



WRITING SAMPLES

TECHNOLOGY INDUSTRIES

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5 OBVIOUS SIGNS YOUR NON PROFIT NEEDS SERIOUS TECHNICAL HELP

When your plumbing is in need of repair, chances are you don't call your family doctor- you call a plumber, right?! It wouldn't make sense to call the doctor to fix your plumbing, but many non profit organizations are doing just that when dealing with their technology requirements. If the staff are consulting with the CEO regarding a printer that isn't working or a slower than usual internet connection, that's almost as crazy as calling the doctor in to repair the pipes. Here are 5 obvious signs your non profit needs serious technical help:

1. The solution to every situation becomes: "Just turn it off and turn it back on. That should fix it." If the staff at your non profit organization are spending their time trying to find solutions to equipment that isn't working the way it should, that's wasted man power. Having a dedicated IT service to handle these situations, and even prevent the majority of them from happening is a much better use of resources and far more efficient time-wise than hoping the staff can figure out and solve the problem.
2. The staff have labeled another staff member as the "computer person". There are probably one or two people in the organization who have reasonably good computer skills- but chances are, the Vice President of Finance has more important things to do with his or her time than help Sally find a document in her computer's files. Having support services designated to these issues means the Vice President of Finance can actually get the finance work done.
3. The new girl asked how often things get backed-up, and everyone else thought she was talking about the line to the water cooler. If your not regularly backing up your files, you could end up losing everything important to your non profit organization. Data should be monitored and backed up on a daily basis, as well as organized to enable restoration if data loss does occur.

4. You'd like to work on the ABC file, but it's stored on Michael's computer (and Michael is on vacation for the next five days- trying to find the file is a lot like looking for a needle in the haystack- and after five days of searching, it still wasn't found). If more than one person ever has a need to access the same information, it should be stored in shared network folders, so it doesn't matter whether people are in the office or not- the information can be retrieved by anyone with access to the folder. This might improve productivity if staff aren't waiting five days to access a file!

5. You think remote access has something to do with being able to find the tv remote when you want it. Non profit organizations can often benefit from the ability to access their network of computers and data from a remote location- that is, someplace other than their desk. Having technology help from a managed IT company can help you set this up and show you how to use it to your benefit.

Actually, the most obvious sign that you may be in need of technology assistance is if you have ever found yourself at the office thinking there must be a better way- chances are it would be worth a few minutes of your time to evaluate whether or not your non profit organization has the technology support it needs for improved efficiency and productivity. Just be sure you do that evaluation with someone IT qualified- and not necessarily the Vice President of Finance.

(<http://www.ajmaddox.com/resources/non-profit/>)

BENEFITS OF FINANCING YOUR SOLUTION

As a non profit agency, cash flow may not always be on hand when you need it for making changes or upgrading your office essentials. This is especially true when it comes to making decisions about your current computer technology needs. Like many in business, non profit agencies have come to rely on the computer for daily productivity and efficiency. There are many new developments in software that allow you to easily keep tabs on finances, clientèle, and employee information. However, because technology is an ever-changing industry, you have to keep up with the changes to stay on top.

One way to do this is by choosing to finance the software and hardware that can help you now to be successful and to keep succeeding. Keeping records on an outdated computer system that threatens to crash and burn daily will not get you very far in the event the vital information is lost when the computer system finally becomes irreparable. It may be better to replace the computer system now and ensure that your data will be safe so you can continue towards success.

Software, too, is changing rapidly. Chances are there are many more available options in software packages than there was when your agency made its initial investment. Organizations should explore what is on the market that can expand your capabilities. Upgrading your technology and resources may end up saving you more money than you have invested depending on your needs.

Smaller non-profits with fewer resources can finance the necessary equipment at a time when they need it most and then pay for it over time. In essence, the needed solutions will pay for themselves over time as long as it is being utilized effectively. If your organization is growing, you need to grow with it and keep moving forward. Financing the necessities will help to ensure you are 'growing forward' and not falling behind.

Be reasonable in what you finance and make certain it is for necessities. Consulting with a technology consultant or a computer service company can give you insight on the bigger picture. These professionals can help you analyze not

only your current needs, but what you may need down the road. It would be a waste of time and money to finance a piece of equipment for three years if the equipment itself will be useless in a year's time. Consulting with a professional will allow you to understand your organization's goals and what needs to be done to be productive and efficient for years to come. You do not want to be financing an impulse buy.

Paying a lump sum amount for technology and other pieces of equipment isn't always a viable means for many non profit agencies. Waiting until you have the cash in hand can be detrimental to the work you are doing now. Financing what is needed for success is an option you can explore. Currently, companies are offering an increasingly number of ways to save on purchases. Many companies now offer their own in-house financing that will get you what you need when you need it, without a middle man. Seek out the financing plan that is right for the needs of your organization. Do your homework and see what deals you can find regarding financing opportunities. Consult with a professional to find the best way to achieve what you have set out to do. Don't wait until your equipment completely shuts down before doing something about it! Be proactive in managing your office, your staff, your technology, and equipment. If and when you do decide to finance technology and equipment, make certain your organization can live up to the terms of the financing agreement and pay your bill on time to ensure that the next time you are in need, you will have somewhere to turn.

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A 6 PART STRATEGY FOR YOUR NON PROFIT WEBSITE

Your non profit has a website. Sure, it's pretty or filled with hordes of information and nice graphics. Plus- it maybe cost a fortune. Surely it will grab the attention of the entire world who, in turn, will support your non profit's cause. Well, probably not.

Websites are one of the most powerful tools for marketing and publicity you can invest in. A website is an investment and it is essential that you treat it as one. Websites need time and energy devoted to making it unique, educational, informational, and current. Simple having a website is not doing anyone justice if it is poorly constructed and created with little thought behind it.

Content – Your website content is what captures people's attention and draws them in to learn more about your organization. Content needs to be professional, high-quality, and accurate. It also needs to be relevant to your non profit.

Organization -Web content also needs to be concise and organized. Readers will be turned off if they struggle to read what is on the website or find the information they seek.

Navigation – In relation to organization, the public needs to be able to navigate, or find their way around your website, easily. The site needs to be easy to use and information must be clearly identified and linked correctly.

Effectiveness – Your website should clearly state its mission and purpose in a manner that will gain the public's interest. It should be attractive and professional looking without a ton of pointless or irrelevant information.

Design – Hiring a professional web designer will increase the opportunities and resources available to create a striking website. Having a flashy graphics and attention grabbing effects can have a positive effect on attracting people's

attention. However, having too much of something can have the exact opposite effect. People who use the internet are used to getting information fast. Waiting for an introduction video that lasts 5 minutes before they can even enter the site may deter people from visiting again.

Accuracy – It is essential the information you display on your site is accurate. This is especially true for contact information. Providing incorrect contact information not only prevents your non profit from receiving vital information and communication from the world, it makes your organization look unprofessional.

The key to implementing a strong and successful website is to start with a strategy. Whether you design the site on your own or hire a professional web designer, you must commit to planning it out before construction begins. Contemplate the exact purposes of the website and how you can best convey your mission statement to the public. Write down different ideas and even sketch out a visual for the overall look of the site. Explore other websites to get ideas but do not copy other sites. Keep your website unique from rest by brainstorming your ideas and concepts for the site in order to achieve the maximum amount of productivity before the design process even takes place. You'll save time and a lot of extra work if you go into the design process with a concept and a strategy.

Your organization's marketing plan should also include a strategy for using the website as a marketing tool. Consider the benefits of having a website and what the best ways are to utilize the site to gain the maximum amount of exposure. Your marketing outline should also include a consistent and on-going plan to build a strong internet presence. There are many resources available on the internet for promoting and publicizing your website. Research the various methods and include the appropriate actions your non profit should take to emphasize and publicize your mission through your website.

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Medical Clinics Need Disaster Recovery Services

Using technology in the medical field has numerous applications and benefits for both the patients and the staff. When used effectively within small to medium sized medical clinics, technology has been proven to reduce the time required to assist patients, as well as make it easier for the staff to locate and maintain hundreds or thousands of individual patient medical histories. Submitting claims to insurance companies has never been easier, and billing patients or receiving patient payments is improved by the use of technology.

Technology can only be as effective as the network that runs it! If you've got problems with the network, none of your other technological solutions can work efficiently. Network problems result in decreased efficiency across all areas of your medical clinic operations, even if you are lucky enough not to lose data. It's imperative that your clinics' network allows your system to operate without downtime to keep serving your patients with the highest level service possible and the best way to do this is with flat rate IT services and disaster recovery.

As more medical clinics begin replacing paper filing systems with online and computerized systems, new concerns regarding security and accessibility must be addressed. Whenever confidential data is stored on computers there is a concern that it could be lost through a technological glitch, fire, or other disaster. Statistics show that more than 80% of businesses do not have an adequate data backup or way to recover data in the event of data loss. Your medical clinic cannot afford to lose patient data for any cause and must have a disaster recovery plan. The only way to recover computerized data that is lost is to perform regular backups of all important information – do you remember to burn two copies of your patient records and store them off site every night before closing the clinic? Do you have an online resource for storing information that is both secure and automated? If you're one of the 80% of businesses without adequate backup services, chances are you leave every night assuming your data will stay where you left it – and no

way to get it back if you should return to work the next day to find your computers damaged in a fire or flood.

It's no secret that most medical clinics make just enough to pay their expenses and the salaries of their employees, but employing a computer service company does not have to cost a small fortune. In fact, you can easily work information technology support services into your budget through the use of a flat rate IT service provider. Not only will you know exactly how much you are paying for support services from month to month; but you'll increase the clinic's overall efficiency since all staff can focus on running the business and not worry about the functions of the network.

With an automated data backup service and disaster recovery plan, you can focus on the operation of your medical clinic and leave after every shift knowing the information you've entered into patient records, insurance forms, and administrative tasks are saved no matter what happens.

(<http://www.procyonsolutions.com/>)