

DataGrams

What's New

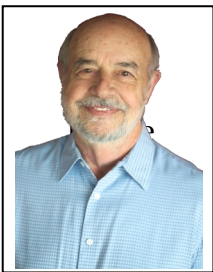
Happy Anniversary Data-Link Celebrating 39 years!

Thank you for trusting us with your computer network over the years. Our success is attributed to your loyalty. We are grateful for the opportunity to serve you for many years to come.

What's Inside?

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March 2022



This monthly publication provided courtesy of Richard Frielink, Founder & President of Data-Link

Our Mission:

To provide IT solutions and services that allow our clients to succeed in an ever changing and challenging business environment.



The Results Are In! Top Frauds of 2021 Crypto Scams Were A Front-Runner

As your trusted advisor in all things technical and cyber-savvy, we would be remiss if we didn't share what the Federal Trade Commission (FTC) deems as the "Top Frauds Of 2021". The number of transactions that take place online in a day, versus over the phone or via direct mail, makes this topic relevant to cybercrime and cybersecurity, both of which are straight down the middle of the batter's box for us.

The report summarizes that 5.7 million people reported fraud, identity theft and bad business practices to the FTC last year, \$5.8 billion dollars is estimated to have been lost. This number is a \$2.4 billion jump from 2020, "the year of covid". Cryptocurrency scams took over \$7.7 billion worldwide (an 81% rise compared to 2020), according to blockchain analytics firm, Chainalysis.

Who was most at risk of fraud?

According to the FTC, more than 2.8 million people reported spotting fraud, one in four said they also lost money. People ages 20-29 reported losing money to fraud more often than people ages 80 and over. While younger people lost money 41 percent of the time they experienced fraud, older adults lost money only 17 percent of the time. But when older people did lose money, they lost a median amount of \$1,500, or three times the median amount younger people lost.

How can you avoid becoming a victim of fraud?

Well, luckily for you, you have a cyber wingman (me) and a team of technology and cyber specialists on your side. For many of you, we already manage and protect your networks and devices.

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You can also keep up-to-date on cybersecurity or on-going scams to by visiting these sites:

- ◆ FTC (consumer.ftc.gov)
- ◆ FBI (www.fbi.gov/investigate/cyber)
- ◆ Investopedia (good for some basic information)

Keep in mind the basic rules of phishing and avoiding scams that we've reported to you over the years .

Remember to ask yourself: do you trust the sender?, does the title of the email look like legitimate business you deal in?, is the email written in broken english? Avoid opening emails and messages that look suspicious in any way.

In 2020, identity theft was reported as the #1 fraudulent activity. Imposter scams ranked #2. Cryptocurrency, covid and stimulus fraud were among the top scams circulating the US last year.

“Cryptocurrency scams took over \$7.7 billion worldwide, an 81% rise from 2020.”



Estimated Total Losses to scams in 2021 – reported by consumers:

- ◆ \$2.3 billion (with a 'B') due to imposter scams (pretending to be someone else or a large, trusted company) up from \$1.2 B in 2020.
- ◆ \$392 million via online shopping, up from \$246 million in 2020.

If you spot a scam, please report it to ReportFraud.ftc.gov If you are victim to a network intrusion, data breach or ransomware attack, CALL US FIRST, then report to your nearest FBI office or tips.fbi.gov.

Statistical data derived from an article written by Bridget Small, Consumer Education Specialist at the FTC published on 02/22/22 on the FTC Consumer Blog found at consumer.ftc.gov and from blockchain analytics firm Chainalysis' blog at blog.chainalysis.com.

Just Because You've Been LUCKY Enough to Avoid a Cyber-Attack Doesn't Mean You're Not At Risk

Claim Your FREE
CyberSecurity Audit

Name *

Email *

Phone

Company

SUBMIT

I know you're tempted to think, "That won't happen to us. We're just a small company. Who'd want to hack us?"

With St. Patrick's Day this month, I want to take a moment to remind you that just because you've been "lucky" enough to avoid an incident like this in the past doesn't mean you're not at risk – in fact, that's a very dangerous way to think.

**Get your FREE AUDIT today:
datalinkmsp.com/NotJustLucky
or Call 630-406-8969**

Client Spotlight

March 1, 1983... Ronald Reagan was president, the average cost of a house was \$82,600, Fraggle Rock debuted on HBO, the cost of a gallon of gas was \$1.16, Motorola introduced the first mobile phone to the public, an IBM computer could be purchased for around \$3,000 and an Apple for approximately \$10,000, and **Richard Frielink opened the doors of Data-Link Associates.**

After 39 years in the fast-paced, constantly changing world of IT, Dick attributes his success, not to the ability to stay on top of technology trends, but to the trust built with his clients, and the loyalty his clients have displayed over the years.

We would like to extend a special Thank You to our Clients who have trusted us with their network for over 25 years!

Advanced Microlites – 31 years

Data+Plus, Inc. and Direct Barcode Printer Repair – 32 years

Dunteman Turf Farms – 31 years

The Ringwood Company – 28 years

Schaefer Brush – 27 years

FP Mailing Solutions – 25 years

Keating – 25 years

Get Different And Avoid Defeat



When I released my first book, *The Toilet Paper Entrepreneur*, I hoped that it would be met with instant success. Instead, nobody bought the book on its initial release day. I felt defeated like most would be in this situation. I quickly questioned 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 it. 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 truly believe that the three main steps from this book can help any company's marketing strategy be more engaging and effective.

The first thing you need to do is differentiate your business from its competitors. Strong word-of-mouth marketing is incredibly difficult to achieve

and can lead to failure. Instead, you should get out there and use your marketing tools to

ensure that people know just how great your business is. Use your talents to stand out from the crowd. Consumers will surely take notice of your brand if you appear to be more knowledgeable or even funnier than the competition.

After you get your consumers' attention, you need to offer engagement opportunities. Give your campaign an authoritative, trustful or socially significant approach so they feel comfortable using your business.

Lastly, you need to be direct. Tell them what to do after getting their attention. Develop a call to action so customers and ideal prospects will take the next step. You can also measure the results and see how effective your marketing truly is when you pick a specific action.

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



Mike Michalowicz has always believed that he had the formula to success and has proved it on multiple occasions. He is the creator of Profit First, which is used by hundreds of thousands of companies across the globe to drive profit. He is the author of multiple books, including Get Different and The Toilet Paper Entrepreneur. 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. He also is a highly sought-after keynote speaker on innovative entrepreneurial topics.

Get More Free Tips, Tools and Services At Our Website: datalinkmsp.com

(630) 406-8969 x574

Everything in Life is a Negotiation

Most people make 3-7 negotiations per day. Crossing the street, ordering a Starbucks, arguing with their spouse. The end goal of a negotiation is to have everyone feel like they have won. Try these tactics!

Tactic #1 Labeling:

Validate someone's emotion by acknowledging it. Say "It seems like you're sad." or "It sounds like you know your business very well" and then wait for the explanation. You'll be surprised to see new doors open when you validate someone's emotions.

Tactic # 2 No-Oriented Questions:

At your daily Starbucks stop, say "Would it be ridiculous for you to add a complimentary shot of espresso in my macchiato today?" or after a sales pitch, "Is it a bad idea to make a deal?" or

to your manager, "Have you given up on this project?" Stating a request in a "no" orientation makes it easier for the other person to make a decision because the human inclination is to say "no". People want to say "no" as often as possible, it gives them a position of control because a "yes" agrees to an obligation. Therefore, "**No!** that's **not** ridiculous, I see you every morning! I'd LOVE to give you a free shot of espresso". "**No**, it is **not** a bad idea to cut a deal." and "**No**, I have **not** given up on this project". Get your YES by unleashing the power of the double-negative and the natural want to say "no".

Tactic # 3 Mirroring

Mirror by repeating the last 1-3 words someone says, or the key words. By doing this, you help them feel seen, understood and people "will be more attracted to what you're saying." "More attracted?" "Yes."

Try labeling, no-oriented questions and mirroring this month and see how your life changes when you act like a negotiator. Life is good but it could always be better, right?

Though these are well-published negotiation tactics, the best-of-the-best is former top FBI hostage negotiator, Chris Voss. Check out his book [Never Split The Difference](#). Chris also just came out with a Masterclass, "[Chris Voss Teaches the Art of Negotiation](#)".

Quotes and Trivia

"Sales are contingent upon the attitude of the salesman – not the attitude of the prospect."

- W. Clement Stone, American businessman who parlayed \$100 in savings into an insurance empire.

"Remember, saying whatever we want, whenever we want, however we want is not freedom. Real freedom is not feeling the need to say these things."

-Jay Shetty, Former monk turned inspirational/motivational speaker

Elon Musk named his son X Æ A-12 pronounced "X Ash A Twelve" and nicknamed "Little X" by the media.

In Georgia, it is illegal to eat fried chicken with a fork.

The national animal of Scotland is the unicorn.

Fallout shelters were all the rage in the 1950s and 1960s, each costing about \$15,000 each, adjusted for inflation. The shelters were built to protect from atomic fallout during the Cold War.



SHANNON
WHEELER

"Have you tried turning it off and on again?"