

# The Big Sky and Aggieland Report

## Tips, Thoughts, Trivia, and Fun

Brought To You by Big Sky Internet Design and Aggieland Website Design

### Tom's Thoughts >>>



### March Madness!

So, I got home from Key West on Friday, March 10<sup>th</sup>, late. I had a TON of stuff to catch up on.

There were business things and the dreaded 'Get The Tax Information Ready for the Accountant' annual chore. That is always a challenge as our QuickBooks records started with a program called DacEasy DOS from the early 90's, to Quicken DOS to Quicken Home and Business to QuickBooks and eventually QuickBooks 2020. VERY long story short, there is a ton of manual steps that must be done before I can generate the reports for our accountant. So, I had that on my plate. Ugh.

About noon on Wednesday, my son Jake and I were going back and forth about our basketball brackets. Then he texts me and says: "Hey Pops, why don't you just come up to Denver and we can watch basketball all weekend? We have not had Jake & Pop's time for a while!" He has a Man Cave with 3 TVs, pool table & bar. "Nah, can't. I have way too much to do...blah blah blah..." Carrie came home and I told her about Jake's offer.

She damn near slapped me upside my head! She says "So, your son wants to hang out with his Dad and you are NOT going to go because of 'stuff' to do! What are you an idiot?"

I was on a plane to Denver by 5:00! 😂😂

### ChatGPT – Don't get left behind.

Back in January I wrote about Artificial Intelligence. Since that time, I have been playing with it and using it more and more. I **HIGHLY** encourage you to go to <https://openai.com/> and start playing with the free version.

How does it work? You put a "prompt" into a text-like message window and ask it a question or tell it to do something. For example, all the information about IRS Scams in this newsletter came directly from ChatGPT. I simply put this prompt in: "how to tell if it is an IRS scam or not" and it spit out those bullet points. I did clean it up just a little, but it is all relevant, useful information.

I have recently been working on building funnels to bring in leads for Carrie's business. We are concentrating on her amazing 'Complete Collage' product (yep, I am a user and true believer!). We have used ChatGPT to help with funnel sales copy, follow up emails, a collagen handbook, a collagen recipe book with 50 recipes, FaceBook Ads, and the list goes on.

Their artificial intelligence image generator is called DALL-E and it is at <https://labs.openai.com/>. I have used that to build fun images for one of the collagen funnels. The headline on the funnel was "Are you sad and embarrassed when you look at your photos on FaceBook?" So, I needed a fun image for that. I used this prompt "50 year old woman with wrinkles frowning at her phone in a fun cartoon that is light hearted and funny."

To the right is one of the images we used! ▶▶▶

How cool is that? Here's the thing, AI in all forms is already in our lives and it will become more prevalent. Yes, many jobs will be eliminated, just like when computers became mainstream. But, there will always be opportunities for people who have 'critical thinking', those that can see ways to help and benefit others with it. It is amazing!



I will be talking more about this in future issues. In fact, I am going to an AI Conference in Chicago in May where some industry leaders will be discussing it in the context of marketing and overall impact on society.

# Is It a Scam? How to Know If the IRS Is Really Calling

Sometimes, people might pretend to be from the government and try to **trick you** into giving them your money or personal information. There are a few ways to tell if an interaction with someone claiming to be from the IRS is a scam or not:

1. The IRS will **never** initiate contact with taxpayers by **email, text message, or social media**. If you receive an unsolicited message from someone claiming to be from the IRS, it is **likely a scam**.
2. The IRS will always provide a **taxpayer identification number (TIN)** or other identifying information in any communication. If the person contacting you cannot provide a TIN or other identifying information, it is **likely a scam**.
3. The IRS will never demand **immediate payment** without giving you the opportunity to question or appeal the amount owed. Scammers, on the other hand, will often use **high-pressure tactics** to try to get you to pay immediately.
4. The IRS will **never ask for payment** using a specific method, such as a **wire transfer, prepaid debit card, or gift card**. Scammers often request payment through these methods because they are difficult to trace.
5. The IRS will **never threaten** to have you arrested for not paying taxes. This is a **common scare tactic** used by scammers.

If you are unsure whether a communication is legitimate, you can contact the IRS directly at **1-800-829-1040** to confirm.

Source: ChatGPT with the prompt: "how to tell if it is an IRS scam or not"

## Uncommon Career Advice

Consider this advice from the *Fast Track Promotion* website:

- **Develop your emotional maturity.** Focus on staying calm no matter what happens at work. Treat everyone with respect. Learn to choose your words carefully—and more important, recognize when it's best not to speak at all.
- **Negotiate in good faith.** Find out what the other person wants, and work toward a mutually satisfying agreement instead of one with winners and losers. In other words, seek solutions, not victories. Negotiate as if you're both on the same side.
- **Shift your point of view.** Support your organization's goals, not your own. When you make a decision, ask yourself whether it's one your manager or CEO would make. If not, reconsider your priorities.
- **Provide real value.** Instead of just doing your job, find out how your work supports your organization's objectives, and then give a little extra to help it thrive. Talk to your manager about what you've done and what you can do to add to the organization's success.
- **Listen to feedback.** Praise is fun to receive, but often we learn most from criticism. Make a point of listening to and considering other people's points of view, and incorporating their feedback into your performance. You'll show that you're a team player committed to improvement.

**Prepare for Advancement** If you're an ambitious, talented worker, you probably hope to rise to the top of your organization someday. Here's how to prepare for advancement:

- **Don't rush things.** Tell others about your goals, but don't act like you're better than everyone else. If you start a new job and act like you're going to be the boss in just six months, people might not want to help you move up. Instead, take time to learn your job and what your bosses expect from you.
- **Pick a good mentor.** You'll need inside information on how to survive and rise in your organization and industry. Identify someone with the skills and knowledge you'll need to move up the ladder—maybe someone already in the position you want to work toward, or close to it. Listen to your mentor's advice and respect it.
- **Study your bosses.** Now is a good time to find out what kind of person becomes a leader in your organization and industry, even if you're not ready for a promotion yet. Knowing this can help you choose what to learn and which assignments to go after.

## Against All Odds

This guy Milton had grit. He took an apprenticeship with a printing company, only to be **fired**. That allowed him to pursue his interest in candy making and became an apprentice at a confectioner. After studying the business for years, he developed a big vision and started his own candy company. So he went for it!

Milton started a candy company in Philadelphia and it **failed miserably**. Started another company in Chicago and again, it was a **devastating failure**. He started yet another company in New York only to watch it go **down in flames again!** But that's not the end of Milton's story.

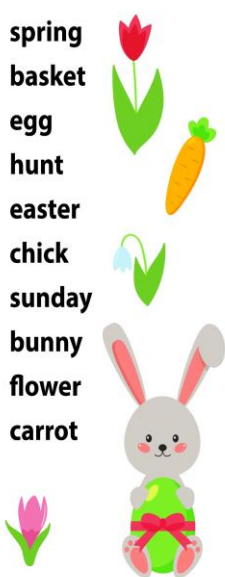
His name is now synonymous with chocolate. **Milton Hershey** moved back to Lancaster and began the Lancaster Caramel Company. His company was a **huge success**, however, Milton believed that chocolate products had a much greater future than caramel. So he sold that company and started a chocolate company called the **Hershey Company**.

**Milton Hershey** was glued to his vision and we get to enjoy the **sweetness** of his **persistence!** If you put a **dream in your heart** your job as a **fight against the odds** and stay **focused** on your vision. It's all part of **your story** that will **impact** others and help encourage them to **beat the odds!**

Paraphrased from Day 49, Live Your Dreams,  
Terri Saville Foy



spring  
basket  
egg  
hunt  
easter  
chick  
sunday  
bunny  
flower  
carrot



S	P	R	I	N	G	E	F
U	B	J	H	U	N	T	L
N	A	C	H	I	C	K	O
D	S	A	B	M	E	B	W
A	Z	R	A	M	A	N	E
Y	P	R	S	E	S	M	R
I	U	O	K	G	T	O	X
E	I	T	E	B	E	U	C
G	R	Q	T	K	R	P	V
G	L	B	U	N	N	Y	Z

## April Useful Trivia

- **April is National Humor Month**, but it begins with April Fool's Day – a day of pranks and lies!
- **April 6th - New Beer's Eve:** The night before National Beer Day, celebrate the end of Prohibition with some laughter and cheers.
- **April 7th - National Beer Day:** Cheers to a day filled with laughter and good times!
- **National Unicorn Day** is celebrated on **April 9**, and people worldwide embrace their inner magical creature.
- **April 13th - National Scrabble Day**
- **April 20th is National Pineapple Upside-Down Cake Day!** Nothing like dedicating a whole day to a cake that's confused about which way is up.
- **April 24th is National Pigs-in-a-Blanket Day!**

I told my wife she should embrace her mistakes. She gave me a big hug.

My wife says I never listen to her. At least, that's what I think she said.

I told my wife she was drawing her eyebrows too high. She looked surprised.

My wife told me to stop impersonating a flamingo. I had to put my foot down.

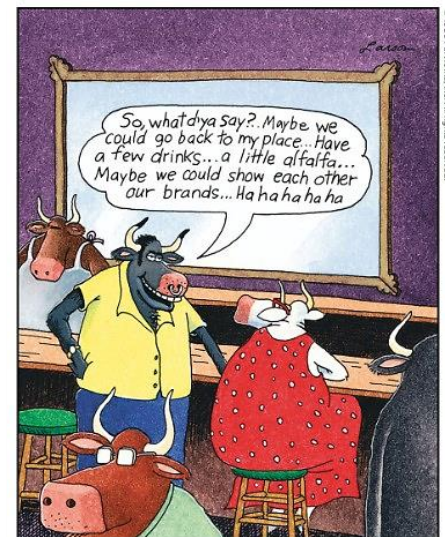
My wife accused me of being immature. I told her to get out of my blanket fort.

My wife said she's leaving me because of my obsession with The Monkees. I thought she was joking... then I saw her face.

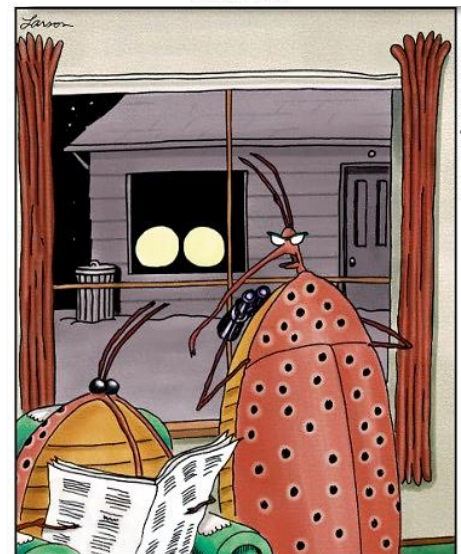
I told my wife I was going to make a belt out of watches. She said, "That sounds like a waist of time."

 **THE FAR SIDE**  
by GARY LARSON

[TheFarSide.com](http://TheFarSide.com)

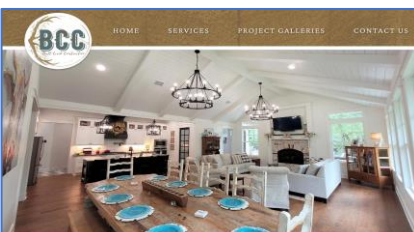


Cattle hustler



"Nik! The fireflies across the street—I think they're mooning us!"

## New Clients Spotlight – Welcome!



**BULL CREEK CONSTRUCTION**  
*Where will your dreams take you?*

**Bull Creek Constuction**  
**BullCreekTX.com**  
Iola, Texas

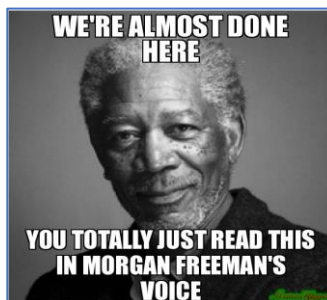


**For The Love Of The Hoof**  
**ForTheLoveOfTheHoof.org**  
Seligman, Arizona



Welcome to Indiana Quarter Horse Racing  
**HORSESHOE INDIANAPOLIS RACE COURSE**

**Indiana Quarter Horse Racing Assn.**  
**IndianaQuarterHorseRacing.com**  
Shelbyville, Indiana



**Almost Done!**  
Watch here next month!

32 Raven Drive - Bryan, Texas 77808



We add \$100 to the Referral Reward each month it is not rewarded.

Thank you Gwen Coie for your Referral!

The Referral Reward for February:  
**\$100!**

"Hey AI, generate a 3D Render of a cowboy & his horse in a fishbowl that has a goldfish in it."



Contact Tom | 979-217-1544

[BigSkyInternetDesign.com](http://BigSkyInternetDesign.com) / [AggielandWebsiteDesign.com](http://AggielandWebsiteDesign.com)

## Featured Customer Redesign Horse Creek Ranch [HorseCreekRanch.net](http://HorseCreekRanch.net)

**2004**



**2023**

Kristy McKechnie and her family have been clients for almost 20 years! Their first website, which was state of the art at the time, served them well since 2004.

Now their new website will help in promoting their life-long tradition of breeding, raising and developing award winning Western Pleasure and All-Around Horses!

*Thank you, Kristy!*

## Keep it Updated!

Get the most out of your website.  
Google and your customers will love you for it!

Use this QR Code to easily send an update email to Debbie at  
[Updates@BigSkyInternetDesign.com](mailto:Updates@BigSkyInternetDesign.com).



**Newsletter Archives:**

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