

**How Is A Pawn Shop Like A Good Referral Process?**

Have you noticed lately how more and more reality shows are cropping up about finding treasures in your trash and selling old items for quick cash? Shows like "Pawn Stars" and "American Pickers" have become very popular and are inspiring people to look through all the stuff they have piled up to see if they might have hidden gems they can cash in.

The guys who run the shops work hard. They run around nonstop looking for items to buy, purchase things they \*think\* they can sell for a profit and then hope for the best.

In many ways, these shop owners are just like you, working hard to find new customers and then taking a chance on new ones that you \*hope\* will become long-term clients. This particular exchange of goods for money is similar to a business referral system.

How do you find the treasures (customers) you want in your business? Here are a few ways to get "pickers" working for your business:

Set up a referral system that encourages existing customers to spread the word about you.

Run a monthly referral contest that rewards those with the most referrals.

Include a referral notice and incentive in every invoice or communication with your customers.

Just like the pawn shop owners need to know what they are looking for in a pile of trash, you need to be sure that your "pickers" have a detailed description of what a good customer looks like for you.

With these systems in place, you should have new treasures in no time.



**Readers' Corner**

**S**chool is back in session and we are all working hard to end 2011 with the greatest success we can. This issue is dedicated to your success. The two guest authors are well known speakers and writers on the topic—be sure to look over their web sites too!

We have all heard that the pace of business change is increasing. For technology to work well and meet expectations requires methodical planning and detailed implementation. With such tension between the accelerating needs of business and the deliberate pace of traditional technology approaches, we are pleased to be able to bring you Cloud Computing's agility and speed to support change. To evaluate whether the cloud holds benefits for your organization, contact us today for a no-cost and no-obligation cloud readiness review for your non-profit or business. To qualify you must have 10 or more PCs in the network.

**Your Cloud Pilots**

*Dedicated to your success!*

*Ed Becker, President*

**Marketing -Are You Measuring?**

These days, the Web gives everyone—B2B companies, consumer brands, consultants, nonprofits, schools, etc.—a tremendous opportunity to reach people and engage them in new and different ways.

Now we can earn attention by creating and publishing online for free something interesting and valuable: a YouTube video, a blog, a research report, photos, a Twitter stream, an e-book, a Facebook page. But how should we measure the success of this new kind of marketing? The answer is that we need new metrics.

I'm critical of applying old forms of offline measurement to online marketing. There are many ways to track progress such as how people participate in your social networking sites, how many people are reading and downloading your work, and how many are making inquiries about or buying your products and services. Here are some things you can measure:

1. How many people are eager to participate in your online efforts? (You can measure how many people "like" you on Facebook, subscribe to your blog, follow you on Twitter, sign up for your email newsletter, or register for a Webinar).
2. How many people are downloading your stuff? (You can measure how many people are downloading your eBooks, presentation slides, videos, podcasts, and other content.)

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BeckITSystems, Inc. is dedicated to providing non-profits and businesses with positive business outcomes from technology that is affordable, effective, efficient, and easy for employees to use!



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**An optimist sees an opportunity in every calamity; a pessimist sees a calamity in every opportunity.**

*~ Winston Churchill*

**Cloud Basics You Should Know**

**W**ith all of the buzz lately about everything being "in the cloud," you are probably wondering exactly what Cloud Computing is. First, take this easy 30-second quiz to determine if you are currently using Cloud Computing.

Do you use any of the following services in your life?

- Gmail, Hotmail or other online e-mail services
- YouTube, Netflix or other streaming videos/movies
- Constant Contact or other e-mail services
- Facebook, LinkedIn, or Twitter
- Any other website service

If you answered YES to any of the above you are already using "Cloud Computing"!

Cloud computing is similar to plugging in your coffee maker. It is a convenient, reliable and less expensive way to access the computing resources you need to power the tools you use. You plug the coffee maker into the wall and everything just happens in the background to power the machine with electricity for a small fraction of the cost that you'd pay if you tried to generate your own electricity.

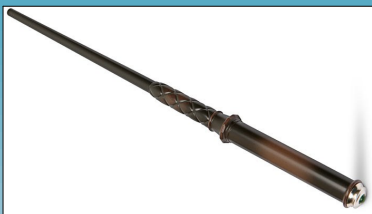
Cloud Computing is not as simple as plugging in your coffee pot, and requires planning to be successful. Successful Cloud Computing becomes a strategic asset for your organization that creates measureable business outcomes contributing to your success.

If you want to know if cloud computing is right for you, visit our website at [www.BeckITSystems.com](http://www.BeckITSystems.com) or give us a call at 703.433.0730 during the month of September for a free, no-pressure, no-obligation cloud readiness assessment.



Get More Free Tips, Tools, and Services at [www.BeckITSystems.com](http://www.BeckITSystems.com)

## Shiny New Gadget Of The Month



Harry Potter might be over, but your magic show is just beginning.

This is no ordinary universal remote control. The Magic Wand Programmable TV Remote will learn up to 13 commands from your existing remote controls and map them to particular magical motions. The Wand can learn from any remote in your house, and once you master its 13 movements, you can “conduct” a symphony of electronic enjoyment from the comfort of your couch.

With a little practice you can flip the channel with a flick of your wand and twist your wand to turn up the volume. It's compatible with almost all makes of TV, DVR, or anything with a remote!

No more boring channel changing, now you can be the wizard you've always dreamed of being! Bonus—this one is a lot easier to hide from the kids than a regular-sized remote.

You know you want one...learn more and order yours at [www.thinkgeek.com](http://www.thinkgeek.com).

## Tips for Your iPad & iPhone

### 1. Take a Screenshot -

To take a screenshot, hold the home button and click the sleep button. The screen will flash white and the screenshot will be stored in your camera roll.



### 2. Access all running applications

Double-clicking the Home button shows you all the apps that are running on your iPad in a bar along the bottom of the screen. To switch to a running app just tap on it here in this bar. Just swipe the screen downwards to remove this bar.

Need a tip or have one to share? Let us know!  
[Ask@BeckITSystems.com](mailto:Ask@BeckITSystems.com)

## Marketing—continued from page 4...

- How often are bloggers writing about you and your ideas?
- What are those bloggers saying?
- Where are you appearing in search results for important phrases?
- How many people are engaging with you and choosing to speak to you about your offerings? (You can measure how many people are responding to contact forms and making requests for information.)
- How are sales looking? Is the company reaching its goals? Ultimately, the most important form of measurement within business management teams is revenue and profit.

#### Guest article provided by:

David Meerman Scott's book *The New Rules of Marketing & PR* opened people's eyes to the new realities of marketing and public relations on the Web. Six months on the *BusinessWeek* bestseller list and published in 26 languages from Bulgarian to Vietnamese, *New Rules*, now in its second edition, is a modern business classic. Scott's popular blog and hundreds of speaking engagements around the world give him a singular perspective on how businesses are implementing new strategies to reach buyers.  
[www.davidmeermanscott.com](http://www.davidmeermanscott.com)



## The Lighter Side...

### Classified Ads You Missed...

**FREE PUPPIES:** Half cocker spaniel and half sneaky neighbor's dog

**AMANA WASHER:** Owned by clean bachelor who seldom washed.

**SNOW BLOWER FOR SALE:** Only used on snowy days

**GEORGIA PEACHES, CALIFORNIA GROWN—** \$0.89 per pound

**FOUND:** Dirty white dog. Looks like a rat. Been out for awhile. Better be a reward.

**OPEN HOUSE at BODY SHAPERS TONING SALON—** Free coffee and doughnuts

**FREE!** One can of pork and beans with purchase of 3BR, 2 Bath Home

### Ahh...BROTHERLY LOVE

Mom was fixing pancakes for two sons aged 5 and 3. As the boys began to argue over who would get the first pancake, she decided to teach them a life-lesson. Glaring at them she said, “If Jesus were here He would say, “Let my brother have the first pancake...I will wait.” With that the five-year-old turned to his three-year-old brother and said, “You be Jesus!”



## Guest Author Robert Stevenson on J.M. Smucker's Rules For Success

In an article I wrote a while back called *Corporate Culture Counts*, I briefly wrote about the J.M. Smucker Company. I believe this company is an excellent role model to follow for teaching anyone how to successfully run a business today. Founded in 1897, this company now employs over 4,800 employees and is doing over \$4.7 billion in sales. Tim and Richard Smucker are the Co-CEOs for the J.M. Smucker Company and they believe they serve 6 constituents:



*“the consumer, the retailer, our employees, our suppliers, our communities, and our shareholders. We believe if we take care of the first five, the sixth will automatically be taken care of.”*

They live and work by the creed, **You Will Reap What You Sow**. Here are their rules for achieving success in business:

- Let the Golden Rule guide every decision.
- Don't have secret strategies – make sure everyone knows the strategy and knows their role.
- Have a culture that promises people a better tomorrow based on their good work.
- Don't be content; you're responsible for making things better.
- Doubt your own infallibility.
- Have faith. Believe in a higher force.
- Don't do what you know only for material rewards – be called to your life's work and have a purpose.
- Laugh and have a sense of humor.

In a world where corrupt deception abounds, it is refreshing to have such a prominent company set a great example of just the opposite. But their written words are only a guide to follow; it is your leadership, your example, your culture that will determine your success.

#### About Robert Stevenson:

Robert Stevenson is a highly sought after, internationally known speaker. He is the author of the best-selling books “How to Soar Like An Eagle in a World Full of Turkeys” and “52 Essential Habits For Success.” Robert is a graduate of the Georgia Institute of Technology (Georgia Tech) and is a former All-American Athlete. He started his first business at 24 and has owned several companies. Robert has international sales experience dealing in over 20 countries and his client list reads like a Who's Who in Business. He has shared the podium with such renowned names as Generals Colin Powell and Norman Schwarzkopf, Former President George H.W. Bush, Anthony Robbins and Steven Covey.  
[www.robertstevenson.org/](http://www.robertstevenson.org/)

