

THE HAWK I VIEW



Hawk iSolutions Group, Inc.

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Learn about
Small Business
Server 2003
and how it can
benefit YOU!

The One
Business
Strategy
That Can
Change
Your Life

Your Chance to
Receive 2 Free
Cardinal Tickets
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to the FIRST
THREE RESPONSES

The One Business Strategy That Can Change Your Life

With the millions of books, tapes, strategies, methods on being successful, have you ever stopped to wonder which one of them is most important? Which discipline or skill will have the single greatest impact on our personal and financial success? Which one contributed the most to Bill Gates, Oprah Winfrey, Sam Walton, Donald Trump, Michael Dell, and any number of other mega-successful business men and women?

I don't believe anyone can say for sure, but I do think there is one skill, one strategy, that is at the core or at least tightly linked to every other skill or discipline that is critical to success. I believe that this skill, once mastered, can have the greatest impact on not only your quality of life, but also on your business and your financial success. I also happen to know that it is one of the most difficult skills to master.

What is it? **The discipline of investing your time wisely.**

After all, what is the core talent of any business owner if not the ability to convert knowledge and ideas - through the investment of time - into money?

We all know that we only have 24 hours in a day and 7 days in a week. Time is the great equalizer; no one person can gain an advantage by manufacturing more time. While we all know that "time is money", very few entrepreneurs or business owners actually understand the TRUE value of their time and treat it with the respect and value it deserves.

To prove my point, let me ask you a question: do you really know what your time is worth? I'm not necessarily talking about market place value as in how much



you could actually charge someone for an hour of your time. I'm talking about the value of your time being based on how much you can leverage your ideas, talents, and assets to make money.

Now let me ask you a second question: over the last week, how much of your time did you spend worrying about or doing things that you could have hired someone else to do for you? How much of your time did you spend on tactical, day-to-day mundane activities, putting out fires, or dealing with problems that could have (and should have) been prevented from happening in the first place?

As a business owner, our biggest strength of taking charge and getting things done quickly becomes our biggest enemy. We create our business from scratch, do it all, and develop the "right" way of doing things. Once you get into the habit of doing it all yourself, delegating to others becomes difficult. After all, you KNOW no one can do it as good as you can, right?

Maybe and maybe not; either way, if you mire yourself down with the day to day running, operations, and tactical work of the business, you are severely limiting the amount of money you can make. Let me give you an example...

Ray Kroc, founder of the McDonalds franchise, never went to work IN McDonalds. Instead, he went to work ON McDonalds and

“THE ONE BUSINESS STRATEGY THAT CAN CHANGE YOUR LIFE” CONTINUED FROM FRONT PAGE...

made money on O.P.E. (other people's efforts). Ray Kroc understood the value of his time. He knew that he would be far more successful if he focused on the strategy, planning, and building of McDonalds rather than getting behind the counter to work IN the business. After all, there is a physical limit to the amount of work any one person can do. Focus your time and effort on the wrong activities and you'll end up making very little or no real progress.

If you look at all wealthy and successful business owners, you will find the same common theme. **These people have been able to accomplish great things by focusing their time and attention on only those activities that they do extraordinarily well while strategically and aggressively building systems, hiring employees, and outsourcing those activities that they do NOT do well, that are routine, and mundane.**

So why am I, a computer consultant, writing about the value of your time?

As a business owner and entrepreneur myself, I have devised a program to help my fellow business owners divest themselves of one major area of frustration and time-wasting activity in their business so they can free themselves and their staff to focus on more productive, business-building activities that directly contribute the bottom line.

The area of the business I'm talking about is (of course) the technology that runs your company. E-mail, databases, word processing applications, web sites, access to the Internet, and any other number of business application you use in your business are critical tools that you rely on day in and day out. If these tools stop working, all productive work in your business can come to a grinding halt.

Unfortunately, there is no software, network, or even a stand-alone PC that will function completely problem-free over an extended period of time. If you've owned a PC for more than 10 minutes, you know that computer problems pop up unexpectedly and usually at the most inconvenient times. That's because the constant changes and growing complexity of technology and daily development of new threats such as spam, viruses, spyware, and hackers, make it necessary to perform on-going maintenance from a highly-trained technician - even if you only have a small, 2-user peer to peer network.

Obviously the costs of hiring a full-time IT person are not always feasible, even for companies with 20 to 75 workstations. **Up until now, you only had two options for computer support:**

Option #1: This option is the most common; you designate the most technically-savvy person on staff (or yourself) to

be your make-shift IT manager and only bring in outside help when your "internal guru" runs into a network crisis they can't solve.

Problem is, you are pulling this person away from the real job you hired them to do AND unless they have the time to stay up-to-date on the latest developments in IT support and management, they don't have the skills or knowledge required to properly support and secure your network.

This goes back to my argument earlier about focusing your time on ONLY business-building activities; obviously this is not one of them. To make matter worse, trying to do your own in-house IT support inevitably results in a network that is ill-maintained and unstable, which then results in excessive downtime, overspending on IT support, and expensive recovery costs.

Option #2: This is really foolish but we see it every day: businesses that use their network until it "breaks" and then call in the experts to repair or replace whatever stopped working. This reactive model of network maintenance is a surefire path to extensive downtime, lost data, and excessive spending on IT support, not to mention **major disruptions in staff productivity, sales, cash flow, production, and customer service that can never be recovered.**

Lee Lacocca once stated that he figured the top CEOs might average only 45 PRODUCTIVE minutes per day - the rest of their day was spent fighting off time-wasting activities like a frantic person swatting fustily at an attacking swarm of angry bees.

If you are not performing regular maintenance on your computer network, I can virtually guarantee that your computer network will end up being one of those "angry bees" that shows up on a regular basis to distract you from focusing your time and attention on the more important aspects of growing your business. To learn more about our company and our services please contact our company.

Our goal is to take the IT burden off of your shoulders, so that you will be able to concentrate more on how to make your company grow and become successful. Contact us at the following information for more details.

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Fax: (636) 230-9905



Funny Story...

A new airline pilot had a particularly hard time landing his plane one day due to high winds. Although the landing was successful, he hammered the plane very hard on the runway. Embarrassed by the rough landing, the pilot waited to come out of the cockpit to avoid looking the exiting passengers in the eye. Thinking everyone was gone, the pilot left the cockpit only to find that there was still one passenger on board; a little old lady who was just making her way up the aisle. When she finally got to the pilot she said, "Son, do you mind if I ask you a question?" "Why no ma'am, what is it?" "Did we land, or were we shot down?"

Thanks For The Kind Words...

"I feel confident in HiSG's ability to help us develop an affordable technology program. I feel that they have been with us long enough to develop a consistent approach to both our long and short term needs."
- Joan Holland of Miriam School

Always Carry Something...

Never walk anywhere in the office without a document in your hands. People with documents in their hands look like hardworking employees heading for important meetings. People with nothing in their hands look like they're heading for the cafeteria. Above all, make sure you carry loads of stuff home with you at night, thus generating the false impression that you work longer hours than you really do.

I'd Love To Hear From YOU!

Is there an article you would like to comment on? Is there a topic you want me to research? Have a funny story or a resource you want to share with the other subscribers? Then write to me! We are always looking for new and useful content to add to Hawk I View.

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Can Small Business Server 2003 Fit Your Business Needs?

Lately, many of our small business customers have been asking us what they can do to protect their networks, communicate more efficiently, and improve access to company data. We've shown them how moving to a Microsoft Windows server—based computing environment offers the benefits of enhanced security features, and how centralizing their data allows them to work better together, in and out of the office. As a Microsoft partner, we can help you take advantage of the very same benefits—at a price in line with your budget—with Windows Small Business Server 2003.

A server acts as a central hub for your business. For companies with five or more PCs, a server-based network running Windows Small Business Server 2003 software allows you to:

Keep your business up and running with more security. Save all your company's critical data in one central location, while protecting your network against viruses. Data is backed up automatically and can be easily restored if lost. Enhanced security features help protect your business from viruses and other attacks.

Access data from almost anywhere. Windows Small Business Server 2003 gives team members the ability to find, share, and update files, share fax machines and printers, and use integrated e-mail and scheduling to communicate simply and efficiently. Employees working off-site can access their desktops, save files to your company's intranet, and more, using almost any PC, notebook, or mobile device with an internet connection.

See a quick return on your technology investment. According to a recent survey, participating businesses using Windows Small Business Server 2003 are usually able to recover their hardware and software costs through increased productivity in an average of just two and a half months. (Results published by Microsoft Corporation in the white paper entitled Out-of-the-Box ROI for Small Businesses.)

As an experienced Microsoft partner, we can help you make a transition to a Windows Small Business Server 2003-based network without any significant interruptions to your business. And we'll be there to help ensure you're getting the most out of your investment in a new server. Contact Hawk iSolutions Group, Inc. so we can evaluate your needs.

Voice Over IP Phone Service: Will It Save You Money?

There's been a lot of talk lately about people switching their home phone service to Voice Over Internet Protocol, or VoIP service. If you aren't familiar with VoIP, it simply is a way to route calls over the Internet instead of traditional telephone lines.

For around \$30-\$40 per month, VoIP may seem comparable in price to your traditional phone service. However, VoIP providers usually include features such as call waiting, caller ID, and voice mail for free. Most will also include unlimited long-distance within the U.S. and Canada. If you frequently call friends, relatives, or clients using long distance, this is a great deal. However, if you don't make a lot of long-distance

calls, you probably won't see much in the way of savings. So, let's look at the costs...

To use VoIP, you must have a broadband Internet connection such as cable or DSL. If you don't already have a high speed connection in your home, that will be an added cost you must consider. You will also need a VoIP adapter to connect your phone to your broadband modem. Most carriers will provide the adapter for a small fee.

Once you cancel your traditional phone service for VoIP service, the telephone jacks around your home will no longer work. In order to have phones in different rooms, you will need an expandable cordless phone

system where the base unit is plugged into the adapter and all other cordless handsets receive a signal from the base unit. Further, to receive calls and surf the Internet simultaneously, you'll need a router. If you have a home network, you probably have what you need. Otherwise, budget \$50 for one.

Finally, keep in mind that your phone is now run by the Internet. If your Internet service goes down, so does your phone. For emergency purposes, make sure you have a cell phone back up.

Have questions about VoIP?

Call our office at 636-256-7534 or e-mail me at john@hawkisg.com



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We Make Your
Computer
Soar!

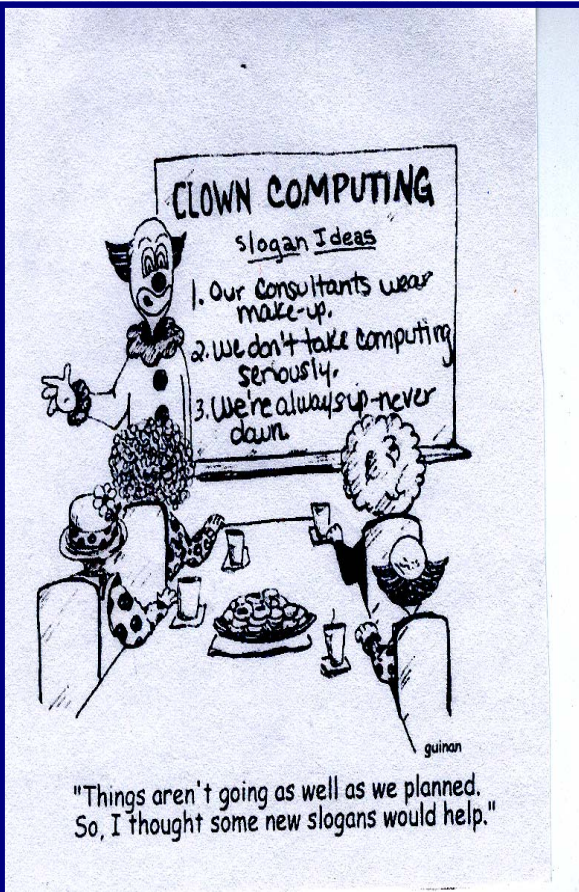
Services We Offer

- PC repair and troubleshooting
- Printer repair and troubleshooting
- Disaster recovery
- System back ups & data protection
- Virus protection & removal
- Network security
- E-mail & Internet setup help
- Wireless networking
- Consulting & support
- One-on-one computer training
- Hardware Sales

ATTENTION SMALL BUSINESSES:

Get all of the computer support you need without the expense of hiring a full time IT staff. Ask about our Small Business Computer Support Program.

Don't Hire This Company For Your IT Support!



Let Hawk iSolutions Group "Take you Out To The Ball Game"!

If you are a baseball fan, don't miss this opportunity to receive a pair of free baseball tickets from HiSG!

Here are your choices for the games:

- Fri., 6/24/05 at 7:10pm vs. the Pirates
- Wed., 6/29/05 at 7:10pm vs. the Reds
- Sun., 7/3/05 at 1:15pm vs. the Rockies

Rules and Regulations:

- Only available to the first 3 Customers
- Must give at least one customer referral with full contact (MUST BE A COMPANY)
- Limit one per customer
- Game choices are first come first serve
- Must respond no later than 6/17/2005



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