# Business Hacks & Epic Wins

Business Acceleration

Mike Taber - @SingleFounder October 27<sup>th</sup>, 2014

# TOPICS / 5 KEY POINTS MAIN FOCUS

**SOCIAL MEDIA** 

- PERSONAL DEVELOPMENT
- FINANCE AUTOMATION 5 OVERALL HEALTH
- **CONTENT/SEO AUTOMATION**

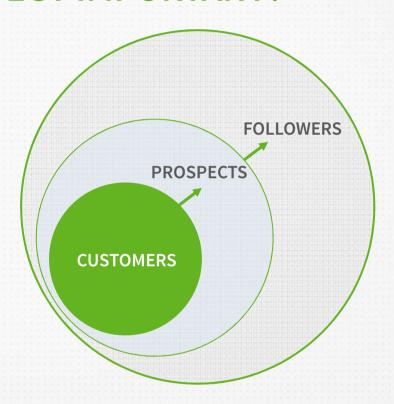
# **Twitter Automation**

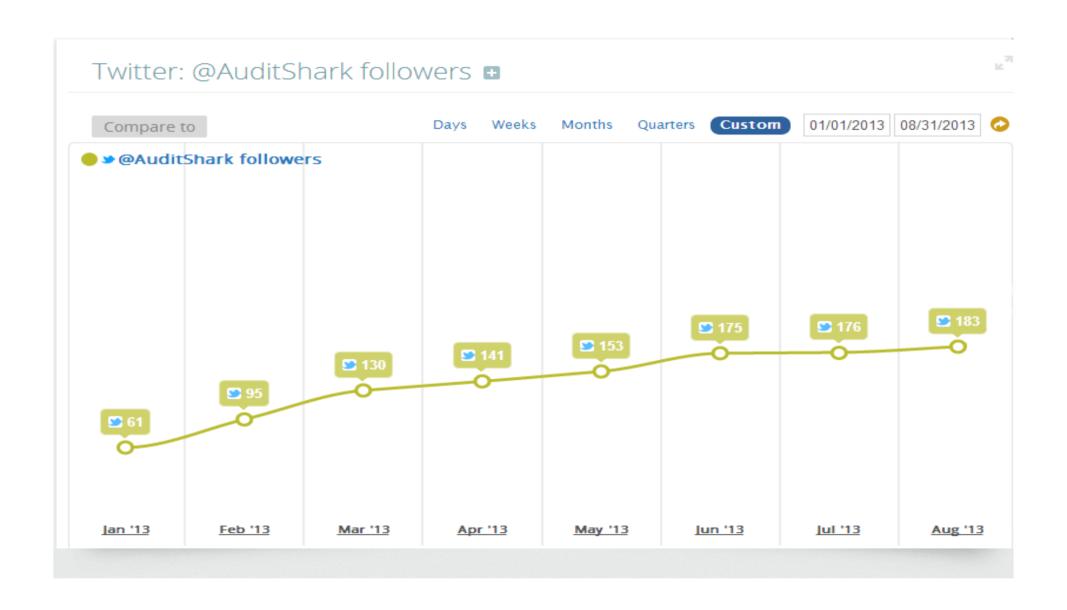
How to Build an Audience.

# WHY IS A TWITTER STRATEGY IMPORTANT?

# IT EXPANDS YOUR FOOTPRINT

The more followers you have, the wider the network of people you have access to follow up with in one on one discussions.







# TWITTER FOLLOWER GROWTH RATE

	Followers	Monthly Growth		
1/13	61	n/a		
2/13	95	55.74%		
3/13	130	36.84%		
4/13	141	8.46%		
5/13	153	8.51%		
6/13	175	14.38%		
7/13	176	0.57%		
8/13	183	3.98%		

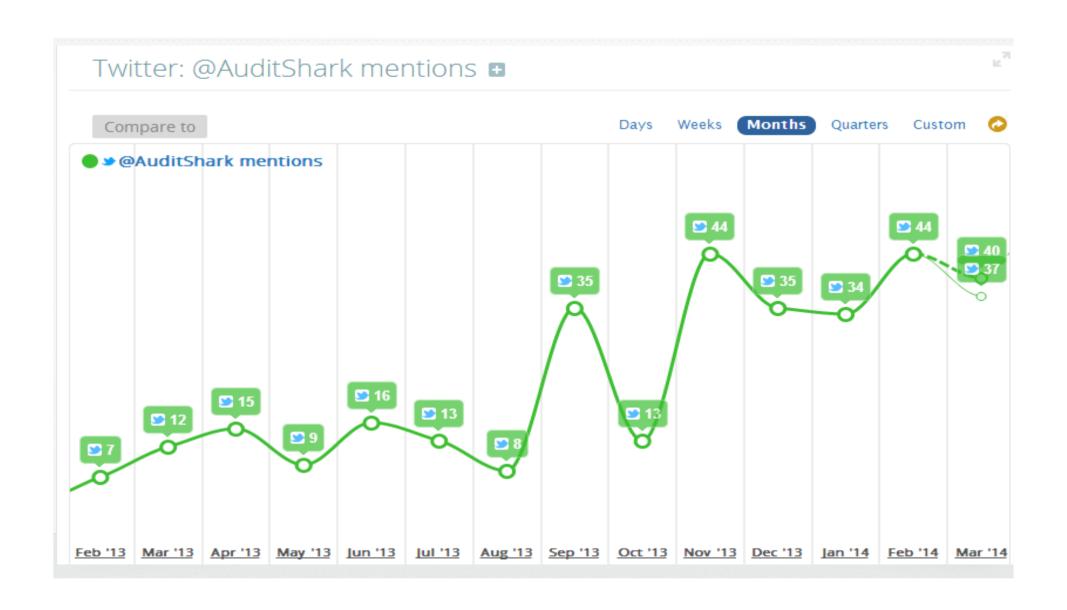
	Followers	Monthly Growth		
9/13	352	92.35%		
10/13	371	5.40%		
11/13	844	127.49%		
12/13	1,129	33.77%		
1/14	1,447	28.17%		
2/14	1,645	13.68%		
3/14	1,676	1.88%		
	#UglyS	lide		





# Twitter: @AuditShark retweets •





# Building an Initial Twitter Audience

... is as easy as following people

# TOOLS OF THE TRADE HOW TO DUPLICATE THIS SUCCESS



### HootSuite

Give the team access to HootSuite to make all interactions visible to everyone.



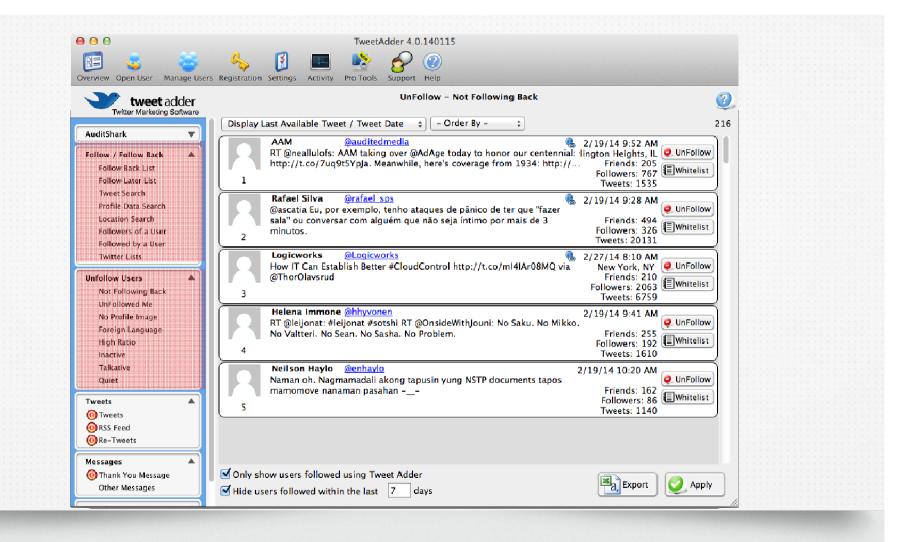
### TweetAdder

One-time fee. Windows, OSX & Mac. Under \$75 for 5 profiles.



# **Google Docs**

Provide detailed explanations of how to use the tools. Outsource the process to someone who's responsible.



**CREATE A REPEATABLE PROCESS** 

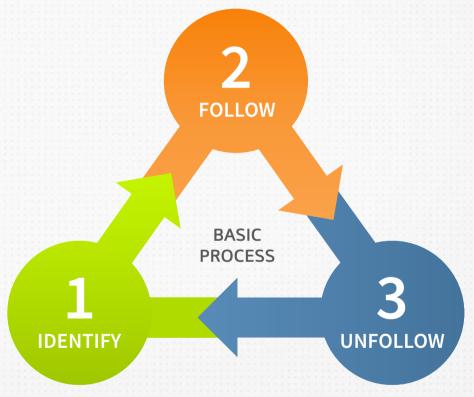
FOR GAINING MORE FOLLOWERS

# **IDENTIFY WHO TO FOLLOW**

- Search Twitter for keywords
- Identify people in your target industry
- Follow their followers
- Repeat

# **FOLLOW & UNFOLLOW**

- Make sure to follow Twitter's rules!
- Use TweetAdder to assist with timings
- Outsource the process
- Provide legitimate interactions, thanking people for their attention.





### AuditShark,

Your Tweet got favorited!





# AuditShark

@AuditShark

Thanks for following: @DustinJKoch, @hackingdigest, @BishopSupport and @GFItaliano

05:49 PM - 03 Mar 14



# \*

# Favorited by



# Dustin Koch @DustinJKoch

I am dustin, i work in the security field, i enjoy my friends my laid back style, and looking for a job in the Law Enf field. Future elected offical (D-NJ)

See what else @DustinJKoch is favoriting.

View their profile



# AuditShark,

Your Tweet got retweeted!





# **AuditShark**

@AuditShark

Thanks for following: @DustinJKoch, @hackingdigest, @BishopSupport and @GFItaliano

05:49 PM - 03 Mar 14



Retweeted by



**Dustin Koch** @DustinJKoch To 215 followers.

Learn more about @DustinJKoch.

View their profile



# AuditShark,

Dustin Koch replied to your Tweet!





### AuditShark

@AuditShark

Thanks for following: @DustinJKoch, @hackingdigest, @BishopSupport and @GFItaliano - 03 Mar



### **Dustin Koch**

@DustinJKoch

@AuditShark @hackingdigest @BishopSupport @GFItaliano thank you for finding me

11:49 PM - 03 Mar 14









# **Automating Finances**

It's not all about software.

# **BEING SUCCESSFUL CAUSES PROBLEMS**



# Moon River Consulting, Inc.

Checking accounts, credit cards, PayPal, weekly invoicing, customer invoices and receipt tracking.



# Moon River Software, Inc.

Checking accounts, credit cards, PayPal, numerous subscription services, multiple products, and some pass-through accounting with the Micropreneur Academy.



### Micropreneur Academy, LLC.

Some pass-through accounting with Moon River Software, revenue split with The Numa Group and numerous monthly PayPal transactions.

You know, I've never really liked paying bills.

– Peter Gibbons, Office Space

And so I stopped doing it.

# FINANCIAL AUTOMATION STRATEGY

FOCUSED ON ONE RESULT – More time to work ON the business

# **PLAN**

Clearly identify and document everything that needs to be done to handle the finances of the business.

# **GIVE AUTHORITY**

People executing processes should have the authority to make changes to the process and permissions to do the job effectively.

# **EXECUTE**

Execute the process at least once so that you can identify gaps in the execution plan.

### **GIVE GUIDANCE**

Not every situation can be covered. Provide general guidelines for how the business works.

# **REVIEW**

Early iterations require significantly more oversight than later iterations.

# **GIVE PRAISE**

Anyone executing these processes is doing you a favor. Thank them for it.

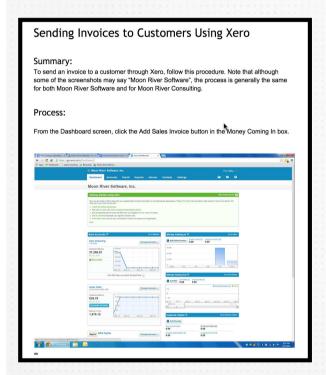
# Procedures

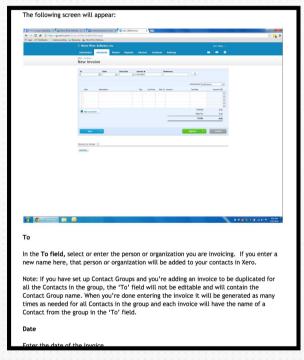
NOTE: Some of the documentation below indicates that it is available via "Screencast". All of this documentation is stored at screencast.com and is password protected. Feel free to review any such documentation as needed.

Screencast folder root: \*\*\*\*\*\*\*
Password (as of 2014-09-09): \*\*\*\*\*\*\*

### **SOP Documents:**

- AuditShark
  - Early Access Onboarding
  - o Azure Storage Documentation
  - o Sending Email Newsletters
  - o Updating the SSL Certificates in Azure
  - o AuditShark Unit Tests
  - o Model-View-Presenter using Passive View
  - o ASDE Application and Visual Studio Solution Overview (Screencast)
  - o Design Documents
    - Enumerating Forests & Domains (See FogBugz case 20)
    - Reporting System Prawesh
    - Remediation System Eduard
    - Scheduler Subsystem Redesign Shakti
  - AuditShark Technical Notes
    - AuditShark Installer Notes
- AuditShark Website
  - o AuditShark Website Visual Studio Solution overview (Screencast)
  - o Integrating KISSmetrics
  - Landing Page Templates Naveen
  - o ControlPoint Content Redesign Naveen
- Marketing
  - o <u>Using the Google URL Builder</u>
  - o Handling TrueTwit Validation
  - AuditShark Twitter marketing procedures
  - o Webinar Checklist
  - o Marketing Plan for Webinars, Blog Posts, etc.
  - o AuditShark Twitter Prospects
  - o AuditShark Intro Video Script
  - o Using PerfectAudience for Remarketing
- Sales
  - o Cold Calling Script





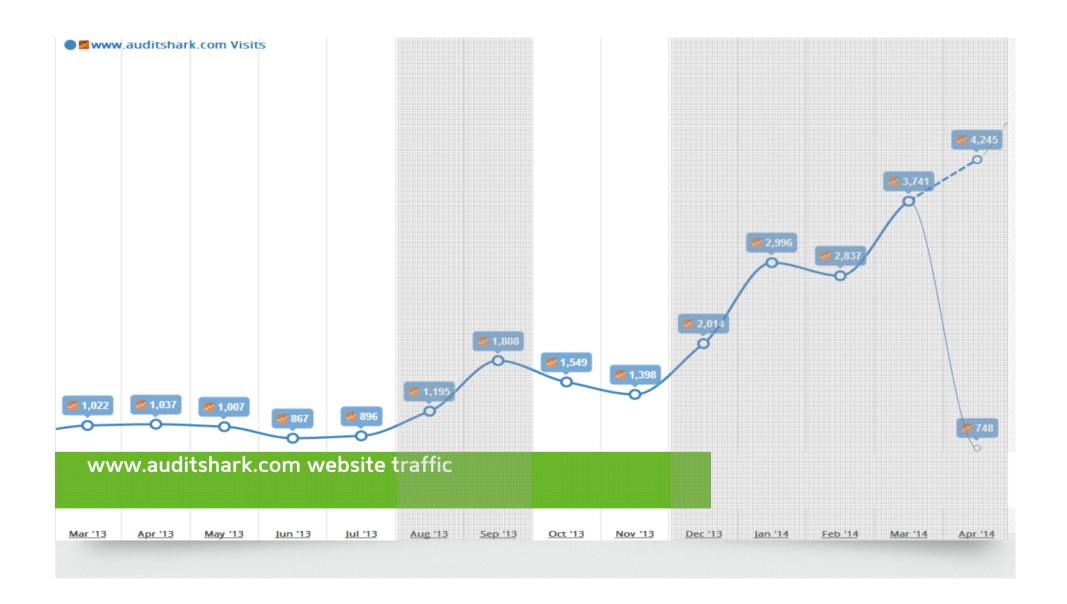
# Due Date Enter the date the invoice is due to be paid to you. Invoice # Xero will automatically generate an invoice number that is the next number in the sequence that has been set up (Settings > General Settings > Invoice Settings). You can change the invoice number but it must be unique. The automatic numbering sequence will take this new number into account when it generates the next number for a new invoice or credit note. If an invoice is voided or deleted the invoice number stays with it however you can re-use the number on a deleted invoice. Note: If you have set up Contact Groups and you're adding an invoice to be duplicated for all the Contacts in the group, there will be no invoice number until all the invoices are generated and given sequential invoice numbers. Reference

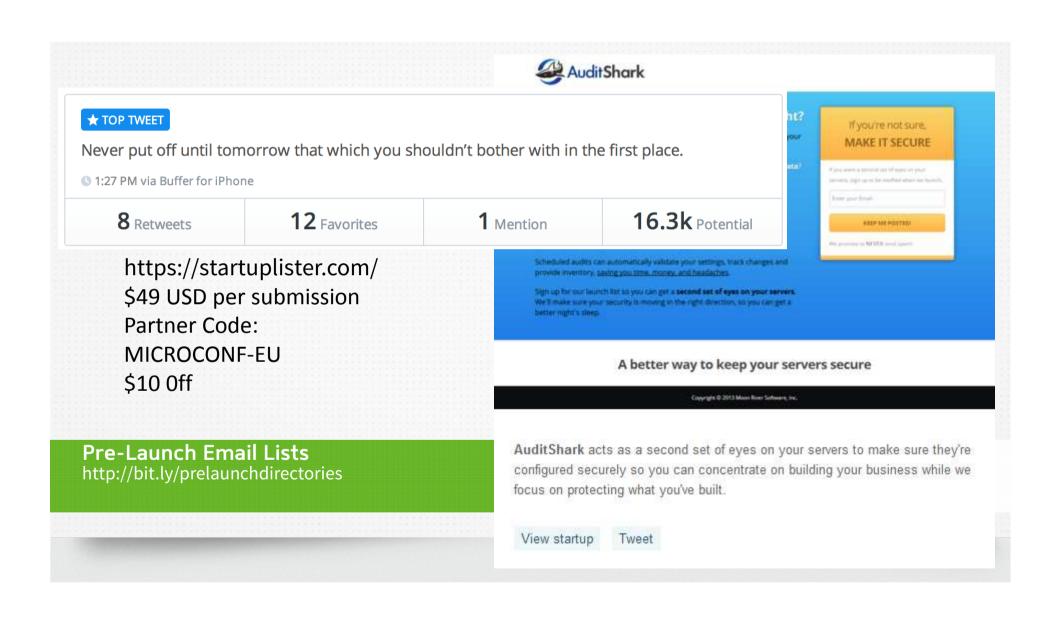


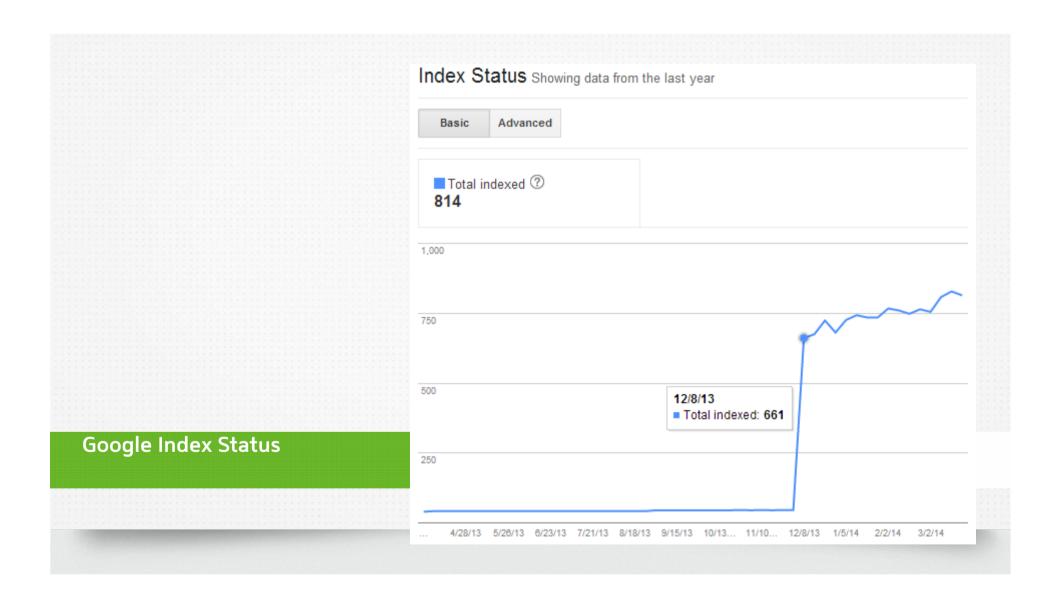
An Advanced Financial System at work

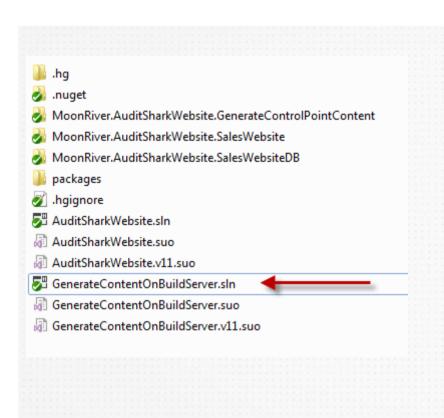
# Leveraging Internal Data for SEO

Traffic Generation Techniques









Home > AuditShark Prebuilt Policies

Basic Windows 2008 Server Policy

Basic Windows 2012 Server Policy

IIS 7.0 or Greater Policy Red Hat Linux Policy Debian Linux Policy

# **AuditShark Prebuilt Policies**

**Basic Windows 2008 Server Policy** 

**Basic Windows 2012 Server Policy** 

**IIS 7.0 or Greater Policy** 

**Red Hat Linux Policy** 

**Debian Linux Policy** 

Generate Web Pages from existing data

Home > AuditShark Prebuilt Policies > Basic Windows 2008 Server Policy

Basic Windows 2008 Server Policy

Basic Windows 2012 Server Policy

IIS 7.0 or Greater Policy

Red Hat Linux Policy

Debian Linux Policy

# **Basic Windows 2008 Server Policy**

IIS 7.0 or Greater Policy

Debian Linux Policy

- Enforce Password History
- Is Windows 2008
- · Disable Guest account
- Policy Executed
- Default Filter
- · Minimum Password Age
- · Maximum Password Age
- Account Lockout Threshold
- · Account Lockout Duration
- · Store Passwords Using Reversible Encryption
- · Reset Account Lockout After
- Enforce User Logon Restrictions
- · Password Must Meet Complexity
- Minimum Pas:
- Audit privilege
- Maximum Life
- Maximum life
- Max Toleranc
- Audit account

Home > AuditShark Prebuilt Policies > Basic Windows 2008 Server Policy > Control Point

Basic Windows 2008 Server
Policy

Basic Windows 2012 Server
Policy

Disable Guest account

Use quest account should be disabled to prove

The guest account should be disabled to prevent unknown users from being authenticated as Guests.

Red Hat Linux Polider How to Validate

- To validate this, go to the domain (Guest) and look for the account name (Guest), get the description (The Guest account should be disabled.),
- Acceptable Value(s)
   ADS\_UF\_ACCOUNTDISABLE
- Remediation Steps

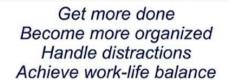
#Remediation To disable the built-in Guest account, run the following command: \*\*net user Guest /active:no\*\*

Control Point 3 of 223 in Basic Windows 2008 Server Policy

Page	Impressions	Clicks ▲	CTR	Avg. position
▶ /Education/what-is-sox-compliance.aspx □	16,674	1,186	7%	6.8
▶ /what-is-sox-compliance ☑	5,532	407	7%	6.8
▶ /Education/what-is-compliance-management.aspx □	5,073	223	4%	11
▶ www.auditshark.com/ [2]	1,211	158	13%	31
▶ /ControlPointContent/CP172_d1335828_1b83_4d5a_9dad_ee49f97edffe.aspx 🖾	722	78	11%	9.7
▶ /ControlPointContent/CP173_cbd000d2_f732_4c22_ab3c_a635c45a6cf5.aspx ☑	435	56	13%	4.3
▶ /ControlPointContent/CP184_7228f248_0e5b_4f6b_b01f_54e35ef490ac.aspx ☑	241	51	21%	3.7
▶ /Education/what-is-it-compliance.aspx □	389	44	11%	24
▶ /ControlPointContent/CP128_9ee7cef2_89fa_41a8_9d1d_84919bbae298.aspx ☑	273	43	16%	5.7
▶ /ControlPointContent/CP129_a3e73367_9dda_4cef_a1a0_0f8a8ae62b05.aspx ☑	505	39	8%	4.9
▶ /what-is-compliance-management [2]	860	36	4%	11
▶ /ControlPointContent/CP111_e7c8517d_d7fc_40f4_82f4_5c629a5226c0.aspx ☑	316	33	10%	8.3
▶ /ControlPointContent/CP195_4e0feb2c_6156_400e_87c6_49cff9753906.aspx ☐	208	33	16%	6.3
▶ /ControlPointContent/CP130_18aedcae_16d2_45d5_884a_e326c22dade7.aspx 🖸	244	32	13%	7.2
▶ /ControlPointContent/CP116_a6064cb2_468f_4c80_9dbd_f5e13f2f2f3e.aspx ☑	161	29	18%	4.8
▶ /ControlPointContent/CP124_119d19c0_6d12_446f_b3ae_b42148f23fd5.aspx 🖸	128	29	23%	4.4
▶ /ControlPointContent/CP182_f57e63ce_f194_4c4b_919c_0c5b2cb95b6f.aspx ☑	167	28	17%	4.3
► /ControlPointContent/CP113_601e9ab8_9b34_49be_ad54_6dd9e81090e4.aspx 🖸	79	27	34%	4.9
▶ /ControlPointContent/CP177_01566714_a334_47c7_a951_3d35ab159032.aspx ☑	269	21	8%	4.3
▶ /ControlPointContent/CP218_5d036d60_203c_441b_bf4a_c2c24ce8f7e1.aspx ☑	151	20	13%	3.2
//ControlPointContent/CP127_6cfac447_5121_46fb_8230_ee7071743628.aspx □	227	14	6%	5.1

# **Personal Development**

Increasing Productivity & Fulfillment



# Work Less, Do More

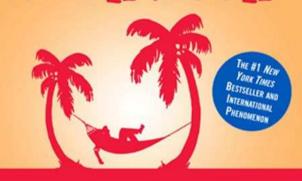


2nd EDITION

Jan Yager, Ph.D.

"This is a whole new ball game. Highly recommended."
—DR. STEWARY D. FRIEDMAN.

# The 4-Hour Workweek



ESCAPE 9-5, LIVE ANYWHERE, AND JOIN THE NEW RICH

EXPANDED AND UPDATED

TIMOTHY FERRISS

What if you only had 4 hours each week to get ALL of your work done?

Work expands so as to fill the time available for its completion.
- Parkinson's law

Limiting the time you have to do something increases productivity... but this effect is limited.

# **Personal Fulfillment**

Increasing Productivity & Fulfillment

Strengths Insight and Action-Planning Guide

#### Strengths

#### Mike Taber

#### Your Top 5 Themes

Strategic

Focus

Analytical

Competition

Command

#### What's in This Guide?

#### Section I: Awareness

- A brief Shared Theme Description for each of your top five themes
- Your Personalized Strengths Insights, which describe what makes you stand out from others with the same theme in their top five
- Questions for you to answer to increase your awareness of your talents

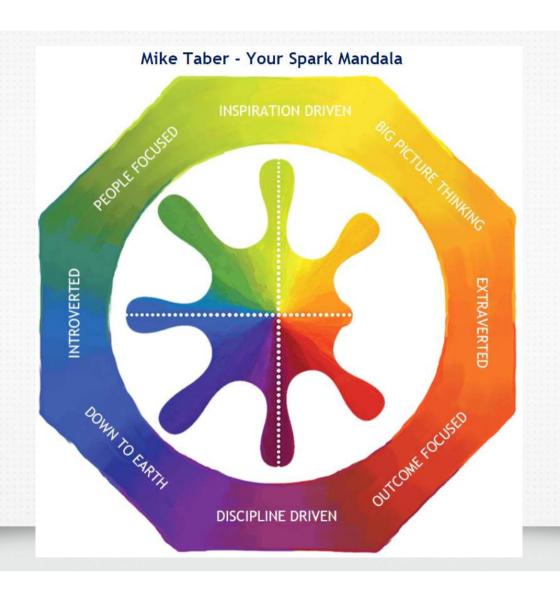
#### Section II: Application

- 10 Ideas for Action for each of your top five themes
- Questions for you to answer to help you apply your talents

#### Section III: Achievement

- Examples of what each of your top five themes "sounds like" -- real quotes from people who also have the theme in their top five
- Steps for you to take to help you leverage your talents for achievement

# Strengths Finder 2.0 http://bit.ly/strfinder



#### GL/ISS



### Hi there

When you asked us how to get Glass on this site, we told you there would be more chances to join the Explorer Program... someday. Well, today's the day.

The sneak peek of the <u>Glass Developer Kit (GDK)</u> is available now, making it possible to build new and innovative kinds of Glassware. We're now inviting you, as a developer, to purchase Glass, become an Explorer, and join us in taking the next step in developing for Glass.

Click on the purchase code below to begin your adventures with Glass.

Purchase Now



# **Benefits of Trying New Things**



# **Personal Health**

Increasing Productivity & Fulfillment

### The Three Pillars of Health

### Sleep

Recommended: 7-8 hours/night

#### **Problems**

Increased BMI
Heart Disease/Diabetes
Increased risk for drowsy
driving, Depression, etc.
Decreased focus
Low Energy
Increased Hunger

#### Exercise

Recommended:

150 minutes moderate

- OR -

75 minutes vigorous

-AND-

2 Days muscle training

#### **Problems**

Obesity
Fatigue
Depression
Problems Sleeping
Muscle Weakness

### **Eating Habits**

Recommended: 1600-2500 calories/week depending on various factors

#### **Problems**

Increased risk for diabetes Poor sleeping habits Fatigue

### The Causes of Increased Stress

- 1. Increased Workload
- 2. Taking care of your family
- 3. Making ends meet
- 4. Expectations from family and friends
- 5. Stress from competition
- 6. Lack of "closure"

## The Symptoms of Increased Stress

- 1. Difficulty "relaxing" or shutting off your brain
- 2. Low energy
- 3. Insomnia
- 4. Loss of sexual desire/ability
- 5. Inability to focus
- 6. Poor Judgment
- 7. Over/Under eating
- 8. Procrastination
- 9. Increased use of alcohol, drugs, cigarettes
- 10. Nervousness
- 11. ... there are at least 40 others...

# **Specific Strategies to Implement**

# Evening & Weekend Work

STOP IT!!!

### Scheduling

Go to bed at a specific time each night. I chose 10:30pm.

+Scheduled Exercise

### **Healthy Eating**

No late snacking



#### **Limit Your Hours**

Increased Productivity Fewer Hours Worked

#### Better Sleep

More energy Less burnout Higher Productivity Higher Focus

#### 1am Taco Run

Very Bad Things...

# Why Do These Strategies Work?

- 1. They give your body & brain what it needs to function properly
- 2. They reduce stress
- 3. Most importantly, they correct hormone/chemical imbalances

## **Disorders from Excess Hormones**

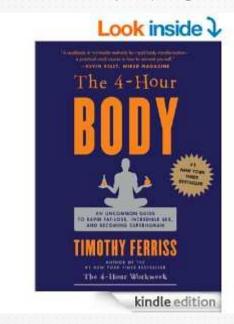
	Name of disorder	Hypersecretion of	Symptoms
1.	Acromegaly (in adults)	Somatotrophin	Abnormal growth of bones of face, lower jaw, hands and feet. Enlargement of internal organs such as lungs, spleen etc
2.	Adrenal virilism (in female)	Sex corticoid	Masculanization of females such as growth of beards and moustaches and male voice etc.
3.	Conn's syndrome	Aldosterone	Headache, Excessive urination at night, Excessive thirst, Excessive urination, Increased volume of blood, Increased blood sodium level, High alkalinity of blood and body fluids,
4.	Cushing's syndrome	Cortisol	High blood sugar, obesity, deposition of fat in the face, neck etc. rise in plasma Na+ and high BP. In acute condition it leads to mental depression and impotency.
5.	Exophthalmic goiter (Grave's disease)	Thyroxin	Hypertrophy of thyroid gland, increased metabolism, high rate of heartbeat, bulging eyeballs, restlessness, nervousness and loss of weight.
6.	Gigantism (in children)	Somatotrophin	Excessive height, extreme bone, muscle and organ growth.
7.	Hyperglycaemia	Glucagon	Polyphagia, Polydipsia, Polyuria, Blurred vision, Fatigue (sleepiness), Weight loss Poor wound healing (cuts, scrapes, etc.), Dry mouth, Dry or itchy skin, Tingling in feet or heels, Erectile dysfunction, Recurrent infections, external ear infections (swimmer's ear), Cardiac arrhythmia, Stupor, Coma, Seizures
8.	Insulin shock	Insulin	Abnormal lowering of blood glucose (hypoglycemia), sudden fall of body temperature, fatigue, tremors and unconsciousness.
9.	Kidney stone	Parathormone	Accumulation of calcium in blood and it precipitate with phosphates to form kidney stones.
10.	Osteitis fibrosa cystica	Parathormone	Calcification of soft tissues like blood vessels

## **Disorders from Hormone Deficiencies**

Name of disorder		Hyposecretion of	Symptoms				
1.	Acromicria (in adults)	Somatotrophin	Bones of the face and extremities are small and delicate.				
2.	Addison's disease	Aldosterone	Hypertension, dizziness, vomiting, diarrhea, low blood sugar, low plasma Na+, high plasma K+, increased urinary Na+ and bronze like pigmentation of skin.				
3.	Cretinism (in children)	ism (in children) Thyroxin Retarded growth, low intelligence, delayed sexual maturity.					
4.	Diabetes insipidus	Vasopressin (ADH)	Enormous secretion of urine (polyuria), excess thirst (polydypsia) etc				
5.	Diabetes mellitus	Insulin	Hyperglycemia (high sugar level in blood), glycosuria (sugar in urine), polyphagia (overeating), polydypsia (excess thirst) and polyuria (frequent urination).				
6.	Dwarfism	Somatotrophin	Short in stature.				
7.	Myxoedema (in adults)	Thyroxin	Physical sluggishness, mental dullness, low metabolic rate, dry and coarse skin and puffy face.				
8.	Tetany	Parathormone (PTH)	Steep drop in blood calcium level, abnormal rise in excitability of nerves and muscles, sustained and violent contraction of muscles of face, larynx, hands and feet.				
9.	Eunuchoidism	Testosterone	Lack male secondary sexual characters, sterility etc				

## **Tim Ferriss**

Four Hour Body Tripling Testosterone Cheat Sheet



http://bit.ly/4hrbodybk

http://bit.ly/testosteronecheatsheet

# Sample Hormone: Testosterone Levels

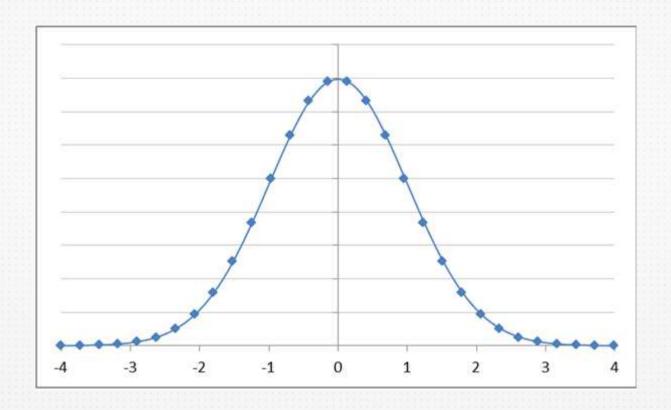
Male		Female			
Age:	T Level (ng/dL):	Age:	T Level (ng/dL):		
0-5 months	75-400	0-5 months	20-80		
6 mos9 yrs.	<7-20	6 mos9 yrs.	<7-20		
10-11 yrs.	<7-130	10-11 yrs.	<7-44		
12-13 yrs.	<7-800	12-16 yrs.	<7-75		
14 yrs.	<7-1,200	17-18 yrs.	20-75		
15-16 yrs.	100-1,200	19+ yrs.	8-60		
17-18 yrs.	300-1,200				
19+ yrs.	240-950				
Avg. Adult Male	270-1,070	Avg. Adult	15-70		
		Female			
30+ yrs.	-1% per year				

# **Symptoms of Low Testosterone**

- 1. Weight Gain
- 2. Loss of Muscle/Increased (belly) fat
- 3. Fatigue/Decreased Energy
- 4. Food Cravings
- 5. Insomnia and/or poor sleep patterns
- 6. Low libido/Sexual Dysfunction
- 7. Anxiety, irritability & depression
- 8. Digestive problems
- 9. Hair Loss
- 10. Diabetes

By The Numbers 1996 Study – Declining Androgens with Age (Males)

Ago	A 70	# Subjects	Total	Stand.	Free	Stand.	SHBG	Stand.
	Age		Test.	Dev.	Test.	Dev.		Dev.
	25-34	45	617	170	12.3	2.8	35.5	8.8
	35-44	22	668	212	10.3	1.2	40.1	7.9
	45-54	23	606	213	9.1	2.2	44.6	8.2
	55-64	43	562	195	8.3	2.1	45.5	8.8
	65-74	47	524	197	6.9	2.3	48.7	14.2
	75-84	48	471	169	6	2.3	51	22.7
	85-100	21	376	134	5.4	2.3	65.9	22.8



# Sometimes... lifestyle adjustments don't work.



http://bit.ly/developerdepression

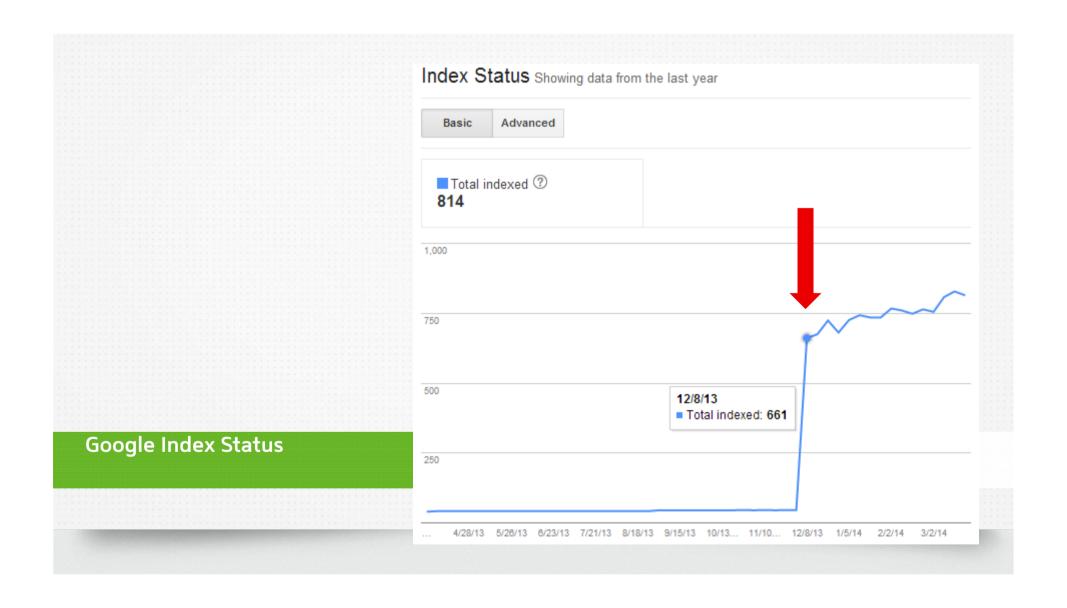
Greg Baugues – Developer Evangelist at Twilio Developers and Depression

By The Numbers 1996 Study – Declining Androgens with Age (Males)

A 70	# Subjects	Total	Stand.	Free	Stand.	SHBG	Stand.
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45-54	23	606	213	9.1	2.2	44.6	8.2
55-64	43	562	195	8.3	2.1	45.5	8.8
65-74	47	524	197	6.9	2.3	48.7	14.2
75-84	48	471	169	6	2.3	51	22.7
85-100	21	376	134	5.4	2.3	65.9	22.8







# **Symptoms of Perimenopause**

Hot flashes, hot flushes, night sweats and/or cold flashes, clammy feeling

Irregular heart beat

**Irritability** 

Mood swings, sudden tears

Trouble sleeping through the night (with or without night sweats)

Irregular periods; shorter, lighter periods; heavier periods, flooding; phantom periods,

shorter cycles, longer cycles

Loss of libido

Vaginal dryness

Crashing fatigue

Anxiety, feeling ill at ease

Feelings of dread, apprehension, doom

Difficulty concentrating, disorientation, mental confusion

Disturbing memory lapses

# **More Symptoms of Perimenopause**

Incontinence, especially upon sneezing, laughing; urge incontinence

Itchy, crawly skin

Aching, sore joints, muscles and tendons

Increased tension in muscles

**Breast tenderness** 

Headache change: increase or decrease

Gastrointestinal distress, indigestion, flatulence, gas pain, nausea

Sudden bouts of bloat

Depression

Exacerbation of existing conditions

Increase in allergies

Weight gain

Hair loss or thinning, head, pubic, or whole body; increase in facial hair

Dizziness, vertigo, light-headedness, episodes of loss of balance

### **Not Done Yet**

Changes in body odor

Electric shock sensation under the skin and in the head

Tingling in the extremities

Gum problems, increased bleeding

Burning tongue, burning roof of mouth, bad taste in mouth, change in breath odor

Osteoporosis (after several years)

Changes in fingernails: softer, crack or break easier

Tinnitus: ringing in ears, bells, 'whooshing,' buzzing etc.

# **Not a Virgin**





You can't help other people if you can't help yourself.

# It's easy to be the frog and not know it



# **THANK YOU**

Questions?

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