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4 Reasons Your Marketing Campaign Needs A Landing Page

Landing pages are a fantastic way to grasp the attention of multiple potential clients. With just one click of a link, they'll be met with an offer, fantastic information or a call to action that will help bring new customers to your business. If you've been contemplating adding a landing page to your marketing campaign, check out these four great reasons to try it out.

- Landing pages operate as a tool to increase conversion rates for your business. Most businesses that utilize landing pages see higher conversions than those that don't.
- Landing pages allow you to showcase your offers. Your offers need somewhere to reside, and there's no better place than a landing page. You're able to highlight the greatest benefits of your offer this way.
- Your cost per acquisition will be lower with a landing page since they no longer

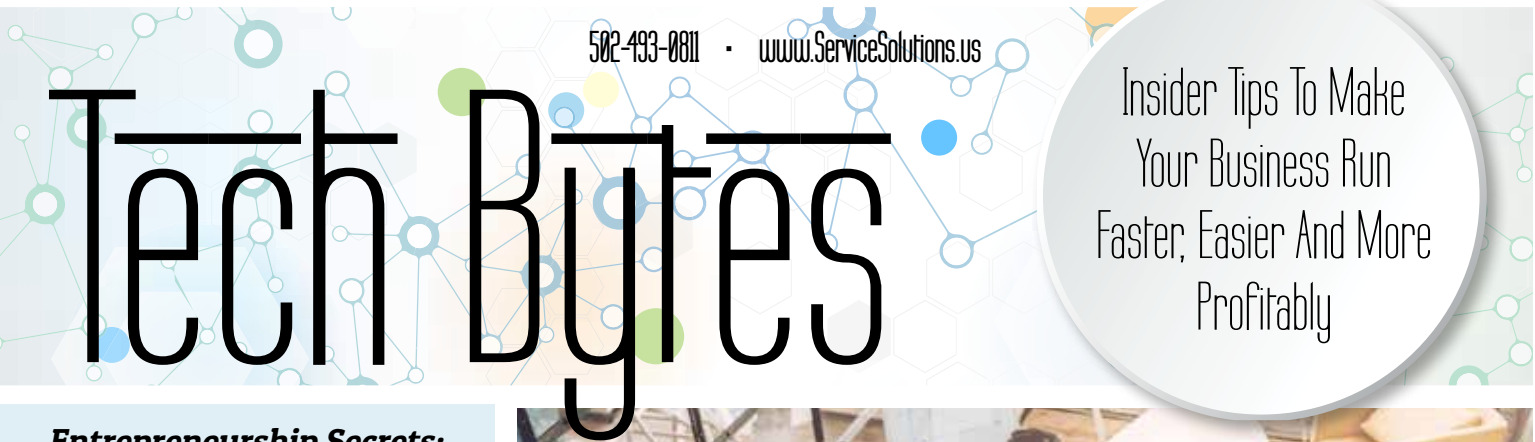
cost an arm and a leg to set up. You can reallocate your resources to other avenues to truly boost your marketing campaign.

- You can test out new ideas on a landing page and judge how popular they will be with your entire customer base.

DEVELOPING TECHNOLOGY PROFESSIONALS INTO LEADERS

The pandemic brought forward plenty of change in the worlds of technology and business. Even as the pandemic slows down, the use of technology will not. This has brought new importance to the role of chief technology officer. In fact, data suggests that 30% of current CTOs expect their next role to be as a CEO. Twenty years ago, we saw the rise of brilliant engineers who took on roles in the business field but lacked necessary leadership skills. They're attempting to avoid this with the brilliant minds in the technology industry.

Many industries have partnered CTOs with CIOs in an effort to improve the CTO's relationship skills. As things become even more digital, technology will be at the root of most businesses. Developing your brightest technological minds will surely bring positive results to your business in the future.



Entrepreneurship Secrets: Beginner's Guide To Running A Successful Business

By Abdul Vasi

When you're first starting out on your entrepreneurial journey, you're probably looking for help and advice at every opportunity. Throughout the first few years, you'll come across challenging and unexpected situations. It would help to have a guidebook during these instances, and that's exactly where Abdul Vasi's *Entrepreneurship Secrets* comes into play. From employee management to setting the proper organizational goals, Vasi takes you through some of the most common problems that plague new business owners and entrepreneurs while giving you guidelines for how to handle each situation. With *Entrepreneurship Secrets* in your back pocket, you'll be ready to tackle any decision that arises during your first few years with your new business.



How To Prepare For Gen Z In The Workforce

Be Proactive And Update Your Cyber Security Practices

Technology has evolved leaps and bounds over the last 20 years. In fact, in the next few years, the first generation to grow up with smartphones and social media, will join the workforce. It might seem like Generation Z will be the most cyber-secure generation, considering they've always had the Internet and other advanced technologies at the tips of their fingers, but reports are starting to show that this is not the case. Many business owners fear that Generation Z's desire to share content online will lead them to accidentally reveal sensitive information that can cause financial, legal and branding damage to their business.

Online scammers have surely taken note of the power that social media influencers have over their fans and followers. Steve Durbin, CEO of the Information Security Forum, believes that organized criminal groups will

begin posing as influencers in an effort to manipulate tech-dependent individuals into giving up sensitive information related to their employer. He's not the only business leader who's concerned either.

According to a study from the UK's advisory, conciliation and arbitration service, 70% of surveyed managers were concerned about Gen Z entering the workforce. Instant gratification, resistance to authority and poor face-to-face communication were listed as the main concerns. Additionally, *Entrepreneur* magazine has stated that many Gen Zers struggle to differentiate between friends they've made online and those in the real world. The National Cybersecurity Alliance's Annual Cybersecurity Attitudes And Behaviors

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Report stated that millennials and Gen Zers are more likely to experience a cyberthreat. That report also stated that Gen Zers and millennials have had their identities stolen more often than baby boomers. There’s good reason for business leaders to be concerned about the next generation entering the workforce.

If you’re a business leader who’s worried about cyber security and bringing the digital generation into your workplace, don’t fret quite yet. There are plenty of things you can do to prepare your business and ensure it stays cyber-secure. You must be proactive if you want your company to keep up-to-date with the best cyber security practices.



One of the first things you’ll want to do is implement or update a cyber-security training program. You need to have every member of your team buy into a cyber-secure culture, and the best way to get them on the same page is with a training program. That way there will be no questions, and cyber security practices won’t change from employee to employee. When new employees start, you will already have a cyber-secure culture established, so it will be much easier to train them on your processes.

Additionally, you want to ensure that all of your software is receiving its necessary updates. Failing to update software can leave your company vulnerable to cyber-attacks since those updates usually fill any holes that hackers can exploit. When a new software update is released, try not to wait. If your employees use smartphones for work, make sure they have the proper security software installed – and that it stays updated.

Another great option to take care of all of your cyber security and IT needs is to hire a managed services provider. With an MSP, your business will have its data backed up, the reliability and quality of your computer systems will be improved and you’ll save time that you can reallocate elsewhere in the business. There’s no better or more affordable way to

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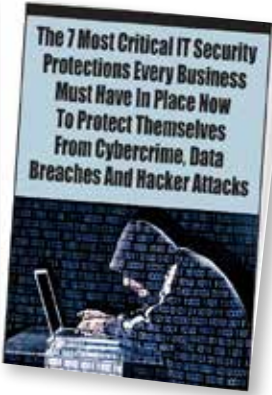
improve your company’s cyber security than by hiring an MSP to take care of all of your technological needs.

While the new generation will certainly come with their own set of challenges and obstacles, you don’t have to worry about their cyber security practices if you’re proactive. Use password managers, hire an MSP and start a training program as soon as possible to jump-start the creation of your cyber-secure culture. We’ve introduced new generations to the workforce many times before, and Gen Z shouldn’t be more challenging than any of the others. There will just be slightly different challenges.

Cartoon Of The Month



FREE Report: The 7 Most Critical IT Security Protections Every Business Must Have In Place Now To Protect Themselves From Cybercrime, Data Breaches And Hacker Attacks



Eighty-two thousand NEW malware threats are being released every day, and businesses (and their bank accounts) are the No. 1 target. To make matters worse, a data breach exposing client or patient information can quickly escalate into serious damage to reputation, fines, civil lawsuits and costly litigation. If you want to have any hope of avoiding a cyber-attack, you MUST read this report and act on the information we’re providing.

Claim your FREE copy today at www.ServiceSolutions.us/cybercrime

SHINY NEW GADGET OF THE MONTH

NeckRelax

Do you spend a lot of time hunched over your computer at work? Many people work on their computers for multiple hours a day and start to develop pain and stiffness in their necks because of it. While you can get a prescription to manage the pain or try to get a massage, these options aren’t appealing to everyone. NeckRelax is the newest neck pain relief tool on the market and is working wonders for people who are using it. NeckRelax offers six distinct massage modes and infrared heat and also comes with a set of electrode pads to target specific muscles. NeckRelax sells for \$119 but often goes on sale on their website: NeckRelax.io.

Get out of pain and take back your life with NeckRelax.



2 Goal-Setting Strategies For Continued Success

If you’re a new business owner, or simply feel like your business is starting to get stagnant, setting the right goals is the best thing you can do to propel your business toward success. If you’ve failed to meet goals in the past or are unsure of which goals to set, there are a couple of strategies you can try.

When you’re faced with a problem, you should identify your goal, come up with a strategy to overcome any obstacles and fully execute your plan. Your other option starts by identifying the things that aren’t working and cleaning them out. You’ll then need to design what you want your business to look like in the future so you can build it into a reality. Trying a new goal-setting strategy may be all you need to reach new levels of success in your business.



Confidence



Confidence is an incredibly important trait in the world of business. You may think that all of the great CEOs and entrepreneurs of the last few decades never lose their confidence, but you’d be surprised. New CEOs usually have impostor syndrome and struggle with the idea that they’re good enough for their role. Self-made billionaires often worry that their fortune will take an embarrassing hit. Even private equity investors look at the looming recession and grow concerned.

We often find that leaders are less confident when they obsess about things that are out of their control, rather than taking action in areas where they have some control. *The Wall Street Journal* recently reported that externally, most CEOs are most worried about a recession, global trade and politics. Internally, they’re much more concerned about retaining top talent, dealing with disruptive technologies and developing the next generation of leaders. While it’s good to be aware of the external issues, it’s much more important to master the internal problems within your control.

In order to fully boost your own confidence, you must have a high level of confidence in your team. If you are already confident in your

team, keep doing what you’re doing to hire and develop top talent. If you aren’t confident in them, then you should work on hiring the right people. If you’ve found yourself in this position and you’re simply not confident enough in your team, there are a few things you can do to boost your confidence.

Your first option is to invest your own time into hiring, training and developing your team yourself. You’ll need to set ample time aside so you can truly master the necessary skills to see the best results. Additionally, you can hire a company like ghSMART to do it for you. There are options for an immediate fix that will help adjust your confidence while also building your team’s skills.

Confidence is not necessarily an inherent trait we get from our genes. We can build and grow our confidence skills by taking care of the things we can control. There will always be outside pressures that are out of our control, and there’s simply nothing we can do about it. Instead, focus on hiring and maintaining top talent, developing your company’s digital capabilities and training the next generation of leaders. You’ll see positive results before you know it.



Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times best sellers. He stays active in his community and has advised many government officials.