



## Dropbox wants to make your business better. Will you let it?

Dropbox makes a fine addition to any type or size of business. It takes the back-and-forth emails and question marks out of sharing, editing and archiving files, images, videos and presentations.

*“Did you ever get that file?”*

*“I’m pretty sure you were Cc’d on that.”*

*“I’m not sure if I was included on those edits.”*

*“Do you know where we stored that video from a few years ago?”*

Dropbox eliminates these questions. And how does it manage to do that? Simple. Here are a few of the extremely resourceful features Dropbox utilizes.

### Share Photos

Dropbox makes it very simple to share photos and ideas to quickly receive the green light on time-sensitive projects. Say you’re creating a portfolio for a client, but he’s usually on-the-go. Because of this it usually takes a few days before he has time to open his email, download every attachment, give it the proper attention and decide on a suitable course of action.

With Dropbox, all you have to do is create a folder and share it with your client. If it’s easier, you can text or email your client a

link to the folder. This way he can quickly access the folder from any location and on any device he has available. Dropbox even integrates with iStock to make this process even simpler. Download professional quality photos directly from [iStock](#) into your Dropbox account.

### Integrate Apps

Like it does with iStock, Dropbox integrates with a variety of [apps](#) to make your workflow even more efficient. Obviously, it integrates with the normal applications, such as Word, Excel and Office 365 products in general. But it can do a lot more than that.

For instance, Dropbox works with the app [ScannerPro](#) which turns your phone into a portable scanner that directly uploads scanned images into your account. Project management apps like [Trello](#) and [Wunderlist](#) also work with Dropbox. Connect documents and images to and from your Dropbox account into and out of your team hotspot. Dropbox even joins up with integrations like Vimeo, Marvel and Heroku to allow your team to more effectively build videos, share prototypes and design apps.

This file-sharing platform can even help streamline your operations by incorporating Xpenditure, Wufoo and Salesforce. Online forms, customer relationships and expense

management just got a little easier.

### Team Collaboration

If you’re not going to use Dropbox for photos or applications, then use it for the collaboration. Dropbox eradicates every issue you have ever had with editing and sharing documents.

Create folders for work projects and assign specific team members to each folder. Every project has its dedicated admin and this person can easily add or delete members from the project. Any members with access to the folder will appear on a banner at the top of the screen.

Edit documents directly within Dropbox and add important comments to the side of the file. If you want someone to notice the edits or comments sooner than later, reference their name in the comment and that person will receive a notification. If someone hops onto the same file as you, a Dropbox badge with their initials or photo will appear. Any changes they save will automatically sync with your open document.

As mentioned more than a few times already, Dropbox is a **simple** way to **improve** and **enhance** the work you do on a daily basis. Not only will it help with the how but it can also help with the what. **Improve how you work and enhance what you get out of it.**

### In this issue...

Dropbox wants to make your business better.

The Latest in Cyber Security

Yes, that’s right. Even you can write.

Online Subscriptions have taken over.



## The Latest in Cyber Security

### Printers

Many businesses fail to realize the security issue hidden within their printers. A hacker can easily intercept documents sent to your printer. You may think this is no big deal, but consider the kind of information you print on a daily basis. Depending on what type of industry you're in, your printing habits can do a great deal of harm. In Singapore, a group of developers used a drone and a smartphone to show how simple it is to intercept your data. According to [Wired](#), these researchers developed two apps—one to detect vulnerabilities and one to exploit them. Thankfully, this group is comprised of students working to defend the cyber realm and not to tear it down. But just know, that might not always be the case and whether you're in a building one story high or 30 stories high, you're vulnerable to a printer hack.

### Cop Cars

In Virginia, two police cars were hacked into by government researchers.

The kicker? They aren't smart cars. They aren't even that cool—a 2012 Chevy Impala and a 2013 Ford Taurus. [SC Magazine](#) reported that the hackers remotely messed with the transmission, engine and door locks of the two cars.

### Minecraft

Since millions of people everywhere play within Minecraft's digital realm of build it and build it some more, why not search for the next cyber security expert there? At least that's what a [security firm](#) in the UK thinks. Cyber Security Challenge UK will host Minecraft build-a-thons to weed out the next batch of technical geniuses.

### Divorce

Cyber security threats are everywhere, even in [divorce papers](#). Recently, [SC Magazine](#) reported that a husband installed malware on his wife's phone to intercept critical information regarding their divorce proceedings. Wrong? Yes, very much so. The Supreme Court Justice of New York thought so, too.

## Yes, that's right. Even you can write.

Before making a large purchase or signing a long-term agreement, consumers seek out information regarding your business, your staff, your products, your current consumers, everything.

### And what do they find when they seek out this information?

A whole lot of words.

### And what does this mean?

Writing matters more than it ever did.

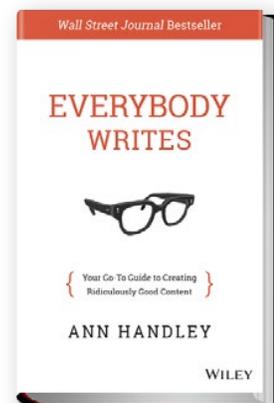
Everything from your **website** and **emails** to your **social media pages** and **agreements** all contain written content. Consumers use these outlets to pick apart the **who**, **when** and **what** of your business.

Can they trust you? Are you intelligent? Can you create a coherent sentence? Do you care about what your consumers think? Are you funny, sophisticated, serious, or rude? It's all there, clear as day, and according to **Ann Handley**, author of **Everybody Writes**, everyone has the ability to write in a way that tells the story of who you are, what you do and why you do it.

[Everybody Writes](#) is separated into six parts:

- **How to write better**—better thinking leads to better writing
- **Writing rules**—enough grammar rules to keep you sharp
- **Story rules**—guidelines to layer on a warm blanket of consumer trust
- **Publishing rules**—the ground rules of journalism and publishing
- **Things Marketers Write**—a strategic look at marketing tasks
- **Content Tools**—produce your best work with this list of resources and tools

If you want to do anything in the business world, then you need to learn how to write in a way that displays the right image to produce the right results. *Everybody Writes* is a great place to start.





## Online Subscriptions have taken over. Which one is your favorite?

Over the last few years, online subscription boxes have gained in popularity. Are we lazier or are we busier? Too busy to shop for ourselves or too lazy to go out and do it?

Despite the reason, boxed subscriptions have become unique and simplistic in the most innovative way. There are boxes with meals, boxes with samples, boxes with razors, boxes for bros and boxes from farms. Do you want a subscription to something that comes in a neat box? It's probably out there. You just have to search for it.

Here are a few of the most popular boxes on the online market.

### **BirchBox**

For \$10 a month, let [BirchBox](#) send you a colorful box filled to the brim with beauty and grooming samples of all sorts. Men and women are both allowed, but it's safe to say women are the primary targets of this box.

If you're a lady, your box might include lip gloss, facial moisturizer, leave-in conditioner, and mascara. If you're a gentleman, you will probably see items such as shaving gel, deodorant, face wash, and cologne. All samples come from highly esteemed companies and notable designers.

### **Dollar Shave Club**

Tired of using dull blades and receiving less than acceptable shaves? Always

forgetting to pick up a razor when you go to the grocery store? Then [Dollar Shave Club](#) is the box for you.

Every month, receive a fresh new set of blades. Whether you want to pay \$1, \$6, or \$9, the choice is yours. But, more money means more blades. But, don't worry. The Dollar Shave Club guarantees even the dollar razor is just as reliable as "the '82 wagon that starts when it's below zero." And, don't be fooled. This box is just as much for women as it is for men.

### **Graze**

This box is a bit different than the last two. Instead of monthly, it's weekly, and it's quadruple the price. At \$11.99 a week, receive a beautifully designed box stamped with a nutritionist badge of approval. Each box contains healthy snacks that have not been genetically engineered and do not contain artificial flavors, Trans fat or high fructose corn syrup.

Let [Graze](#) know what kinds of snacks you like and what types of food you don't enjoy and Graze will handpick a special box just for you. Have your box delivered to your home or straight to your work.

### **Farm to People**

A bit like Graze, [Farm to People](#) is all about healthy, unprocessed foods. They deliver

straight from the farm, and their purpose is to get you to discover unique foods, to support small-batch producers and to know what you're eating.

Their Tasting Box is \$29.95 a month or \$49.95 a month depending on what type of eater you are—Casual Foodie or Food Critic. One box this year consisted of Goat Milk Chocolate, a PB&J Cricket Bar, TaterPiks Pickled Potatoes, Ostrich Meat Snack Sticks and Absinthe & Black Salt Caramels. You get the idea. A whole lot of food that you would never see in a grocery store.

### **Kiwi Crate**

Children need a box, too. And with [Kiwi Crate](#), your child will receive a themed box every month for \$19.95. Each crate comes with 2-3 learning activities (arts and crafts, science, games) and will have a particular theme in mind.

One crate is named Colorful Inspiration. Inside it you will find three projects: Spinning Colors, Stained Glass, and Tissue Tie Dye Bag. Another crate named Fun with Flight will teach your child to create a paper kit and show you how to build a rubber band powered rocket. Every crate contains their branded magazine to help your child learn, grow and explore.