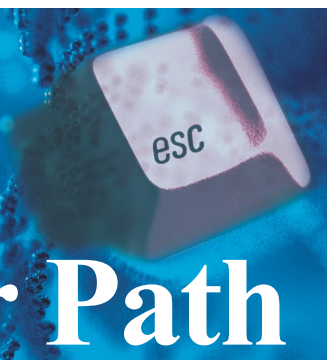




*“Insider Tips To Make Your Business Run Faster, Easier, And More Profitably”*



# The Smarter Path



“As a business owner, I know you don’t have time to waste on technical and operational issues. That’s where we *shine!* Call us and put an end to your IT problems finally and forever!”

- Willie Kerns, SmartPath Technologies

### What’s Inside:

Is Your Phone System Causing You More Problems Than It’s Worth?...Page 1

Social Media Marketing Tools...Page 2

Intro To Cloud Computing...Page 2

iPhone Binoculars...Page 3

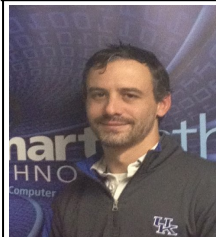
Take Your Profits First, Always...Page 3

Internet Vigilance...Page 4

Cake, Presents & Embezzlement...Page 4

(270)238-8997

## SmartPath New Employee Spotlight



Join us in welcoming Kris Carlson to the team as a Network Engineer here at SmartPath Technologies. Kris has been in the IT industry for over 17 years and comes to SmartPath

Technologies with a lot of useful problem solving skills and management expertise. He started his career as a database administrator while attending Murray State University and later accepted a position as a Systems Analyst with a local construction aggregates company. We know that Kris’ vast knowledge of several facets of IT will lend well to our clients and his shining personality is a great asset. Kris looks forward to serving all of our clients in 2016.

## Is Your Old, Outdated Phone System Causing You More Problems Than It’s Worth?

If you think you have outgrown your current phone system and are tired of constant downtime, dropped calls, repairs and maintenance, it might be time for you to consider a VoIP system for your office.

The right VoIP system can likely save a considerable amount of money AND give you more features and flexibility to support customers, drive sales and manage calls throughout your office.

### Here Are 3 Big Reasons Why Thousands Of Small Businesses Are Trading In Their Current Phone System For VoIP:

1. **Drastically reduces your phone bill.** If you have multiple offices, or even remote workers, new voice-over IP technology integrates your data and voice networks to drastically reduce long distance and lease line charges you are currently paying.
2. **Eliminates expensive technician visits.** These new systems are built so that your current IT person or company could easily maintain it in-house. No more waiting around for high-priced phone technicians to show up or paying high service call fees.
3. **FREE voice mail, auto attendant, call processing, automatic call distribution.** New VoIP systems come with all features included. A la carte add-ons are now a thing of the past. Imagine a phone that can automatically get to you anywhere and everywhere with a click of the button and much more.

### Free Phone Audit Shows You How To Save \$1,000 to \$3,000 Guaranteed In 2015

If you currently have an old PBX legacy system, sign up to receive a **Free Phone Audit** and we will come out to your office and do a complete communications analysis for your company. **At the end of our audit, we’ll summarize our findings and show you exactly where we can save you a bundle this year.**

**Call our office today at 270-238-8997 to get started.**

*The Lighter Side...*  
**Cake, Presents & Embezzlement**



There's nothing like a birthday party complete with an over-the-top cake, mounds of balloons and presents stacked to the ceiling. No, we're not talking about Miley Cyrus' 23rd birthday extravaganza, we're talking about the surprise birthday bash Ruth C. Amen threw for her boss, without approval. The lavish party raised eyebrows and led to a review of the office manager's accounting practices. Turns out Amen had been embezzling money from the business to pay her personal credit card debt. She also cut extra paychecks for herself, "forgetting" to deduct insurance costs from them. Maybe Amen felt bad about stealing and wanted to make up for it somehow, but all of the birthday cakes in the world wouldn't quite cover the \$181,674 she stole. When the last candle was blown out, Amen was found guilty of Grand Theft and Scheme to Defraud, both felonies. Next time, buy a card; it's much less suspicious.



"I've put on a lot of weight, but lose it all in the Spring."

## Social Media Marketing Tools: 8 Picks

New social media marketing tools seem to pop up every day, so here's some help sorting the best from the rest:

- 1. Mention: Google Alerts for the social web.** [Mention](#) helps you monitor your brand's presence on social networks, forums, blogs and more. It also includes social features that allow you to respond to mentions of your brand and to share industry news that you find.
- 2. Buffer: Social media publishing plus powerful analytics.** [Buffer](#) is a powerful social media tool that lets you schedule your updates to Twitter, Facebook, LinkedIn, Google+ and App.net.
- 3. Feedly: Content discovery.** Finding great content to share with your audience is easy with [Feedly](#). Not only can you subscribe to RSS feeds to keep on top of industry blogs and news sites, you can also use Feedly to discover new content related to your topics of interest.
- 4. Twitter Counter: Track Twitter progress.** It can be easy to lose track of how your Twitter account is growing; that's where [Twitter Counter](#) comes in. It's a free service that tracks changes in your follower count and predicts future growth over time.
- 5. Zapier: Link favorite social services.** [Zapier](#) connects the services you use independently. For example, if your team uses HipChat to keep in touch, you can use Zapier to set up [automatic notifications inside HipChat rooms](#) for Tweets, MailChimp campaigns or new RSS items.
- 6. Bottlenose: Intelligence for social networks.** [Bottlenose](#) features a real-time search engine that queries all public information from social networks and groups and displays it in algorithmic order of importance. The result is a stream of content ranked by most to least important.
- 7. Followerwonk: Follower analysis for Twitter.** Although you can use a tool like Twitter Counter to watch the growth of the number of your Twitter followers, you may need to analyze your followers more carefully. [Followerwonk](#) breaks down your followers into demographics so you can understand them better.
- 8. Quintly: Social analytics for brands.** [Quintly](#) is a powerful tool for in-depth social media analytics, helping you track your business's social media performance on Facebook, Twitter, YouTube, Google+, LinkedIn and Instagram. Quintly also has benchmarking features that help you understand how your performance compares to that of competitors and to industry averages.

### Free Report Download: If You Are Considering Cloud Computing For Your Company—Don't, Until You Read This...

If you are considering cloud computing or Office 365 to save money and simplify IT, it is extremely important that you get and read this special report, "5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud."

This report discusses in simple, non-technical terms the pros and cons of cloud computing, data security, how to choose a cloud provider, as well as 3 little-known facts that most IT consultants don't know or won't tell you about cloud computing that could end up causing you MORE problems and costing you more money than you anticipated.

Even if you aren't ready to move to the cloud yet, this report will give you the right information and questions to ask when the time comes.

Get Your Free Copy Today: <http://www.inserturl.com/cloudreport>

#### INTRO TO CLOUD COMPUTING

"5 Critical Facts Every Business Owner Must Know Before Moving Their Network To The Cloud"



Discover What Most IT Consultants Don't Know Or Won't Tell You About Moving Your Company's Network To The Cloud

## Shiny New Gadget of the Month



### iPhone Binoculars

If you've ever wanted to add more utility to your Apple iPhone, SkyMall's iPhone Binoculars might be what you're looking for. These binoculars, featuring 36mm lenses, attach onto the back of your phone via a sturdy and specially designed case. The case lines up the iPhone's camera with one of the binocular's lenses, giving your camera 8x magnification.

While it's not going to blow any optic aficionados away, it increases the usefulness of your iPhone's camera. Just open up the camera app to see the magnified image. Turn your phone into a viewfinder to take pictures or record video. Or just watch what your binoculars capture. You can even use the binoculars separately from the iPhone for doubled utility!

The binoculars also come with a travel case and cleaning cloth, and are currently compatible with the iPhone 5/5s and iPhone 4/4s. Pick one up at [www.SkyMall.com](http://www.SkyMall.com)

## TAKE YOUR PROFIT FIRST, ALWAYS

The formula for profitability has been established for ages. Every business owner, CEO, freelancer and entrepreneur knows it. It is required by Generally Accepted Accounting Principles (GAAP), which is enforced by the SEC in the US and the International Accounting Standards Board internationally. GAAP's fundamental formula for profit is simple: **Sales – Expenses = Profit**

There is just one problem...the formula hurts profitability. There is a reason that 21 million out of 28 million small businesses in the US are surviving check to check. It's not that 21 million people are smart enough to start and build a business, yet not smart enough to turn a profit—it's that they are relying on a flawed formula. "Sales – Expenses = Profit" is a lie. The formula doesn't yield a profit.

Logically, of course, the formula is sound. A business must first sell in order to generate inbound cash flow. Then the business deducts the expenses utilized to deliver its product or service and to run its operations. What remains is profit.

While the GAAP formula makes logical sense, it ignores the fact that it is managed by people. We are, first and foremost, emotional beings, prone to ignore (or even defy) logic.

Arguably, money is the ultimate resource. In GAAP's "Sales – Expenses = Profit" formula, the business owner sees the cumulative deposits (resource) from sales and has a propensity to conclude that all the money is available for expenses (the demand expands to match the supply). The new equipment purchase is justified because the money is there. A new hire starts, because the money is there. Profit? It is an afterthought. Therefore, there rarely is any.

Now consider a new formula, where a business takes profit first: **Sales – Profit = Expenses**

Mathematically, the formula is identical to GAAP's. But from the perspective of human behavior, the Profit First formula is radically different. In the Profit First formula, a preset percentage of deposits generated through sales are first allocated to profit. The remainder is used to pay expenses.

In practice, as deposits from sales come in, a predetermined percentage—for example 15%—is immediately transferred to a separate profit account. The remainder is available for the business leader to run business as usual. The business owner will see his available cash (which has had the profit already deducted) and make decisions accordingly. The new equipment purchase may be delayed, or a more cost-effective alternative may be found. A new hire won't be made because the money is not there, and perhaps the entrepreneur will conclude it was unnecessary in the first place.

GAAP offers so much more in business insights than most entrepreneurs could imagine, but it does fall short on working with an entrepreneur's "bank balance" habit. I have become an advocate for the Profit First approach to cash management, because of the one thing it does do extremely well. It works with the natural habit of business owners.

Profit First has transformed my own businesses for the better (if you consider consistent profits better). Admittedly, Profit First is not the panacea to all cash-flow problems, but it surely makes profit a habit.





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## Internet Vigilance

**If you receive a monthly phone bill from AT&T or Windstream, it's very likely we can save you a SUBSTANTIAL amount of money on your monthly phone service – AND WE CAN PROBABLY GIVE YOU A NEW PHONE SYSTEM AT VERY LITTLE COST, TOO!**

As a small business, you need every advantage you can get to compete against bigger companies with bigger resources. SmartPath Technologies is proud to provide our clients with a cost-effective, phone system solution that is easy to use and manage. One system connects multiple office locations and mobile employees. You no longer have to settle for low-quality phone system just because of budget limitations. Our system includes both internet fax and voicemail that allow you to send and receive fax documents and voice messages through the web.

**Affordable** – low cost with no extra set-up, installation, or maintenance fees

**Easy to use** – including an intuitive, user-friendly interface

**Reliable** – your hosted system is monitored and maintained 24/7

**Mobile** – calls can be taken in other locations, via laptop or forwarded to a mobile phone

Send us an e-mail to [marketing@smartpathtech](mailto:marketing@smartpathtech). with a scanned copy of your telephone bill just to see how much money you could be saving – and we'll randomly pick one person for an awesome prize next month!