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12 RULES FOR LIFE: An Antidote To Chaos

By Jordan Peterson

In 12 Rules For Life: An Antidote To Chaos, Jordan Peterson, acclaimed clinical psychologist and one of the world's most influential public thinkers, distills complex theories on human personality into 12 practical principles. This book, grounded in knowledge from psychology to religion to mythology, challenges the pursuit of happiness and instead emphasizes finding meaning amid life's inherent suffering. Through a blend of personal anecdotes, clinical insights and ancient wisdom, Peterson crafts a compelling book that encourages taking individual responsibility to combat the chaos of modern life. His straightforward style and deep dives into cultural and psychological issues make this book a profound guide for anyone looking to bring more order and fulfillment to their life.



MOST E-MAIL PLATFORMS STINK AT KEEPING OUT DANGEROUS E-MAIL ATTACHMENTS

In 2024, computer and network security company SquareX ran a study testing the effectiveness of popular e-mail platforms in keeping out e-mails with dangerous attachments. One hundred malicious documents were sent through a third-party e-mail provider to platforms including Gmail, Outlook, Yahoo!, AOL and Apple iCloud Mail. What they found was that the majority of the harmful documents successfully evaded e-mail



provider antivirus and malware scans. "It truly scared us that it was this easy," the company wrote. Remember, you are the last line of defense in your inbox. Never click on an attachment you weren't expecting, verify the sender before opening and ensure your device is protected with the most up-to-date security software.

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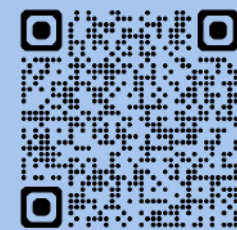
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OUR MISSION:

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



Ransomware DON'T BE A DIGITAL HOSTAGE

Every day, I stand in awe of the crime I see being done to small and medium-sized businesses. The amount of security we now must have to ensure that data is protected is staggering.

The reality is that cybercriminals are evolving at a rate that makes my blood boil. I watch small and medium-sized businesses be affected by these seemingly underground criminals, and I get angry.

In today's digital age, where technology drives the heartbeat of almost every industry, the threat of cyberattacks looms larger than ever. Among these threats, ransomware stands out as one of the most pervasive and damaging. It's not just a nuisance; it's a serious business risk that can cripple operations, tarnish reputations, and drain finances. As the owner of Cybertools, a company dedicated to fortifying businesses against such threats, I'm saddened to see how this has affected so many businesses.

Understanding Ransomware: Ransomware is a malicious software designed to encrypt files and systems, rendering them inaccessible until a ransom is paid. These attacks often come in the form of phishing emails, malicious attachments, or compromised websites. Once the ransomware infiltrates a system, it swiftly spreads, encrypting files across networks and devices, leaving victims in a state of digital hostage.

The High Stakes of Ransomware Attacks

The impact of a ransomware attack extends far beyond the encrypted data. It can disrupt business operations, leading to downtime, loss of productivity, and revenue. Moreover, paying the ransom doesn't guarantee the safe return of your data; it only emboldens cybercriminals to continue their nefarious activities.

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Protecting Your Business Against Ransomware

- 1. **Educate Your Employees:** Human error is often the weakest link in cybersecurity. Train your staff to recognize phishing attempts, suspicious links, and email attachments. Regular security awareness training can empower your team to become the first line of defense against ransomware attacks.
- 2. **Implement Robust Security Measures:** Invest in comprehensive cybersecurity solutions, including firewalls, antivirus software, and intrusion detection systems. Keep all software and systems updated with the latest security patches to mitigate vulnerabilities that cybercriminals exploit.
- 3. **Backup Your Data:** Regularly back up your critical data and systems to an offsite location or the cloud. In the event of a ransomware attack, having secure backups ensures that you can restore your operations without succumbing to the demands of cyber extortionists.

- 4. **Develop an Incident Response Plan:** Prepare for the worst-case scenario by creating a detailed incident response plan. Define roles and responsibilities, establish communication protocols, and practice drills to test the effectiveness of your response strategy.
- 5. **Engage with Cybersecurity Experts:** Consider partnering with cybersecurity firms like Cybertools to conduct risk assessments, vulnerability scans, and penetration testing. These proactive measures can identify and address security gaps before cybercriminals exploit them.

Ransomware poses a significant threat to businesses of all sizes, but with vigilance and proactive measures, you can fortify your defenses and mitigate the risk. By educating your employees, implementing robust security measures, backing up your data, developing an incident response plan, and engaging with cybersecurity experts, you can safeguard your business against the scourge of ransomware.

Remember, the cost of prevention is far less than the cost of recovery. Don't wait until it's too late. Act today to protect your business from the ever-evolving threat landscape of cybercrime.

Thank you for your continued trust and partnership. Let's work together to keep your business safe.

SHINY NEW GADGET OF THE MONTH

Atomic Bear Paracord Bracelet

If you've ever started an epic hike only to realize halfway through that maybe you've bitten off more than you can chew, you aren't alone. Unless you are alone...lost in the woods without a cell signal. Recommended by survivalists on Masterclass, a survival bracelet is a must-have for campers, backpackers or your little nature scout!



The Atomic Bear Cobra Survival Bracelet is not just for you, it's for your whole family. It adjusts from 8 to 10.5 inches, making it suitable for men, women and children. The bracelet combines four camping must-haves into one compact design: a fire starter (comprising a striker and ferro rod), a reliable compass, a loud emergency whistle and 12 feet of military-grade paracord. Add the Atomic Bear Cobra Survival Bracelet to your hiking essentials and embrace adventure with confidence.



Although it can be difficult, we don't protect our children from every challenge they face. We let them fail, learn and grow. Otherwise, they'd never really know what they are capable of. As adults, however, we tend to shy away from challenges, seeing them as obstacles to a better life. But clinical psychologist and University of Toronto professor Dr. Jordan Peterson warns, "All the avoidance in the world isn't going to save you from your fate... There are endless pathways to tragedy, and that's the basic condition of life in some ways."

It sounds hopeless, but Peterson explains that it's the opposite: people bold enough to face challenges head-on hold the key to unlocking life's most tremendous potential. Peterson has made significant contributions to psychology, religion, ethics and growth with his renowned books, including *12 Rules For Life: An Antidote To Chaos and Beyond Order: 12 More Rules For Life*. He recently spoke at an industry conference and explained how, by embracing difficult circumstances with an "upward aim," we have the opportunity to find true satisfaction and meaning while having the adventure of our lives.

How To Face Challenges With An Upward Aim

A bad boss, a fight with a loved one or even being let go from a job – it feels like something is always standing between us and happiness. But Peterson encourages us not to avoid challenges. By opening our eyes to them and mustering the courage to overcome them, we transform into better versions of ourselves and move closer to a more fulfilling life.

"That's how you find the pearl of greatness," Peterson explains. "You face up to the genuine catastrophes of existence, and what happens is you find out that you can do it... No matter how hard or how bad it gets, there's more to you than to whatever it is you have to face."

However, Peterson explains that when we face challenges, it's important to approach them with an "upward aim" or vision. This prevents us from becoming bitter or resentful during the process and lets us see the path through the challenge more clearly.

"You see the things that will help you, the things that will get in your way and the opportunities for transformation," he explains. "The aim specifies the landscape, and that's something remarkable to know."

If you're not clear on your aim or vision, Peterson suggests spending time thinking about these questions:

If you could have what you need and want in work, life and your relationships – within reason – what would it be?

What do you need to keep you going another day, another year?

We embark on a transformative journey by confronting our fears and flaws and taking responsibility for our actions. This practice of self-improvement benefits us and ripples out to our families and communities.

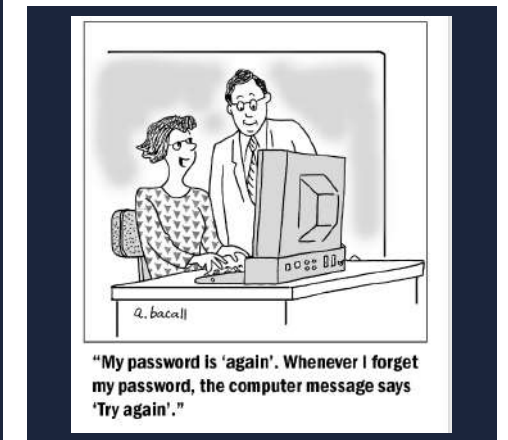
"Remember, everything you do is an up-aim ... The way you talk to people, the way you look at your wife, the way you greet your customers, the orientation for the money you make, your attitude toward yourself – every single bit of that, all devoted to that upward aim," Peterson says. "Then life reveals itself as an upward adventure – and that's the truth."

FREE REPORT

7 Urgent Security Protections Every Business Should Have In Place Now

Cybercrime is at an all-time high, and hackers are targeting small and medium businesses as "low-hanging fruit." Don't be their next victim! Because Of All This, It's Critical That You Have These 7 Security Measures In Place. Don't wait until it's too late – take action now

VISIT: www.cybertools.us/sittingduck or Scan the QR Code



THIS MONTH'S FREE WEBINAR

RANSOMWARE

Don't Be A Digital Hostage

Join us for a free webinar in July to learn how to protect yourself and your business from ransomware attacks. Our experts will provide essential tips and strategies to ensure you don't become a digital hostage.

Date: July (Check website for exact date)

Details & Registration: www.cybertools.us/webinars

Don't miss out on this opportunity to enhance your cybersecurity knowledge!