



"As a business owner, I know you don't have time to waste on technical and operational issues. That's where we *shine*! Call us and put an end to your IT problems finally and forever!"
- Edward Zeidan, President, Nerd4Rent, Inc.

December 2008

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Nerd Alert

Insider Tips to Make Your Business and Home Run Faster, Easier, And More Profitably

Our warm and nerdy wishes for a happy and safe holiday season
Thank you for your business!

Give Yourself a Tremendous Holiday Gift

Save on Taxes, Computer Equipment & Support - But You Have To Act Fast!

It may seem too good to be true, but it isn't -- let me explain.

Thanks to a little publicized break in the 2008 tax stimulus package, the ceiling for deductions against large vehicles, furniture, computer equipment, etc. in a single year is \$250,000. The amount was raised from the scheduled \$128,000 for 2008 and is likely to be reduced in 2009.

Keep in mind that to qualify, the equipment must be purchased and expensed in 2008. Take a little peek inside any office furniture or equipment store between Christmas and New Year's Day and chances are you'll see lots of buyers racking up some year-end deductions!

But There Are Other Ways to Save Money

Most IT vendors and manufacturers offer really incredible rebates and discounts on equipment towards the end of the year in a last ditch effort to improve annual sales. After all, they gotta look good to their investors!

So if you are going to need a network upgrade in the near future, you can not only get better deals on software and equipment, but you can also get the tax savings making this a double dip on saving money.

Here's How I'm Going To "Sweeten The Pot" And Help You Save Even MORE Money...

In the spirit of saving you money, I've decided to "sweeten the pot" and make the following offer to anyone who hires us to upgrade their network before December 31, 2008:

We will give away 3 FULL MONTHS of our RemoteMaintenance™ absolutely FREE to anyone who upgrades their network with us. All computer networks need regular ongoing maintenance to keep them running problem free, and with our RemoteMaintenance™, you'll not only enjoy faster and more reliable service from your computer network, but you'll gain incredible peace of mind knowing that your network and the data it holds is safe from loss, corruption, downtime, viruses, hackers, spyware, and a host of other problems.

Get More Free Tips, Tools, and Services At Our Web Site: www.Nerd4Rent.com

From The Minds of Babes

On a cold Christmas morning, the congregation was filing into the early Mass. Father Tom noticed little Peter standing in the foyer of the church staring up at a large plaque. It was covered with names draped on either side by small American flags.

The six-year old had been staring at the plaque for some time, so the priest walked up, stood beside the little boy, and said quietly, 'Hello, Peter.'

'Hello, Father Tom,' he replied, still focused on the plaque. 'Father Tom, what is this?' he said, pointing to the plaque.

The good Priest looked directly into Peter's eyes and with all the comfort and compassion his voice could muster explained, 'Well son, it's a memorial to all the young men and women who died in the service.'

Soberly, they just stood together, staring at the large plaque. Finally, little Peter, in a voice barely audible and trembling with fear stated, "Was it the early service or the late service?"

Free Advice?

A doctor and a lawyer were talking at a party. Their conversation was constantly interrupted by people describing their ailments and asking the doctor for free medical advice.

The exasperated doctor asked the lawyer, "What do you do to stop people from asking you for free legal advice when you're out of the office?"

"I give it to them," replied the lawyer, "and then I send them a bill for my time."

The doctor was shocked, but agreed to try it. The next day, still feeling slightly guilty, the doctor prepared the bills.

When he went to place them in his mailbox, he found a bill from – guess who - the lawyer!

There's More...

1. **We'll allow you to continue the RemoteMaintenance™ at a special discounted rate that will easily save you THOUSANDS in IT support.** After the 3 months are up, you can continue to receive regular maintenance, critical updates and security patches, fast, remote support, and 24-7 watch over your network and data at a special discounted rate. Of course, you are under no obligation to continue this maintenance, but I'm certain you are going to want to continue after you see how we keep things running.
2. **We'll send you a FREE copy of the book, "Keep Your Hard-Earned Money; Tax Savings For The Self-Employed"** as a gift. This is a great book for any entrepreneur to read on how to keep Uncle Sam's hands out of your pockets. After all, no one wants to hand over a penny more to the government than is absolutely necessary and no one wants to pay MORE for services and products than they have to. We all work way too hard for that!

That's why I'm making this offer to you. As a fellow entrepreneur, I understand that it's critical to keep every penny of profit that you can.

This Is Absolutely The BEST Way To Save A Lot Of Money On IT Services And Support For 2009; But You Better Act NOW Because This Is Going To Go FAST...

All you have to do is contact us by phone at (925) 283-5666 so we can schedule a time to discuss exactly what type of upgrades and support you will need for 2009. Remember, we don't have to do the actual installation in December, but you must spend the money before December 31st or the IRS won't give you the deduction and you'll be back to paying full price for equipment and support! There is also no obligation. If you decide not to upgrade or use our services, you may keep the book, **"Keep Your Hard-Earned Money; Tax Savings For The Self-Employed"** as our gift, for taking the time to speak with us. Don't delay; contact us today.

Note: This offer not intended to provide tax advice. Please consult with your tax professional for additional information.



Green Holiday Gift Ideas

- **Give the gift of Nerd – Nerd4Rent offers gift certificates! Call us at (925) 283-5666 for details. We arrive in our festive red shirts!**
- Consider gifts that don't have to be wrapped! Concert, theatre, or sporting event tickets make wonderful presents
- Make the wrapping part of the gift – Put cookies in a flower pot, or on a reusable holiday plate or tin
- Give the gift of your time – If you know a golfer, schedule a tee time for the both of you to get together, or plan a meal for families to get together

Get More Free Tips, Tools, and Services At Our Web Site: www.Nerd4Rent.com

Did You Know...

A typical computer chip without a heat sink gets as hot as 370 degrees. Keep those vents clean and the fans running!

If you opened the case of the original Macintosh, you would find 47 signatures, one for each of Apple's Macintosh division as of 1982.

The first computer company to register for a domain name was Digital Equipment Corporation.

The technology contained in a single Game Boy unit in 2000 exceeds all the computing power that was used to put the first man on the moon in 1969.

The QWERTY keyboard layout used today is more than 129 years old.

One terabyte (1000 gigabytes) is equivalent to storing a stack of documents that is more than 16 times the height of New York's Empire State Building.

According to University of California researchers, 1,693,000 terabytes of information are produced and stored magnetically each year.

The distance between a CD and a CD recording head is 1 micro inch. For perspective:

- A human hair is 4000 micro inches
- A red blood cell's diameter is 300 micro inches
- A particle of tobacco smoke is 250 micro inches
- A particle of smog is 100 micro inches

Win A \$20 Clocks Etc. Gift Card

Check out Clocks Etc's [website](#)

Take our monthly Trivia Challenge and you could win!

The Grand Prize Winner of last month's Trivia Challenge Quiz is...drum roll please: Kathy Geddes. Kathy is the first person to correctly answer our quiz question...

WD40 is a 'miracle' solvent, penetrating oil, and lubricant that claims over 2000 uses. What does WD40 stand for?

- a) Wet or Dry to 40 degrees b) Will Douglas (The Inventor) 40th Birthday
c) Water Displacement – 40th Try d) Wiethglycol Distillate 40%

The answer is c) Water Displacement – 40th Try

Congratulations Kathy, you've won a \$20 Borders Gift Card!

Now...let's move on to this month's trivia question for a \$20 Clocks Etc. Gift Card:

What did the inventors of the original CD use to determine its size?

- a) The radius of a 1 lb. coffee can lid
b) 5/8ths the size of a 45 record
c) Capacity to Store 1.5 MB of information
d) The ability to hold Beethoven's 9th Symphony at any tempo

Email us right now with your answer! contests@Nerd4Rent.com

If One Is Good...Two Must Be Better

If you're like most people, you have a common password that's used on both your business and personal computers. Your password is likely to be something containing items such as your street address, birthday, school, family name, etc. which an easily accessible, password-stealing program could identify in just minutes.

Here are some tips to beef up security:

- Never use a proper name or a word that appears in a dictionary of any language
- Use at least eight characters including upper and lower case, numbers, and symbols
- Try using the first letters of words in a quote, phrase, or title
- Change an element of the password at least quarterly

Track your passwords using our FREE document – www.Nerd4Rent.com

Get More Free Tips, Tools, and Services At Our Web Site: www.Nerd4Rent.com



Everything You Need To Know About Life Can Be Learned From Santa

- Encourage people to believe in you
- Always remember who's naughty and who's nice
- Don't pout
- It's as much fun to give as it is to receive
- Some days it's okay to feel a little chubby
- Bright red can make anyone look good
- Wear a wide belt and no one will notice how many pounds you've gained
- If you only show up once a year, everyone will think you're very important
- Whenever you're at a loss for words, say: "HO, HO, HO!"

We Want Your Input!

Do you have an idea to make this newsletter better? Would you like to submit a story, article, or trivia? We'd love to hear from you!

Nerd4Rent, Inc.

(925) 283-5666 or (510) 444-6373

Feedback@Nerd4Rent.com

This issue sponsored by

Darin Wright with Mega Life and Health Insurance

We work with business owners and assist them with a customized corporate style benefit package that offers affordable rates with maximum benefits! To see if you qualify call:

DARIN WRIGHT, M.A.

510-289-3700 direct

darin.wright@nase.org

Use Video To Boost Your Online Presence and Profits

YouTube is a phenomenon like no other with more than 3 billion videos viewed on the site in January 2008*, covering virtually every topic under the sun. Imagine the impact to your business if you could capture even a tiny fraction of those eyeballs.

YouTube's popularity has been fueled by its low barrier to entry including free video uploads and no need for high-end production. You can produce low resolution videos using simple camcorders and PC-based editing equipment with standout videos costing less than \$1000.

Even though it's easy to produce videos for use on YouTube, finding a good concept and reaching the appropriate subset of customers is tougher.

The videos that rate the highest provide education, entertainment, or valuable information. You can get those eyeballs for your business if you can provide one or more of those qualities.

Businesses are using YouTube for product advertising (using demos and highlighting benefits), product promotions (including price reductions or bonus goods), as well as product support (addressing common issues at the customer's convenience).

There is also a growing trend to use YouTube in providing business support services such as recruiting, employee training, and general company communications.

As a business owner, YouTube offers you both value and opportunity. It's like no other media because it costs so little but can allow you to reach millions -- 24 hours a day. With the right investment in messaging and creativity, your ROI could be infinite.

*Source: comscore.com

Please Welcome Our Newest Clients And Friends!

I'm thrilled to welcome my newest clients to our company! I want to extend a sincere "thanks" for the trust and confidence these clients have shown in us:

The Kacyra Group, Orinda

Pixel Outpost, Moraga

Milton S. Frank Co., Concord

Spot The Nerds Promotion!

Have you seen us around town in our red shirts? Sometimes we Nerds travel in a pack. If you spot three or more Nerds out together call us at (925) 283-5666 and you'll receive 10% off of you next service call. Simply tell us when and where you saw us for the discount to apply.

Work must be scheduled prior to December 31, 2008.

Hourly minimum applies. Travel charge may apply.

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