

Email #1

Subject line: Here's Your Free Ransomware Report

Hi << Test First Name >>,

Thanks for requesting a copy of How to Ransom-proof Your Law Firm.

You can download it here:

[Link]

It'll give you concrete advice on how to stop ransomware attacks.

And, in the next few days, I'm going to send you a few more tips about how to get the best out of your IT.

All the best,

Stuart Gilbertson

Managing Director,
Consider IT

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Email #2

Subject line: This "CEO Scam" has cost businesses \$26bn

Hi << Test First Name >>,

It's Stuart from Consider IT with another quick tip on how to avoid cyber scams...

Picture this: you receive an email from your boss.

It tells you they closed a deal and you should transfer the money. It comes from your boss and the information is credible. So you make the payment.

Except it wasn't really your boss.

Despite coming directly from their email address - and without any signs of hacking - it came from scammers.

This "CEO scam" has netted cyber criminals at least \$26bn in the last three years.

So, how do you defend yourself against this?

One way is to come up with a code word.

So, every time the boss wants money to be transferred - other than normal payments - his email would have this code word.

And, if you want to get fancy - the code word changes each month. So, in October, it's "Omaha." In November, it's "Nevada." And so on...

That way, if you get an email without the code word - or with the wrong code word - you'll know to go back to your boss and ask if it's legit.

Yes, this isn't "high tech," but sometimes cyber security is just knowing what the scams are and finding a simple way to protect yourself.

All the best,

Stuart Gilbertson

Managing Director,
Consider IT

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Email #3

Subject line: How To Save £3,657/Employee

Hi << Test First Name >>,

When people hear you work in IT support, they tell you the funniest stories.

One of my favourites was from a guy who worked for a FT100 company.

(If you live in Edinburgh, you might be able to guess which one.)

It went like this...

His keyboard stopped working, so he called the company's in-house IT support.

Rather than sending him a new keyboard - which would cost them £8 - they told him to lift it up about 6 inches and then drop it on his desk.

He did this. And, of course, it made such a bang that everyone in the office turned around and looked at him like he was a nutter.

But the keyboard started working again.

For a few hours...

And then it stopped again.

So, three or four times every day, he had to drop his keyboard onto his desk - and get stared at by his co-workers.

That went on for a week or two until he just walked up to his boss and threatened to quit unless it was replaced.

So what's the moral of the story?

It's that tolerating bad IT is a false economy. But it's a common mistake made - even by the biggest companies.

For example, studies show:

#1: Half of all office workers in the U.K. said their slow computers were "restrictive and limiting."

#2: The average British office worker wastes 40 minutes per day because of slow technology.

#3: 47% of people asked would consider leaving their job because the IT at work is so bad.

#4: The Office of National Statistics estimates the cost of one slow PC to a business is £3,657. (Far more than the cost of replacing it.)

So having an IT support company that's focused on making IT a delight for your team, rather than a source of misery, is one of the best investments you can make.

So, if your IT is getting you - and your staff - down, why not reply to this email and we can talk about making it better?

All the best,

Stuart Gilbertson

Managing Director,

Consider IT

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Email #4

Subject line: Why An IT Support Company Is Like A Referee

Hi << Test First Name >>,

A few years ago, a friend of mine made an interesting point.

He said that, in football, the best referees are the ones you never notice.

It's not just that they don't make mistakes, but that they let the game flow without drawing attention to themselves.

And, at the end of the game, the fans are talking about the players, not the ref.

Well, it's the same with IT support: if your IT support company is taking up a lot of your attention, something is wrong.

It's like Andy at Umega Lettings told us:

"We barely ever talk about our IT now at Umega...which is a sign that things are going well. It used to be a daily conversation (frustration)"

So, if you find yourself talking about your IT people - rather than your work - maybe it's time for a change?

If you're in Edinburgh and have between 10 and 300 staff, why not talk to us?

Just reply to this email and say “Let’s talk” and we’ll take it from there.

All the best,

Stuart Gilbertson

Managing Director,
Consider IT