium sauce pan, combine the sweetened condensed milk, butter, white chocolate chips over medium heat.
3. Gradually stir until mixture is melted
4. Once melted, remove from heat and mix in the cake mix and vanilla until combined
5. Fold in 1/4 C of the sprinkles
6. Scoop the fudge out of the pot and into the baking dish and top with remaining sprinkles
7. Place the baking dish in the fridge over night before cutting into 1 inch squares.

Be sure to tag us on Facebook with pictures of all your Valentine's Day festivities! #cstgroupinc

Jessica

