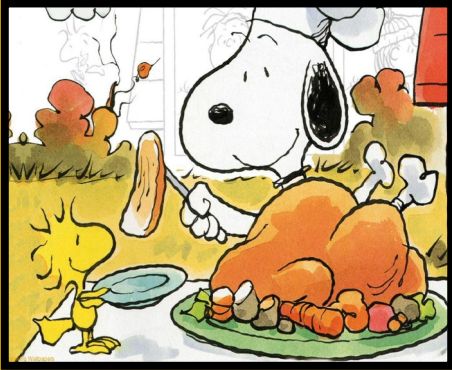


# MC Connect

"Insider Tips to Make Your Business Run Faster, Easier, and More Profitably"

## What's New



Goodbye, October. Hello, November.

During this season always remember to give thanks for a little and you will find a lot, so

Be kind.

Be thoughtful.

Be genuine.

But most of all, be thankful.

*Happy Thanksgiving*

## November 2016



This monthly publication provided courtesy of Justin Shelley, President of Master Computing.

Our Mission: To inform and inspire our clients and community. We hope to provide helpful information about technology and business so that we can all strive towards excellence together.



## The Phone Company Hates Me!

*Why? Because I can show you how to cut them out of the equation, buy a brand new phone systems, and still have money left over.*

About 9 years ago I was discussing the rise of cell phones with my wife. I love to pretend I have a crystal ball in my head, so I said something like, "Soon, regular phones will go away. Everyone will have a cell phone, and home phones will be a thing of the past." I was wrong, at least about my own household. s

I still have a landline at my house. I've tried to get rid of it. I call the phone company, tell them to cancel the service, and they say something like, "Well, Mr. Shelley, if we cancel your phone service, you will lose the bundle pricing." The end result? My price goes up. The phone company will actually charge me money to turn off my home phone.

I don't know for a fact that this is still the case; I stopped asking a while back. Besides, the home phone is a great "spam" filter. I give out that number to people I don't want to talk to. I can't remember the last time I checked voice mail on that thing.

**So why does the phone company insist that I keep my phone? I don't know for sure. My personal theory is that they know they are fighting a losing battle and just can't bring themselves to face reality.**

What's the point? I think the phone companies know they are facing another losing battle with business phone services. PRIs and POTS lines are a thing of the past. Maybe not yet, but they are fading fast. There is one major difference: they haven't started giving them away for free yet.

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POTS lines run in the neighborhood of \$50/month each and PRI lines can cost between \$500 and \$1,000/month.

Now for the fun part – let me show you how to get a brand new phone system with full computer integration and more features than you know what to do with (but still very simple to use) without paying a penny out of pocket. I'll work with a sample setup of 20 users and 8 POTS lines. With taxes and long distance charges, the monthly cost for the POTS lines will be around \$500. The cost for SIP trunks (the replacement to the old-fashioned POTS lines) is around \$150/month (including long-distance). So that's an immediate savings of \$350. A new phone system with 20 handsets comes in under \$10,000 including installation and setup.

Put that on a 60-month lease and you'll end up with a payment of \$241. Subtract that amount from your savings of \$350 and you end up pocketing \$110/month.

Just for fun, add that savings up over the course of your 5-year lease and you will make \$6,600 for your "troubles".

So assuming you failed the Benjamin test, here are a few of the features and benefits that will accompany the extra cash in your pocket.

**Computer Integration** Voice mail sent to email; dial phone numbers directly from websites, documents, or applications; incoming calls can automatically pop up client information; transfer calls using your computer with drag-and-drop feature; record phone calls and save them to your hard drive.

**Easy to Scale/Grow** Adding lines involves a quick license upgrade and can be handled in minutes. New handsets do not require additional licensing. Simply plug them in, configure the user account, and you're ready to go.

**Mobile Friendly** Work from anywhere. I have a handset at the office, another (with the same extension number) at my home office, and the mobile app on my smartphone. I can answer calls from anywhere, and the caller never knows the difference.

**Multiple Locations** Connect multiple offices together as one unit. Transfer calls back and forth, reroute calls if one location goes offline, let your staff work from home, etc.

There's more, but I seem to be running out of room. Let me end with an offer for you to call my bluff. Let me take a look at your phone bill. Assuming you are using traditional POTS or PRI lines, I will show you how we can save you enough money to pay for the phone system. If I'm wrong, I'll buy you a steak dinner. Deal? Good. Now put out that fire, put the rest of your money back in your wallet, and pick up the phone. Talk to you soon!

Justin Shelley

## Help Us Out And We'll Give You A Brand-New iPad Mini

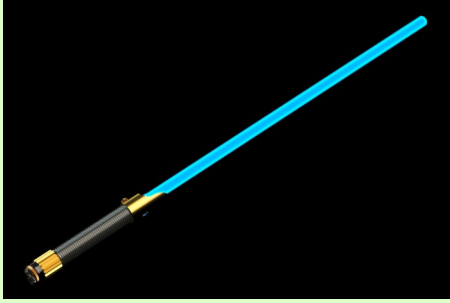


We love having you as a customer and, quite honestly, wish we had more like you! So instead of just wishing, we've decided to hold a special "refer a friend" event during the month of November.

Simply refer any company with 10 or more computers to our office and they will receive a FREE IT Security Assessment. If all goes well, and they sign up for our CyberSecure Pro or CyberSecure Complete service, we'll rush both YOU *and* THEM a free iPad Mini as a thank-you. Simply call us at 940-241-4776 with your referral's name and contact information today!

## Accomplish More By Doing Less

### Shiny New Gadget Of



### Resist The Dark Side: Custom Lightsaber

The Sith Lord is about to strike – this is no time for an ordinary lightsaber. Time to pull out your own hand-made custom lightsaber...

You'd be hard-pressed to find an imaginary weapon as iconic as the Star Wars lightsaber. Haven't you (or someone you know) ever secretly yearned to wield one against an evil warlord? Well, in case you didn't know – you can. And, with your own custom-made lightsaber, you'll be well-armed.

These are no ordinary Hasbro plastic toys. In fact, the features and choices available at some of the top-rated lightsaber shops could well leave you "starstruck." From "flash-on-clash" to blade color to heavy, medium or light battle-readiness, to custom soundboards and circuitry, the choice is yours.

If you're a diehard do-it-yourselfer, complete kits are available. You can even get a double-bladed or cross-guard-type lightsaber. Prices range from about \$400 on up.

For more details, check out <http://www.ultrasabers.com/>.

Choose well, young Padawan.

As I've considered what some of today's greatest achievers – Richard Branson, Maria Shriver, Arnold Palmer, Tony Hawk, John Wooden and Colin Powell, among many others – have accomplished in their lifetimes, I've thought about why many of the rest of us work harder and put in longer hours without achieving the same big results. What makes the difference?

After a great deal of thought, I realized the key is not to do more or work harder; the key is actually to find ways to do less and think more, to be less busy and more productive. In this, I have struck upon the very secret to what separates the super-achievers from the rest of us.

I've started applying this strategy in my own life and work. And I'd like to share with you three of the principles I have found to move from stress-filled "success" to super-achievement and a more balanced lifestyle filled with joy, harmony and personal fulfillment.

#### Learn to Stop Doing

Reevaluate how you spend your time and stop doing the time-wasters. The only way you can gain more time is to stop doing something. If you don't like what your life has become, you need to figure out what to stop doing so you can concentrate on activities that bring better results in your life.

Consider: if you spent just 40% of your time on your high-value activities, you could double your income. Spend 60% or even 80%, and you could multiply your income by four times.

#### Create and Protect Your Boundaries

For a workaholic, these are dangerous times.

The natural boundaries of time allocated to work, personal and family have been obliterated. Technology has penetrated the walled garden separating these important segments of our lives. This breach provides for constant intrusions into our attention, keeping us constantly connected and at the mercy of a stream of information and demands.

#### Put a junk filter on your life.

To filter incoming requests, you must first become clear on what you want.

Who are you? Who do you want to become? What is most important to you in life? What direction do you want your life to take?

What are your three most important goals for the year? This month? This week? Today?

After identifying your values, goals and priorities, put a junk filter on everything else and keep it out of your in-box and off your to-do list.

#### Don't Just Learn...

Knowledge isn't power; it's the potential of power. What you do with knowledge is where the power lies.

#### Don't just read a book and put it down.

Read it, summarize the key ideas, then write out how you're going to implement those ideas in your life. Now act, review and improve. Stick with the ideas in that book until you realize a desired transformation.

I hope you'll take time to stop and examine your life and incorporate these principles into your daily routine on your journey to super-achievement. Remember: it's not what you know; it's what you do.



Darren Hardy is the visionary force behind SUCCESS magazine as the Founding Publisher and Editor, and is the New York Times and Wall Street Journal bestselling author of what has been called "the modern day Think and Grow Rich": *The Compound Effect—Jumpstart Your Income, Your Life, Your Success* ([www.TheCompoundEffect.com](http://www.TheCompoundEffect.com)) and the world-wide movement to onboard 10 million new entrepreneurs through his latest book *The Entrepreneur Roller Coaster—Why Now is the Time to #JoinTheRide* ([www.RollerCoasterBook.com](http://www.RollerCoasterBook.com)). Access Darren: [www.DarrenHardy.com](http://www.DarrenHardy.com) and get free daily mentoring: [www.DarrenDaily.com](http://www.DarrenDaily.com)

### "They always rise to a challenge!"

"My computer was just a mess. One day a program would work, and the next day nothing would work. I call **Master Computing every time something new comes up**, and they always rise to a challenge!"

*Barbara Stevens*

## Being “smart” isn’t just for phones and TVs anymore.

Soon, Microsoft’s Cortana will be able to see inside your fridge. With cutting-edge, fridge-safe technologies, Cortana can identify the foods you place there. After spending some time with your fridge’s contents, Cortana learns your food preferences. It can even offer up recipes or shopping lists to make your life easier. While other smart fridges have cameras that show users what’s inside without opening the door, the Cortana version actually helps you keep your fridge stocked. By the time this fridge hits the market, it will have captured thousands of photos of food packages from around the world. And that means you may soon have a smart new helper when it comes to shopping and fixing meals.

-TechCrunch

## Ditch the meeting, get more done.

The average manager spends 30%-50% of their time in meetings. And most feel 67% of meetings are an utter waste. So what can we do to stop killing time? Quit having meetings. Here are three ways to tell if a meeting is worthwhile. 1) Compare cost to benefit. Take the number of folks attending times their average pay rate. Multiply that by their time spent meeting. Is the desired outcome worth it? 2) Will this be a one-sided affair? A dead giveaway is the conference call when the boss puts everyone else on mute. 3) Is the meeting a guise for “communication”? Instead, send an e-mail, point to a website or suggest someone to

consult with. Now you’re talking...

-Entrepreneur

## Want earbuds that last - and sound great?

Bragi’s new earbuds, named simply The Headphone now have “bragging rights” on both battery life and sound quality. At six hours of battery life, these buds shred all competition. That includes Erato’s Apollo 7 and the Earin buds – both of which wimp out at three hours. Bragi’s Headphone also delivers a crystal-clear sound that beats most Bluetooth and Wi-Fi earbuds. And they let sounds come through from whatever space you’re in. They also receive phone calls and respond to voice commands. Plus, all of this is 100% wireless. They even include a sleek-looking lanyard-style carrying case. All that being said, The Headphone is well worth a look if you’re looking for a great pair of earbuds.

-DigitalTrends

## Google’s Chromebook Pixel may have faded into a high-resolution sunset...

But the good news is, some great new challengers will soon take its place. The Dell Chromebook 13, for instance, sports a 1080p touchscreen display, aluminum chassis, glass trackpad and a (very fast) Intel Core i3 processor.

Meanwhile, weighing in at just 2.9 pounds, the Toshiba Chromebook 2 delivers nearly the same performance as the Dell. Yet at a full two pounds less, you’ll appreciate its light weight. And the new kid on the block, the Acer Chromebook 14, offers a high-end feel and near top-of-the-line specs for just \$300. Any of these challengers will fill the bill for you if you love the low price of a Chromebook, but want something a little more premium.

-AndroidCentral.com

