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## REFER A BUSINESS REAP THE REWARDS!

We believe that great things should be shared! That's why we're excited to introduce our Referral Contest.

Refer a qualified business (10 computers or more) that results in a proposal and get your name in a drawing for a Traeger Grill, Grill Cover and Omaha Steaks Package! **There's no limit on referrals, so why stop at just one chance to win?**

Drawing date is August 12, 2024 at 9:30 a.m., and will be broadcasted via Facebook Live event. Follow us on social media at [www.facebook.com/cybertoolsinc](http://www.facebook.com/cybertoolsinc) to receive updates!

### HOW DO YOU ENTER?

Visit: [www.cybertools.us/referral-program](http://www.cybertools.us/referral-program) scan the QR code or call us at 253-655-2220 and provide name and contact information for the business you're referring.



\*Terms and conditions apply. Visit contest page for more details.



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# CYBERTOOLS CHRONICLE

INSIDER TIPS TO MAKE YOUR BUSINESS RUN FASTER, EASIER AND MORE PROFITABLY

## FREE WEBINAR

### REAL CRIME STORIES OF EMAIL HACKING

Attend the Webinar To Get A Free Email Security Audit - \$1,295.00 value

**Did you know that 83% of organizations experienced a successful email-based phishing attack in the past year**

Date: June 6, 2024

Time: 1:00 p.m.

Scan the QR code



## The Alarming Rise of Business Email Compromises: A Personal Perspective

*Aubri Stone*



As a business owner in the technology sector for close to two decades, I've seen firsthand the transformative power of email communication. However, recent trends have brought to light a troubling escalation in business email compromises (BEC), a threat that no company—big or small—can afford to ignore.

In the past year alone, the frequency and sophistication of email hacking attempts have surged. Email remains the number one attack vector for cybercriminals, with phishing attacks leading the charge. These attacks are no longer the easily spotted scams we once knew. Modern phishing emails are meticulously crafted, often indistinguishable from legitimate business communications. AI plays a large role in the sophistication and authentic look of the hacker's copyright material.

Just recently, a close colleague of mine who owns a construction company fell victim to a devastating email hack. It started with an employee inadvertently clicking on a malicious link. The hacker stole the email token and set up covert rules within the mailbox. They intercepted a high-value transaction, sending a fake invoice to a client. The client, trusting the legitimacy of the email, paid \$175,000 directly into the attacker's account. This incident not only resulted in a significant financial loss but also damaged the client relationship and the company's reputation.

Similarly, a local church in our community experienced a similar fate. An attacker, posing as a trusted vendor, sent a fraudulent invoice that led to the loss of \$150,000. The funds were unrecoverable, and the impact on the church's operations was profound.

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This monthly publication is provided courtesy of David & Aubri Stone, Owners of Cybertools, Inc.



### OUR MISSION:

To build a community of success-minded entrepreneurs that inspires excellence, encourages collaboration and expands the capacity of all members to achieve great things.



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These are not isolated incidents. According to recent reports, 41% of organizations have experienced an increase in email-based threats. The FBI received 19,369 BEC complaints in 2022 alone, and this number is believed to be a gross underestimation. Our own security monitoring systems have blocked nearly 8,000 BEC attempts in 2023, highlighting the pervasive nature of this threat.

So, why are cybercriminals so fixated on emails? The answer lies in the vast amount of sensitive information housed within our inboxes—login credentials, financial statements, personal correspondences. This data is a goldmine for hackers, offering numerous avenues for exploitation.

As someone who has dedicated her career to technology and cybersecurity, I cannot stress enough the importance of vigilance and proactive measures. Here are some steps every business should take:

- **Employee Awareness Training:** Regular training sessions to educate employees about phishing and other cyber threats.



- **Email Security Tools:** Implement advanced email security tools that can detect and block phishing attempts.
- **Two-Factor Authentication (2FA):** Ensure all email accounts are protected with 2FA.
- **Continuous Monitoring:** Use systems that continuously monitor account behavior and flag suspicious activity.
- **Verification Protocols:** Always verify the legitimacy of requests for financial transactions or account changes, especially if they seem urgent.

At my company, we've made these practices a standard part of our operations. We also offer our clients comprehensive email security audits to identify vulnerabilities before they can be exploited.

The digital landscape is fraught with challenges, but with the right precautions, we can protect our businesses and our livelihoods. Don't wait until it's too late—take action now to secure your email systems.

Stay safe and vigilant,  
Aubri Stone



## Did You Know That Over 90% Of Cyber Attacks Start With An Email?

Protect your business from costly breaches and data loss by taking proactive steps towards email security. Our Email Security Audit is your first line of defense, identifying vulnerabilities and ensuring your business's sensitive information remains safe.

Cybertools is offering FREE email security audits for businesses like yours! Our expert team will assess your current email security measures and provide personalized recommendations to enhance protection against cyber threats.

Don't wait until it's too late - sign up now to get your FREE Email Security Audit and secure your business's future.

Claim Your FREE Email Security Audit Today At [www.cybertools.us/email-security-audit](http://www.cybertools.us/email-security-audit) or scan the QR code



## TALENT, INNOVATION AND RELATIONSHIPS: THE FORMULA FOR THRIVING BUSINESSES INSPIRED BY MARCUS LEMONIS



Something is always shaking up the business world, whether it's Covid-19, revolutionary tech advancements like AI or a financial recession. An unprepared business leader – never ahead of the game, emotionally exhausted, financially stressed and paralyzed by fear – may react to these disruptions. However, a leader focused on cultivating good habits can build resilience and agility into their core operations.

Marcus Lemonis – esteemed titan of industry, philanthropist, brain behind the success of Camping World and Good Sam Enterprises and star of CNBC's The Profit – recently shared his philosophy on leadership and resilience at an industry conference. Drawing from Lemonis's insights, we delve into actionable ideas that leaders can use to confidently navigate any challenge.

### 1. Create Good Talent

The key to any successful business is employing good people. However, many industries, from health care to education, are experiencing labor gaps. Leaders are left wondering where their next good hire will come from. Will they hire young people without experience or recruit talent from other companies?

Lemonis says if you recruit from other people, you can expect them to do the same. "We create this revolving door of people changing all the time for the next best offer. The labor market knows that, and they don't care if they bounce around," he says. "The problem for our business and our client relationships is that bouncing around creates insecurity for our customers...it creates a trust problem."

Lemonis's advice: Think about how you can create new talent in your industry. Write job descriptions that include not just technical skills but the type of person you're looking for, their characteristics, discipline DNA and EQ.

Then, think about how to put them through the training modules necessary to execute your business plan.

"If we don't cultivate new entries into our space, new people who can come in and add to the supply of our labor, all we're going to do is play merry-go-round, and the prices are going to go up," Lemonis adds.

### 2. Diversify

Six years ago, you probably had an idea that was the cusp of innovation – and then everybody caught up. Lemonis encourages leaders to ask their teams what the new idea of the day is. What's the latest concept that you can bring to your clients? How can you stack new ideas onto your current revenue streams?

Brainstorming new ideas is critical to survival, "because somewhere else, there's a less sophisticated, less collaborated room... whiteboarding what new things they can come up with to beat you," he says.

### 3. Take Care of Your Home And Relationships

During Covid restrictions, Lemonis was reminded of the power of being close to the people he cares about and focusing on relationships. He encourages us to care for what matters most: our homes and families. If those aren't healthy, your business will feel the effects. Lemonis says, "The health of your home and the health of your relationships in your home are in direct correlation with the health of everything else in your life."

Another challenge will eventually rock the business world. Take Lemonis's advice and focus on creating new talent, fostering innovative thinking and nurturing relationships if you hope to face this next challenge with greater resilience.

## SHINY NEW GADGET OF THE MONTH

### Gimibox Foldable Bluetooth Keyboard



Working from anywhere often means literally anywhere, be it typing up reports in a hospital lobby or drafting proposals at an airport gate. But crafting a lengthy e-mail on your phone or tablet could take you on the fast track to carpal tunnel. Save your hands and try the Gimibox Foldable Bluetooth Keyboard. Its innovative foldable design and super-responsive touchpad make it the ultimate companion for the mobile professional. It is compatible across iOS, Windows and Android technologies and ensures seamless connectivity across your devices. The built-in rechargeable Li-ion battery offers an impressive standby time of 30 days and takes only two hours to charge. The keyboard's broad compatibility and energy-efficient design make it a smart accessory for professionals who really do work from anywhere.

## THINK FASTER, TALK SMARTER:

How To Speak Successfully When You're Put On The Spot

Think Faster, Talk Smarter by Matt

Abrahams is a lifeline for anyone who's ever been tongue-tied in moments that count, like work presentations, pitches or at a dinner party. Abrahams, a Stanford lecturer and communication guru, offers a trove of actionable advice for mastering the art of impromptu speaking. With science-backed strategies to tackle anxiety and make your words count, this book is packed with real-world examples, making it both relatable and practical. Whether for professional growth or personal confidence, it's an essential read for navigating life's unplanned speaking moments with grace and impact.

