

SEPTEMBER 2023



# TALKING TECH

HELPING YOUR BUSINESS



## FROM DAMIEN'S DESK:

SPRING is here! I can't wait until we start to see the warm weather and being able to get outside to enjoy the sunshine. Hopefully your footy team is into their finals campaign. How good was the effort by the Matildas? Soccer has a tonne of new followers now!

At home we start our spring cleaning in the first weeks of this month, cleaning out the gutters and feeding the plants just to name a couple of tasks.

As a business owner you should complete a spring clean on your data. Are you still holding onto data that you have no real purpose for? Maybe you are keeping it just in case. If you have data that is more than seven years old you should seriously consider whether it is still required. A failure to dispose of this data can cause issues like that which occurred with the Optus hack, where the hackers' obtained data which had ex-customers details included. Some of these people had not been with Optus for an estimated ten years or more. There is no need to hold onto data that old. Time to cleanse!

I am always open to having a coffee with anyone who wants to pick my brain, just reach out to me at [damien@dspit.com.au](mailto:damien@dspit.com.au) and we will setup a time.

Stay safe out there



Damien Pepper - Managing Director  
dsp IT Solutions

## DID YOU KNOW?

Tulips were once more valuable than gold!

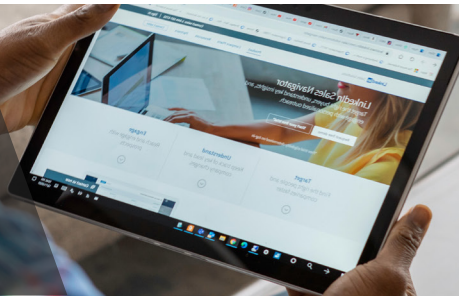
(this went bust in 1637!)



For your FREE copy of this book, go to:  
<https://www.dspit.com.au/cybersecurity-essentials/>

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# LEARN HOW TO SPOT FAKE LINKEDIN SALES BOTS



LinkedIn has become an invaluable platform for professionals. People use it to connect, network, and explore business opportunities. But with its growing popularity have come some red flags. There has been an increase in the presence of fake LinkedIn sales bots. These bots impersonate real users and attempt to scam unsuspecting individuals.

In this article, we will delve into the world of fake LinkedIn sales bots. We'll explore their tactics and provide you with valuable tips. You'll learn how to spot and protect yourself from these scams. By staying informed and vigilant, you can foster a safer LinkedIn experience.

## IDENTIFYING FAKE LINKEDIN SALES CONNECTIONS

Social media scams often play on emotions. Who doesn't want to be thought of as special or interesting? Scammers will reach out to connect. That connection request alone can make someone feel wanted. People often accept before researching the person's profile.

Put a business proposition on top of that, and it's easy to fool people. People that are looking for a job or business opportunity may have their guard down. There are also an inherent trust people give other business professionals. Many often trust LinkedIn connections more than Facebook requests.

How can you tell the real requests from the fake ones? Here are some tips on spotting the scammers and bots.

### · Incomplete Profiles and Generic Photos

Fake LinkedIn sales bots often have incomplete profiles. They'll have very limited or generic information. They may lack a comprehensive work history or educational background. Additionally, these bots tend to use generic profile pictures. Such as stock photos or images of models. If a profile looks too perfect or lacks specific details, it could be a red flag. Genuine LinkedIn users usually provide comprehensive information.

### · Impersonal and Generic Messages

One of the key characteristics of fake sales bots is their messaging approach. It's often impersonal and generic. These bots often send mass messages that lack personalisation. There may be no specific references to your profile or industry. They often use generic templates or scripts to engage with potential targets.

### · Excessive Promotional Content and Unrealistic Claims

Fake LinkedIn sales bots are notorious for bombarding users. You'll often get DMs with excessive promotional content and making unrealistic claims. These bots often promote products or services aggressively. Usually without offering much information or value.

### · Inconsistent or Poor Grammar and Spelling

When communicating on LinkedIn, pay attention to the grammar and spelling of messages. You may dismiss an error from an international-sounding connection, but it could be bot. Fake LinkedIn sales bots often display inconsistent or poor grammar and spelling mistakes. These errors can serve as a clear sign that the sender is not genuine. Legitimate LinkedIn users typically take pride in their communication skills.

### · Unusual Connection Requests and Unfamiliar Profiles

Fake LinkedIn sales bots often send connection requests to individuals indiscriminately. They may target users with little regard for relevance or shared professional interests. Be cautious when accepting connection requests from unfamiliar profiles. Especially if the connection seems unrelated to your industry or expertise.

# HAVE YOU TRIED MICROSOFT DESIGNER YET?



One of the newest AI-powered design tools launched is Microsoft Designer. You can use it whether you're a graphic pro, marketer, or small business owner. Or someone that simply wants to make a funny meme.

Microsoft Designer offers a range of features to streamline your design process.

Let's explore the key features:

## Intuitive and User-Friendly Interface

Microsoft Designer boasts an intuitive and user-friendly interface. This makes it accessible to both beginners and experienced designers.

Its user-friendly features include things like:

- Drag-and-drop functionality
- Contextual menus
- Easy navigation
- Text prompts to start your design

The first prompt it asks is "Describe the design you'd like to create." This makes it simple for someone with no design experience to use it. Based on your prompt, the system can leverage AI to generate graphics. You can also upload your own.

## Comprehensive Design Templates and Assets

Whether you need a business card, flyer, or social media post, this app has you covered.

Additionally, the tool offers a vast library of assets. These include:

- High-quality images
- Icons
- Fonts
- Colour palettes

You can use these to create visually stunning designs. Ones that align with your brand identity. The abundance of design assets gives you creative freedom and flexibility. You can have fun bringing your vision to life.

## Smart Layout Suggestions and Design Recommendations

Microsoft Designer goes beyond being a mere design tool. It's a knowledgeable design assistant. The tool employs artificial intelligence to act as a "design assistant." It can analyse your design and provide smart layout suggestions and recommendations. So even if making images isn't "your thing," you can make something decent.

The AI help is useful for those who may be new to design or seeking inspiration. Your design assistant can offer optimal font pairings, appropriate image placements, and more.

## Seamless Collaboration and Integration

Collaboration is essential in today's digital workspace. Microsoft Designer understands this need. The tool offers seamless collaboration capabilities. It allows several users to work on the same design project simultaneously.

You can easily share your designs with team members or clients. As well as get real-time feedback and edits. Furthermore, Microsoft Designer integrates seamlessly with other Microsoft Office applications such as PowerPoint and Word.

## Accessibility and Cross-Platform Support

Microsoft Designer recognises the importance of accessibility and cross-platform compatibility. The tool is available both as a web application and as a desktop application. You can use it on Windows and Mac.

Use it working on your desktop computer or from a mobile device. The tool also adheres to accessibility standards.

## WE LOVE REFERRALS . .

The greatest gift anyone can give us is a referral to your business colleagues/friends. Referrals help us keep costs down so we can pass the savings on to our clients. Simply introduce me via email to [damien@dspit.com.au](mailto:damien@dspit.com.au) or (03) 9001 0817 and I'll take it from there.

# TECHNOLOGIES TO HELP YOU RUN YOUR SMALL BUSINESS BETTER

Running a small business can be challenging. But advancements in technology have opened a world of opportunities. Small business owners can use digital tools to streamline operations. As well as improve efficiency, and boost productivity.

But trying to navigate the options yourself can be confusing. Just buying apps because someone told you one was cool, might not be the best strategy. You need to focus on needs and target optimisation.

Let's explore some game-changing technologies for small businesses:

## Cloud Computing for Scalability and Flexibility

Cloud computing has transformed the way businesses store, access, and manage their data. Apps like Microsoft 365 and Google Workspace allow small businesses to afford more including enterprise-class functions formerly enjoyed only by large companies.

## Customer Relationship Management (CRM) Software

Spreadsheets can only take you so far. CRM software can help you improve your sales process. As well as personalise marketing campaigns and provide top-notch customer support.

## Collaboration Tools for Seamless Teamwork

Efficient collaboration is crucial for small businesses. This is especially true when employees are in different offices or working remotely.

## E-commerce Platforms for Online Sales

Platforms like Shopify, WooCommerce, and BigCommerce make it easy to expand your sales territory online.

## Data Analytics for Informed Decision Making

Leveraging data analytics tools can provide valuable insights for informed decision-making.



## NEED A LAUGH?

What did the person say when no one in the zoom meeting laughed at their joke?

My jokes are not even remotely funny!



## WIN A \$20 BUNNINGS GIFT CARD!

There was no winner from last month's trivia question. The answer was d) Mozilla Phoenix.



You could be the winner of this month's trivia question. Just contact us with the answer to the question below, Good Luck!

How many websites are on the Internet (as of March 2023)?

- a) Just over 1 billion
- b) Just over 5 billion
- c) About 10 billion
- d) Almost 25 billion



Call us with your answer  
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