

January 2010

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## Balance text in Word columns in three easy steps

When entering text into Word columns, it can be a battle trying to get the text to balance. Let Word fight the battle for you and keep your columns in line.

Column-formatted text looks more professional with the text balanced across the columns. You don't have to manually set column breaks and move text around on a page to make your columns even—let Word do the work for you. Follow these steps:

- > Click at the end of the columns you want to balance.
- > Go to Insert | Break.
- > Select Continuous and click OK.
- > Word inserts a continuous section break that automatically balances the text equally among the

## 5 Ways to Attract Former Clients

by Steve Strauss  
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**Q: After three years in business, I have a list of inactive clients for my salon. Should I contact them to see if they're willing to give us another try? Thanks for any suggestions. Jackie**

**A:** You are right to want to bring former customers back. Most of us have heard the statistic that it costs seven times as much to create a new customer as it does to keep a current one, so it behooves you to romance your current and former clientele.

What is the best way to do it, you ask? There are five ways:

### 1. The personal letter:

President George H.W. Bush wrote tens of thousands of letters and thank you notes over the years. He credits those letters, in part, for being elected president. The former president believes that a personal connection created by a hand-written note forges a bond with recipients. In fact, although Bush never wrote a memoir after leaving the White House, he did publish a book of letters written and received: *All the Best, My Life in Letters and Other Writings*.

If a personal letter can help someone get elected president, it certainly can help you bring back some wandering customers. And it is not hard to see why a letter makes such an impression, especially in this age of e-mail and texting. A letter, particularly today, is personal. It makes a connection. So write your wayward customers a letter. It could be a mass produced letter with a personal note written in the margins or a group letter with a spot for a personal sentence in the middle. Whatever the case, sign it in your own hand and see if you don't get a great response.

I once tried this at my old law firm. I wrote to 100 ex-clients telling them about a new practice area I was getting into. Lo and behold, I got about 10 new clients from that inexpensive mass mailing.

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## Help! I've Spilled Coffee on my Laptop

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It's late and you're struggling to stay awake at your desk, so you decide to make yourself a cup of coffee. A few more hours of work ahead and the coffee will perk you up. Then, oops, there it is, all over your laptop, ruining your evening. The coffee has drained into the machine. The damage could be irreparable.

And worse: you may actually be in danger of being electrocuted. Since data travels between the laptop's components via an electrical current, if any liquid comes into contact with the components while the power is on, it will short out the traces between the circuits. Everything can be affected — keyboard,



columns.

- > If you want to start a new page after the balanced columns, click after the continuous section break, and then insert a manual page break by pressing [Ctrl][Enter].

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**Quote of the Month**

An investment in knowledge  
pays the best interest.

**Benjamin Franklin**

**LOL**

motherboard, memory and processor.

### **So what should you do if the worst happens?**

Don't panic. By acting promptly, you can usually prevent significant damage. If your laptop is running on battery power and isn't connected to an AC outlet, quickly press the power button to shut the machine down. Then remove the battery.

If the machine is connected to a power outlet, unplug it. Important: you must do this immediately once the spill has occurred. If the power is removed quickly enough, the electronics inside will be undamaged. Then remove the battery.

Now you aren't in any immediate danger, so you can start clearing up the mess. Blot up as much liquid as you can with a soft cloth. Next, remove all cables, USB components, cards and any other external devices. Tilt the laptop gently from side to side to drain it (without madly shaking it around) and place it upside down so the liquid can drain out. Removing the outer casing might affect your warranty; if you choose to do so, don't touch the circuitry inside.

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## **5 Dos and Don'ts of Network Management**

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Keeping your business running smoothly means having a network that's stable and secure. But even minor oversights and errors can cause big problems; cybercriminals are becoming more sophisticated, and they're increasingly targeting smaller businesses that aren't as likely to have the security that a large enterprise would have.



Luckily, good security doesn't have to be complicated or expensive. There are a few relatively simple dos and don'ts you can follow to help ensure your security bases are covered. Here are our top five:

### **1. Don't forget backups and recovery**

You know you need to back up your business data, but in the long list of IT priorities, it sometimes ends up lower down the list than it should be. And beyond the physical act of performing backups, your business should have a comprehensive disaster recovery plan. It should include strategies for detecting and diagnosing problems, and the actions needed to repair the problem and get your system up and running as soon as possible, with little or no data loss.

### **2. Do install security updates and patches**

According to a June 2008 survey by IT security firm Sophos, 81% of the corporate network endpoints they tested failed one or more basic security checks, including missing Microsoft® security patches, disabled client firewalls, or missing endpoint security software updates. And the results can be devastating. "Ultimately, machines that fail such a test represent 'low-hanging fruit' for cybercriminals and a real danger to their corporate networks," said Bill Emerick, vice president of product management for Network Access Control at Sophos. So don't delay or skip those updates and patches — they're an integral part of keeping your network secure.

### **3. Do manage passwords properly**

There are a lot of ways in which password management can go awry. Two of the most common are not changing the default passwords on all network servers and other devices, and sharing a password among multiple devices.

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"It's sorta good and bad news.  
The airline lost my emotional baggage."

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