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HardSoft Systems Ltd
select business and tech tips

January 2019
newsletter

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Happy New Year!

The New Year is a great time to tell your story and get it out there. What is it that makes your company unique? how do you get your story out there on social media? How do you proactively answer the tough questions/ issues around your industry? In this months newsletter issue, we have articles to help you with all these items.

And, because we all have to stay vigilant, we also have an FYI on the underbelly of cybercrime.

From all of us at HardSoft Systems, best wishes for the new year and don't hesitate to reach out to us for any IT questions or needs.

> IN THIS ISSUE

Social Media Strategies

Brendan Kane, Entrepreneur

Building exposure for your brand or company is no easy task. Brendan Kane, a noted social media advisor to the likes of Taylor Swift, Rihanna, and Disney, walks us through several strategies to build a large social media following in a short amount of time with high levels of engagement. Learn



five helpful tips on steps you can take with more robust posts and better content, using strategies that apply to multiple social media platforms.
> [read more](#)



Answering Tough Questions

Adrian Dearnell, Forbes

Answering tough questions with poise, sincerity, and leadership is vital for any professional. And in the age of viral news where your words can travel around the world in a few seconds, the ability to effectively communicate your answer to a tough question is even more key. Get some good tips from a noted journalist that you can use whenever you have a hard question.
> [read more](#)



You Can Be a Great Leader and Also Have a Life

Bridget Schulte, Harvard Business Review

There is often a story in the business world that uses the flawed logic that achieving career success comes at a price of losing your personal life. We have heard examples of Elon Musk and Mark Cuban sacrificing their lives to make billions. It doesn't have to be this way, however. Learn strategies on how it really is possible to 'have it all'.
> [read more](#)



How to Write a Compelling Company Description

Brian Hart, Inc.

Whether you are a budding entrepreneur or a seasoned business professional, writing a company description can be a difficult task to attract new business. This description is a core part of your messaging, and it's important to be succinct when everyone is now inundated with too much information. Learn about the steps you can take to craft a compelling company description.
> [read more](#)

How Much Do Cybercriminals Make with Your Personal Data?

Security Magazine

According to a study from the Kapersky Lab, a global cybersecurity



company, criminals can sell an individual's complete digital life for less than \$50. The market for a single breached account is even lower. You'll be surprised to learn the various ways criminals are stealing and selling a person's complete digital life on the dark web.

[> read more](#)

AND...VIDEO PICKS FROM OUR STAFF



How to Protect Yourself
How to minimize the impact related to a data breach
[> see the video](#)



Sunday Driver
How self-driving cars could become a reality
[> see the video](#)



Design Guru
How a Harvard professor uses toys and origami to transform design
[> see the video](#)



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