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Volume 15, Issue 9

September 2023

**Celebrating over
TWENTY TWO
YEARS
of Service and
Satisfied
Customers!**



“As a business owner, you don’t have time to waste on technical and operational issues.

That’s where we shine!

Call us and put an end to your IT problems finally and forever!”

**Fred Holzager,
IT Director**

**Holzager Technology Services
and**

Publisher of

The Tech Insider

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Snapple Real Fact #69

“No word in the English language rhymes with month.”

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The Tech Insider

“Insider Tips To Make Your Business Run Faster, Easier and More Profitably”



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. This is one of the many scams on LinkedIn. According to the FBI, fraud on LinkedIn poses a “significant threat” to platform users.

Let’s 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 is 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.

(Continued on page 2)

“We Love Referrals” 2023 Offer

Keeping with the spirit of helping others, if you refer a business to us and they become our customer, we will donate \$100 to your favorite charity.

At Holzager Technology Services, we believe that referrals are the greatest form of flattery. By recommending your partners, associates, or professional contacts, you can help them enjoy worry-free IT and support a worthy cause of your choice!

For more information, please see our website at www.tech4now.com/we-love-referrals, contact us by phone at 201-797-5050

Quotations

"If your ship doesn't come in, swim out to it!"
—Jonathan Winters

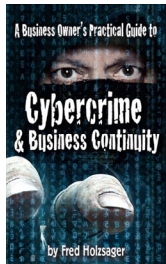
"Thinking is the hardest work there is, which is the probable reason why so few engage in it."
—Henry Ford

"A party without a cake is really just a meeting."
—Julia Child

"The most pathetic person in the world is someone who has sight, but no vision."
—Helen Keller

"The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense."
—Thomas A. Edison

Read Fred's Book!



If you would like to have us speak to your organization and give away some free copies to attendees, give us a call. For more details on the contents and how to get your own copy, please visit our special web page at www.tech4now.com/cybercrime

"We make all of your computer problems go away without the cost of a full-time I.T. staff"

Ask us about our fixed price services HTS Insight Hassle-Free Agreements—Computer Support at a flat monthly fee you can budget for just like rent!

(Continued from page 1)

• **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 personalization. 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 direct messages (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.

"They may lack comprehensive work history or educational background. Additionally, these bots tend to use generic profile pictures."

You may dismiss an error from an international-sounding connection, but it could be a 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.

Learn a lesson from these characteristics that you just read about. Make sure your own profile is not one that lacks personal details or fails to provide a work history or educational background. If you find your LinkedIn profile is too similar to the ones we just described, make this your opportunity to change it for the better.

Verifying your language, grammar and spelling is the first step. Refining it further by making it a memorable one will get you further with your connections and increase your attraction level within the LinkedIn community. There's no time like the present. Be mindful of what you read and post—first impressions do matter.

QUICK SECURITY TIP:

Even though you may consider it overkill, think about getting a cross-cut shredder to use in your home. If you receive mail from your credit card companies or your financial advisors, there may be particularly sensitive information you are placing in your paper recycling or trash. By shredding these documents, you improve your likelihood of maintaining privacy when it counts!

"I DIDN'T KNOW"

Unfortunately, That Excuse Doesn't Replenish Your Bank Account, Resolve A Data



Breach Or Erase Any Fines And Lawsuits.

It's coming ...

- That day a hacker steals critical data, rendering your office useless
- That day when your bank account or credit card is compromised
- Or that day when your customers' private lives are uprooted

Cybercriminals and hackers are constantly inventing NEW ways to infiltrate your company, steal your assets and disrupt your life. The ONLY way to STOP THEM is this:

You Must Constantly Educate Yourself On How To Protect What's Yours!

Now, for a limited time, we have the perfect way to help reduce your risk and keep you safe! Simply sign up to receive our FREE "Cyber Security Tip of the Week." We'll send these byte-size quick-read tips to your e-mail inbox. Every tip is packed with a unique and up-to-date real-world solution that keeps you one step ahead of the bad guys. And because so few people know about these security secrets, every week you'll learn something new!

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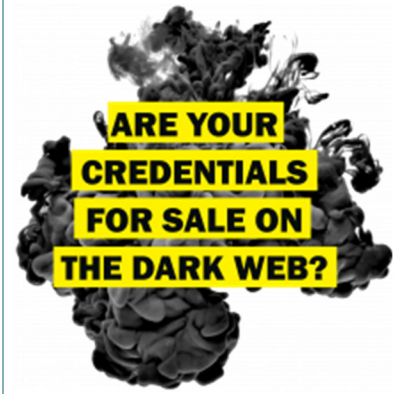
Ponderings...

Have you ever noticed how some famous people expose their humanity with witty comments? Here are some fine examples...

- ☺ "Sometimes, when I look at my children, I say to myself, 'Lillian, you should have remained a virgin.'" —Lillian Carter (Jimmy's mother)
- ☺ "I had a rose named after me and I was very flattered. But, I was not pleased to read the description in the catalogue: - 'No good in a bed, but fine against a wall.'" - Eleanor Roosevelt
- ☺ "People say, 'But Betty, Facebook is a great way to connect with old friends.' Well, at my age, if I want to connect with old friends, I need a Ouija board." —Betty White
- ☺ "The secret of a good sermon is to have a good beginning and a good ending; And to have the two as close together as possible." —George Burns
- ☺ "I can resist anything, but temptation." —Oscar Wilde

- ☺ "It's not that I'm afraid to die, I just don't want to be there when it happens." —Woody Allen
- ☺ "Be careful about reading health books. You may die of a misprint." — Mark Twain
- ☺ "By all means, marry. If you get a good wife, you'll become happy; if you get a bad one, You'll become a philosopher." —Socrates
- ☺ "I was married by a judge. I should have asked for a jury." —Groucho Marx
- ☺ "I have never hated a man enough to give his diamonds back." — Zsa Zsa Gabor
- ☺ "Only Irish coffee provides in a single glass all four essential food groups: Alcohol, caffeine, sugar and fat." —Alex Levine
- ☺ "My luck is so bad that if I bought a cemetery, people would stop dying." —Rodney Dangerfield
- ☺ "Light travels faster than sound. This is why some people appear bright until they speak." — Steven Wright

- ☺ "Go to Heaven for the climate, Hell for the company." —Mark Twain
 - ☺ "Santa Claus has the right idea. Visit people only once a year." —Victor Borge
 - ☺ "I don't feel old. I don't feel anything until noon. Then it's time for my nap." —Bob Hope
 - ☺ "I never drink water because of the disgusting things that fish do in it." —W. C. Fields
 - ☺ "We could certainly slow the aging process down if it had to work its way through Congress." —Will Rogers
 - ☺ "Maybe it's true that life begins at fifty, but everything else starts to wear out, fall out, or spread out." —Phyllis Diller
 - ☺ "By the time a man is wise enough to watch his step, he's too old to go anywhere." —Billy Crystal
 - ☺ "The secret to creativity is knowing how to hide your sources." —Albert Einstein
- We hope you cracked a smile.☺



Find Out with a Complimentary Dark Web Scan

Did you know...?

- Cyber-attacks have continued to grow in cost, size, and impact—causing 60% of SMBs to go out of business within 6 months of a cyber incident.
- Over 80% of data breaches leverage stolen passwords as the principal attack vector—often acquired on the *Dark Web*.
- Far too often, companies that have had their credentials compromised and sold on the Dark Web don't know it until they have been informed by law enforcement—but then, it's too late.
- To help keep your critical business assets safe from the compromises that lead to breach and theft, we are offering a complimentary, one-time scan with **Dark Web ID™ Credential Monitoring**.

If you are interested in learning more about the risks involved in ignoring your password security, give us a call at (201) 797-5050 or visit our website at

<https://www.tech4now.com/dwid> or www.tech4now.com/bullphish



Quick Tech Productivity Pointers

On May 4, 2023, we celebrated **World Password Day**. Please visit our website to get your free **Password Protection 101** PDF handout. Visit https://www.tech4now.com/files/2023/04/Password_Protection_101_Infographic.pdf to view and download it. **It's still valid info.**

Many people use Microsoft Word for typing critical documents for work or personal use. Most use it as an effective typewriter, but did you know how much more it can do for you?

Text Formatting Techniques

If you note the difference between the line above this one and the text this comment is written in, give yourself a pat on the back—you have spotted the use of **bold** vs plain text. The fastest way to toggle any text in bold, is to highlight the words, then press the **CTRL+B** key. Alternatively, you may highlight the text and the automatic enhancement bar appears, select the **"B"** (shown below).



As you review the bar shown above, you should note how many other options you have:

- I** Toggle the text to be *italicized*. (CTRL+I)
- U** Toggle the text to be underlined. (CTRL+U)
- ☰ Adjust the horizontal alignment of your text (this option allows Left, Center, Right and Justified—note it applies to the PARAGRAPHS, not words).
- A** Change the color of the letters (dropdown menu appears to select color of choice & more)
- Change the background color to highlight text.
- This is how you may create "knock out text" by using white colored text on a black background.

The boxes with the font name and font size gives you the opportunity to change specific letters or words to different fonts and font sizes. Whenever you do this, be mindful not to make your writing look

like a *ransomware note*. It's easier than you think!

A A The two **A** letters allow you to highlight the letters, words or paragraphs and increase or decrease the letters accordingly. This method will adjust the sizing using fixed increments; whereas, the box with the number (e.g., "8.3") will allow you to adjust sizing with greater granularity.

☰ Selecting the "Bullet List" icon permits you to convert paragraphs either into a bulleted list or a numbered one. Note the inverted carat (∨) to the right, it will allow you to select more options such as Roman (II, III, IV) or Arabic (1, 2, 3) numerals. You may also select delimiters (1. or 1: or 1—). Furthermore, you may also use symbols for your bullets (☞, ☹, ☺, ☻, ☼, ☽, ☾, ☿) to make it more engaging.

🖌 The "Format Painter" is one of the most versatile tools in the "Font Toolbox" inasmuch as it lets you copy the full style of a font and apply its attributes to another letter, word or paragraph in a single click. You simply select a sample of what you want to replicate with the same formatting (source style) and click on the paint brush. This will copy the same font styling (font, size, italics, bold, underlined, small caps (SAMPLE) or ALL CAPS), border style and colors) and keep it in memory for ONE USE. Now, click on the text you wish to modify and it will "magically" become reformatted in the same style the source font had. If you select a paragraph with non-default settings (e.g., 12 pt gap after the paragraph), the same style will be applied to all of the selected paragraphs.

This is, by no means, a comprehensive sampling of how to use Word (or other Office applications) to enhance your work. Stay tuned for more shortcuts.

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YOUR Business!**

Feedback & Suggestions...

Is there a topic or feature you would like to include in a future issue? Opinions and feedback are welcome and encouraged. Please send us an e-mail or call our direct line.

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- ✓ Disaster Recovery and Business Continuity Planning
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- ✓ Network Security and Online Employee Security Training
- ✓ E-mail & Internet Solutions
- ✓ Wireless Networking
- ✓ Spam Filtering and E-mail Archiving & Encryption Solutions
- ✓ Storage Solutions and File Sharing
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- ✓ Voice over IP phone systems

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Ask us about our fixed price service agreements—Computer support at a flat monthly fee you can budget for just like rent!

"Some companies approach you with a we know it all position, but in working with Holzager Technology Services, we have found that they listen to us to learn about how we work, what we do, and what the problem may be. This partnership in maintaining our business has raised them from "IT Guys" to "Trusted Advisors."—Bob Weissman, P.E., L.S., Weissman Engineering Co., P.C. Midland Park, NJ

September 2023

The Lighter Side...

For Entertainment Purposes ONLY!

A Question of Integrity

A woman enters into a butcher shop late on a Friday afternoon and says to the butcher, "Do you have any more chickens?" Well, the butcher only had one chicken left in his fridge, so he goes in, takes it out and weighs it for the lady. "Three and a half pounds," he replied to her. She asks, "Don't you have any that are larger?" He goes into the fridge again, walks out with the same bird, puts it on the scale and keeps his thumb on the scale pan. "Four and a quarter pounds. Do you want it?" The patron replies, "Yes, please. I'll take both of them. Thank you." At this point, the most the butcher could do was revisit the fridge and pretend not to locate the bird. **Moral:** Once you compromise your integrity, you are stuck. It's best to stay honest.

Dad Joke Time:

If lawyers can be disbarred and clergymen defrocked, shouldn't it follow that...
electricians can be delighted...
musicians denoted...
laundry workers decreased...
cowboys deranged...
models deposed...
dry cleaners depressed...
and maybe, with any luck, politicians devoted?

The Twins With Different Dispositions

A husband and wife had twins, but they were quite different — one son was a dyed-in-the-wool pessimist, the other was an incurable optimist. Unable to get the boys to be "normal," the parents brought them in to see a psychiatrist since they were both so unrealistic. The doctor indicated to them he could solve their problem. He suggested they bring the pessimist into a room filled with only the best, most magnificent set of toys in the world and see how he responds. Once he sees them, he could only

be happy to have all the toys and that should resolve his issue being so negative. They then asked, well, what should we do with the optimist? The doctor suggested they contact a friend of his at the racing stables who has more than enough horses to produce a 'disappointment' for the optimistic boy with what they clean out of the stables.

The parents then proceeded to get the toys and put the pessimist into the room with the toys. After leaving him in the room for a while, they entered and found him crying. The parents asked him why he was crying. He replied, "I know there is someone who is going to take these toys away from me." They then proceeded to the stables and found the optimist sitting on a pile of stuff tossing it all over his shoulders. The parents then asked him what he was doing to which he replied, "Well, there's so much of this stuff, I figure there's got to be a pony under here somewhere."

Celebrating Their Anniversary

While enjoying an early morning breakfast in the café, four elderly ranchers were discussing everything from cattle, horses and weather to how things used to be in the "good old days." Eventually, the conversation moved on to their spouses. One fellow turned to his neighbor and asked, "Hey, Jim, aren't you and your bride soon to celebrate your 50th wedding anniversary?" "Yup, we sure are," Jim answered. "Well, are you gonna do anything special to celebrate?" another man asked.

The old gentleman pondered this for a moment, then replied, "For our 25th anniversary, I took the misses to Tucson. For our 50th, I'm thinking about going down there again to pick her up."