



T. Daniels Consulting

# THE T. DANIELS TIMES



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## Did You Know?

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Here are a few examples of the kind of information that is available:

- **Streamlining Business Operations:** <https://www.tdaniels.com/streamlining-operations/>
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## Most Common Brands Faked By Phishers So Far This Year

### Introduction

Cyber-thieves love to use the names of big corporations in their phishing campaigns. If they're spamming large swaths of people, then picking a disguise like Microsoft or LinkedIn increases the odds that more people use these services.

Think about it: If you get an urgent message about your vacation rental when you don't have a vacation planned, it's pretty obvious that's a scam. That's why cybercriminals focus on and will often choose to impersonate companies that have millions of users.

So...can you guess who's the #1 impersonated brand in 2023?

### Top Ten in 2023 So Far

- **Walmart**, accounting for 16% of phishing attacks around the world
- **DHL**, a mail courier service that handles 1.8B deliveries annually and

is now impersonated in 13% of global phishing scams

- **Microsoft**, making up 12%
- **LinkedIn topped the charts toward the end of last year**, but now only comes in at 6% of phishing attacks internationally
- **FedEx** comes in at 4.9%, slimly surpassing...
- **Google**, impersonated 4.8% of the time
- **Netflix** fared only barely better at 4%
- **PayPal** scraped just beneath that at 3.5%

### What Does All This Mean?

When you look at this list, some of the numbers might surprise you. For instance, did you expect Walmart to top the chart when they were #13 at the tail end of 2022?

This is in part because at the tail end of 2022, threat actors perpetuated a scam using Walmart's brand as a

*Continued on pg.2*

## August 2023



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"As a business owner or leader, you don't have time to waste on IT issues. That's our expertise. Call us and we will put an end to your IT problems so you can stay focused on what's important—growing your business."

*Continued from pg.1*

disguise. In their email blast, they “warned” Walmart customers of a potential disruption to their supply chain that may affect shopping and ordering. This false notification was followed by a survey link, which really downloaded infected software.

This is a prime example of why threat actors impersonate big corporations to trick more people at once – rather than **spear-phishing** attacks which are more specific but also more believable as a result.

By mimicking Walmart, the threat actors would have plenty of real customer service emails to comb through and use as a convincing templated

### Protect Yourself From Phishing!

The best defensive move that you can make on a daily basis is to *stay vigilant* and learn how to recognize new threats and scare tactics as they crop up.

Protecting your and your company’s data is a group effort! Even if 99% of the organization flags and reports spam, that 1% can send the whole organization crumbling down. *Security awareness is a 24/7/365 responsibility.*

If you are notified that your data has been compromised, or may have been exposed in a breach, take immediate action to re-secure your accounts and

monitor your credit, systems and profiles for suspicious activity!

### Conclusion

Can you tell the difference between a phishing scam and a legitimate message from one of the businesses that you frequent?

Scammers can make fake links, email domains and even webpages that look and feel “real.” Spotting inconsistencies in branding, spelling, URLs, old logos and even color schemes can all indicate that a legitimate-seeming email contains more than meets the eye. Be careful communicating with senders outside of your organization, don’t click random links or download unknown files, and follow that suspicious feeling in your gut. It’s much safer to take a few minutes to verify who you’re sending private information to online via the proper, secure channels as outlined in your office’s policy.

If you think you’ve received a suspicious message, **report it** using your email Spam indicator and inform whomever manages your IT. They might want to perform their own investigations to evaluate the strength of the organization’s entire cybersecurity posture as it stands.

**3.4B phishing attacks are spammed out every single day. Take this serious threat, seriously.**

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## IT BUYERS GUIDE

What Every Business Owner MUST Know About IT Support Services And Fees



What You Should Expect To Pay For IT Support For Your Business And How To Get Exactly What You Need

## Shiny New Gadget Of The Month:



### Timekettle's WT2 Edge AI Translator Earbuds

One of the most common things people wish to learn is how to speak a new language. When you can speak other languages, new doors open and additional opportunities become available. But not everyone has the ability or time to learn a new language. That's where Timekettle's WT2 Edge AI Translator Earbuds help. You and the person you're speaking with will each put on one earbud and begin communicating. The earbud will automatically translate your and their words into the other's native tongue, allowing for seamless communication. You can even connect your earbud to your phone if you need to speak to a group of people at once. With Timekettle's Translator Earbuds, you can easily travel the world and converse with locals.

# Is Work Consuming Your Life? GET YOUR LIFE BACK

Early in my career, I met with an executive and noticed something strange on her desk. In a small picture frame, she had a little note that said, "Eat lunch." I asked her why she needed that note, and she replied she never eats lunch. Her job was all-consuming.

That horrified me. I felt sad that a competent business leader seemed so powerless in the fight to reclaim her life from her job. Work is not supposed to be like that. It is not supposed to suck the life out of you. Throughout my career, I developed three ways to reclaim my life from my work. To fully get your life back, you have to do all three.

#### Set Personal Goals.

Think of simple things, like how many nights per week you want to eat dinner with your family. Several colleagues set and track their "family dinner" metric goals. It works. An extremely busy tech entrepreneur set a goal of having a proper "cellphones off" two-week vacation every summer. I've heard all kinds of goals entrepreneurs set and the work they are willing to put in to meet them.

#### Schedule Personal Time.

An hour ago, I called one of my colleagues. Rather than hearing "hello" when he answered, I heard, "I put the diaper bag on the stroller!" I jokingly told him that I didn't have the diaper bag. "Oh, sorry, how's it going?" he said, turning his attention to me. My colleague was at the zoo, midday on a Thursday, with his wife and two kids. Was I mad that he was not working? No way! I was proud of him. My colleague is one of the hardest-working people I've ever met. And



yet, he schedules personal time. If somebody is trying to schedule over one of your personal commitments, tell them you are unavailable. It's none of their business why.

#### Delete, Delegate, Delay And Do.

When a task is begging you to complete it on your off time, your first instinct should be to delete it. If the task is a high enough priority that it has to get done, your second instinct should be to delegate it to a capable person. If the task is important enough that it has to get done, and there's nobody to delegate it to, consider delaying doing it yourself until a time that works for your calendar. If that isn't practical, then your last resort is to do that task.

If you set personal goals, schedule personal time and practice the Delete-Delegate-Delay-Do framework, you can achieve career success and get your life back.



*Dr. Geoff Smart is the chairman and founder of ghSMART, a leadership consulting firm that exists to help leaders amplify their positive impact on the world. Dr. Smart and his firm have published multiple New York Times bestsellers. He stays active in his community and has advised many government officials.*



## The T. Daniels Difference

For over 27 years, T. Daniels Consulting has provided Small and Medium sized organizations with excellent customer service. Our Microsoft Certified Professionals and Engineers have an average 15 years' experience benefiting you by fixing problems quickly and correctly the first time. No other competitor comes close to our level of knowledge, experience and professionalism. We are continuously adding new and improved services to meet your ongoing needs. We never stop improving. That is the **T. Daniels Difference**. Thanks to all of our customers for making us one of Michigan's fastest growing IT consulting and service companies.

## ■ Create An Experience Your Customers Won't Forget

Businesses that create an exceptional customer experience will always hold a position within their industry. This is especially noticeable with companies like Apple or Disney. Around 58 million people travel to Orlando annually to visit Walt Disney World, and many who visit annually cite the customer experience as their primary reason for returning. Apple consistently goes above and beyond to help its customers with whatever they need, and because of this, it's rare to walk by an Apple Store that isn't full of customers.

So, how can you create a similar following for your business? It starts with

creating a phenomenal customer experience for everyone walking through your doors. Here's how to do so:

- Ensure you and your team are knowledgeable about the products and services offered. You should never have to say, "Give me one second while I find out."
- Give your customer-facing employees the power and tools to rectify customer problems.
- Find ways to amaze your customers. Even something as simple as providing a discount on your customers' birthdays can make them loyal for life.

## ■ The Secret To Hiring The Right Employees For Your Business

Hiring can be one of the most stressful situations a business leader can experience. Who you hire plays a role in every aspect of your business's success, from customer satisfaction to profitability. This leaves many wondering how to ensure they hire the right people.

Begin by carefully analyzing the potential hire's resumé and cover letter. Ensure their skills and experience are a good fit for the position while checking for grammar and spelling errors. When you bring them in for the interview, ask questions about how they handled difficult situations in the past and don't be afraid to role-play. From there, you should have them take a skills test or participate in an exercise, if applicable, to ensure they can do the job well. If everything goes well, and you think they're a good fit for the position, call their references and run a background check. Performing these steps will help ensure you hire the right person for your open position.



*"Cancel that call to tech-support. This may be beyond their capabilities."*

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