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# afl's Knights of Technology, LLC

*business and tech tips*

july 2015



**HELLO!**

I hope that everyone is enjoying their summer with our wonderful Michigan weather. In between your enjoying the weather and your summer vacations, please enjoy reading the latest edition of afl's Knights of Technology's newsletter and don't forget to share with anyone you feel would enjoy it.

When you have time, please check out the updates to our [website](#) (from your computer, tablet and phone), our [facebook](#) page and our [linkedin](#) page.

If you are interested in having us show you how we can do the same for you, just let us know and we will be glad to show you.

Don't forget to check out our [blog](#) during the month as we are always adding new articles about topics that might interest you and issues you need to be aware of.

In the meantime, enjoy the rest of your summer!

Jeffrey Lipshaw

A handwritten signature in black ink, appearing to read 'JL' or similar initials.

## > IN THIS ISSUE



### **More Trustworthy, Attractive and Intelligent with One Small Step** Roger Dooley, Neuroscience Marketing

Neuroscience studies have proven that you can become more trustworthy, attractive, and intelligent by doing one small thing: Smile! It's not enough to just smile, however. Researchers have found that true smiles increased trust as opposed to the social smile many of us use. Learn the differences, and how to work on your smile, in this fascinating article.

[> read more](#)



## Due Diligence Steps You Should Take When Buying a Business

FindLaw

If you are thinking about buying a business, you need to do due diligence so you know what you're getting into. This article gives you a great detailed checklist of the information and documents you should review before deciding to buy a business.

[> read more](#)

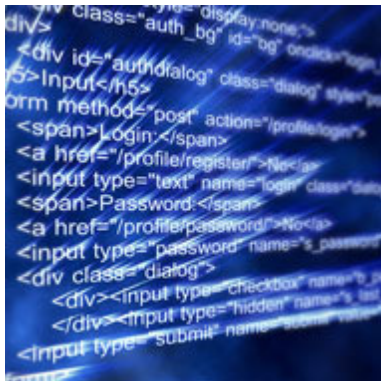


## How to Wow Them in a Web Meeting

Kimberly Weisul, Inc.

In today's virtual world, more and more sales meetings are being held either by conference call or a web meeting. If you're doing one of these meetings, don't forget that web conferences are a variation on public speaking, and as such you really need to work on your delivery. A joke that might get a lot of laughs in a public presentation, for example, will be a flop in a conference call because even if people are laughing, they're on mute so you just hear silence after the joke is told. Learn 3 effective ways to improve your delivery in a web meeting.

[> read more](#)

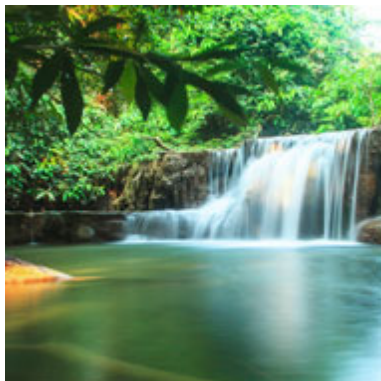


## How Did Hackers Get Data on Millions of Govt. Employees?

Neal Ungerleider, Fast Company

If you've ever worked for the federal government, you're one of more than 4 million people whose social security, birthday and home address have been stolen by hackers. Much of the info has to do with US government employees with ties to China. Learn more about this, and what steps are being considered to help prevent this in the future.

[> read more](#)



## Let Images Back Up Your Words

Andrew M. Carton, Harvard Business Review

Researchers have found that you can communicate more effectively by creating an image with your words. Bill Gates, for example, expressed his desire for there to be a "computer on every desk and in every home", and by doing everyone had the same snapshot of what he envisioned the future to look like. Read more examples of how this works, and how you can learn to craft this imagery into your words.

[> read more](#)

AND...VIDEO PICKS FROM OUR STAFF



### Futuristic Kids Toys

Mattel's View-Master now a virtual reality headset

[> see the video](#)



### New Security ID Method

A new way of identifying oneself using your ear

[>see the video](#)



### Small Robotics

Watch origami robot self-fold and walk itself

[>see the video](#)



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