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Who Wants To Win A \$25 Gift Card?

You can be the Grand Prize Winner of this month's Trivia Challenge Quiz! Just be the first person to correctly answer this month's trivia question and receive a \$25 Amazon gift card. Ready? Email us right now at trivia@kamind.com with your answer!

To celebrate its 30th birthday in 2010, Google placed a playable version of what arcade game on its homepage?

- a. Pac-Man
- b. Donkey Kong
- c. Pong
- d. Asteroids

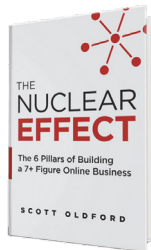
Email us with your answer! trivia@kamind.com

The Nuclear Effect: The 6 Pillars Of Building A 7+ Figure Online Business

By Scott Oldford

As the explosive name hints, The Nuclear Effect is all about chain reactions and finding positive results. Author Scott Oldford brings years of experience to the table in The Nuclear Effect: The 6 Pillars Of Building A 7+ Figure Online Business – a relevant book during this time when having an online presence is more important than ever.

Learn the truths about online marketing and foundational principles that entrepreneurs often miss. Oldford's six pillars are practical, accessible and necessary for your own chain reaction of success.



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This monthly publication is provided courtesy of Matt Katzer, CEO of KAMIND IT & Amazon Best Selling Author of "Securing Office 365 - Masterminding MDM and Compliance In The Cloud"

KAMIND IT's Mission:
Assisting Organizations to Utilize Technology to Drive Innovation

AEP
Authorized Education
Gold Partner



Three Things You Need to Know When Looking for a New VoIP System

There comes a time when every business needs to invest in a phone system: they're buying a new phone system for their new location or they're upgrading from an older system. Regardless of the reason, they're ready to make the commitment.

Your phone connects you to your customers, so you need it to be reliable. You want it to have a specific set of features (such as voicemail, call waiting, call forwarding, conferencing, recording, etc.) and you want your investment to be supported for years to come. The question you have is, "Where do I begin?"

First and foremost, finding the right phone system can be a pain.

Doing research online leaves you sifting through site after site as you look for answers only to find way too much information – and most of it isn't worth your time.

As a business, you're about to drop serious money on a new phone

system, so you want to know you're getting what you pay for. Unfortunately, the phone system business is a competitive one, which means it's hard to find websites, reviews and data that isn't biased or skewed in some way. There are countless websites featuring deals that aren't really deals, or websites hosting reviews sponsored by a phone service provider. This isn't helpful.

So, what is helpful? Here's what you need to know.

- What your needs are for the new phone system. Most phone systems are essentially the same. There may be a few features that vary from system to system, but most VoIP systems will all have the most important features demanded by businesses. Your best bet is to define your phone needs before you start searching for a system. Chances are it won't take long to find what

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WHAT'S NEW inside KAMIND IT

• Please join us in welcoming Brandon Bultinck to our dynamic support team. He has recently moved to Oregon from Illinois where he was a senior IT technician for a local college.

• In April, we are hosting two webinars: **What Makes a Good Baseline for Cloud Security?** and a second one for those interested in CMMC. Check our training page at www.kamind.com/training for the details.

• We are working on providing you with a new training platform that is integrated with Microsoft Teams. The training will focus on Microsoft 365, including Teams and Azure. KAMIND IT will pay for the subscriptions for all our current clients so there will be no charge to you. It is available to all your users. At this time, we are looking for a limited number of beta users for the service. If you are interested, please email sales@kamind.com with your request to be a beta user.

you're looking for – if you ignore the clutter.

- What you really want to find is a stellar service provider. You might get caught up in trying to find the best phone with the best features, but none of that matters if you don't get good service to go along with it. You need someone who will be with you every step of the way, from setup and installation to configuration and the all-important support.
- You need someone you can rely on. That way, if anything goes wrong or you have questions, you have someone you can call. The fact of the matter is that most people aren't and never will be VoIP or phone system experts. Business owners have too much on their plates to learn – from scratch – about a new phone system.

This leads to the questions you should be asking before you commit and buy a new system:

- Who is setting up my new phone system?
- Will they customize it for my specific needs?
- How do I get help if my phone system stops working?
- Do they provide flexible contract terms without a long-term contract?
- Does the phone system integrate into Microsoft Teams?
- Who do I call if I have additional questions?

As you vet potential vendors, get exact and direct answers. If they beat around the bush, that's a red flag. They should be able to answer all of your questions in a language you understand. If they don't answer your questions, or you aren't happy with the answers, find a different vendor.

There are many vendors who will send you a system and leave the rest up to you. If you know what you're doing and have the time to set it up, it's no big deal. But that isn't most of us. And forget about support. If anything goes wrong, you're on your own.

The best thing you can do when searching for a new VoIP phone system is to find an honest, reputable, local phone system reseller that you can verify will do the following:

- Set up the system.
- Customize the system for your business's specific needs.
- Offer personalized and continuous support and training.

In most cases, the answer lies with a dedicated and experienced IT services firm that knows technology. This is the kind of company that not only checks the



boxes but can also ensure that your system works with your network without any hiccups.

The bottom line is this: Do your research. Ask questions, get answers and be confident in your decision before handing over the credit card and signing on the dotted line. You'll be much happier that you did!

Free Cyber Security Audit Will Reveal Where Your Computer Network Is Exposed And How To Protect Your Company Now

At no cost or obligation, our highly skilled team of IT pros will conduct a comprehensive cyber security audit to uncover loopholes in your company's IT security.

After the audit is done, we'll prepare a customized "Report Of Findings" that will reveal specific vulnerabilities and provide a Prioritized Action Plan for getting these security problems addressed fast. This report and action plan should be a real eye-opener for you, since almost all of the businesses we've done this for discover they are completely exposed to various threats in a number of areas.

To get started and claim your free assessment now, call our office at (503) 726-5933 and ask for Brendan or Mike.

Pink Goldfish; True Differentiation in The Marketplace

Consider the following: *P Is For Pterodactyl: The Worst Alphabet Book Ever* by Raj Halder, Chris Carpenter and Maria Beddia teaches kids and readers that P is for Pterodactyl, K is for Knight, and U is not for You.

P Is For Pterodactyl is also in the top 100 books purchased on Amazon. People are buying this book in droves. Why is that?

It's actually fairly simple. It **deviates** from what we have seen as a successful alphabet book in the past. It strays from the standard and avoids following the fundamentally competitive strategies in the industry.

We always see companies and brands wanting to be the best – to provide all services possible. The concept of *Pink Goldfish* encourages a focus on your weaknesses, on those things you're terrible at. Why not be the worst at something if, in turn, it means you attract the customers you want and the culture you represent?

Here's another thing to consider: *kintsugi* is the Japanese art of repairing broken pottery. Skilled artisans mend the broken pieces with lacquer or powdered gold or silver, making it more beautiful than before. It's an intentional approach to imperfection.

Pink Goldfish is also intentional imperfection. You illuminate the imperfections of your business or products.

The 7 Types of Pink Goldfish

1. Flaunting ... to parade without shame. Flaunting is about being unapologetic about your organization's flaws. Take pride in those unique characteristics!

2. Lopsiding ... take your weaknesses and exaggerate them. Most brands try to be balanced and well-rounded. This type encourages you to be unbalanced and imperfect. You need to amplify your weaknesses.

3. Antagonizing ... is about polarizing, alienating, repelling and taunting. Do more of what some customers don't want and then brag about it.

4. Withholding ... is about limitations, restrictions, boundaries and constraints. It is about doing less of what your industry and competitors think you should be doing. This can involve fewer locations, fewer product offerings, fewer services, etc.

5. Swerving ... is about deviating, diverging and veering from competitors. As we see what successful companies are doing, it is natural to emulate them. When everyone is copying the leader, then the entire industry starts to look the same. Small deviations from the norm change things up.

6. Opposing ... is doing the exact opposite of what others are doing. It is being unlike the competition. Different from swerving, opposing is a complete break with convention.

7. Micro Weirding ... is the minuscule actions to differentiate your brand. You can set your brand apart with some cohesive master plan; you can be just a tiny bit weird.



Andy Bailey is the founder, CEO and lead business coach at Petra, an organization dedicated to helping business owners across the world achieve levels of success they never thought possible. With personal experience founding an Inc. 500 multimillion-dollar company that he then sold and exited, Bailey founded Petra to pass on the principles and practices he learned along the way. As his clients

can attest, he can cut through organizational BS faster than a hot knife through butter.

DON'T USE YOUR DOG'S NAME AS A PASSWORD

GO, PKX3\$#EM@!4JG@KDD,
FETCH THE STICK!

