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# 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 >>>**

**Here We Go  
2023!**

I wish I was better at not looking back to the past as much. As you have read these newsletters, this one included, you probably have noticed that I tend to reminisce. While I don't think there is anything wrong with that, often I need to focus more on the what's ahead and not what is in the rear-view mirror!

With that in mind, I am very much looking forward to the upcoming year! 2023 is going to be a GREAT year as we will be introducing brand new and exciting offerings and services for you and new clients!

2022 was, without a doubt, our best year ever... by far. A big part of that is focusing in on what we do best and turning away business that did not fall in line with that. Over the years, experience has shown that taking on a client that is not the right fit for our business, is NEVER worth it. Regardless of the money. It is not good for them and takes up too much of our time and effort. That takes away from concentrating on what we do best. That was the key to 2022 – turning away 'wrong' business!

That might be something to consider in your business. Turning away 'wrong' business and concentrating on 'right' business also makes your life MUCH less stressful!

**Cheers to 2023!**  
**Tom**

## So, How Did We Meet Debbie?

I was visiting with a client last month and she was telling me how much she appreciated Debbie (aka. [Updates@BigSkyInternetDesign.com](mailto:Updates@BigSkyInternetDesign.com)). She asked how we met her so I told her the story!

1991 – Carrie and I hired Debbie to clean stalls at the large training and boarding facility (over 40 stalls) we leased in Ohio. She ended up 'farm sitting' and baby sitting our kids, Jake and Jess. Jake was two and Jess was not quite a year old. Fun fact, we had a Corgi named Lacy and that is how Debbie developed her love for Corgi's! She has a house full now!

1992 – Our facility was sold for a housing development and had to move to a different facility. At that time, Debbie was getting ready to go to Ohio State in Pre-Vet, but that plan fell through and she went to the local community college and became an EMT. But there was limited opportunities unless she also wanted to be a firefighter. She ended up working at a Hunter Jumper stable and was given a retired school horse, Summer. She needed a place to keep her so she ended up keeping her at our cutting horse barn. This is where Debbie first rode a cutting horse!

1993 – Carrie was working at vet office and landed Debbie a job there. Debbie continued to baby sit our kids and even took them overnight from time to time. She loved having them around, go figure!

1995 – We had moved to Georgia in late 93 where I rode cutters with Ronnie Hodges, a cutting horse trainer. We stayed close to Debbie and that year she got married. We trekked to back Ohio and Carrie was her Maid of Honor and Jake & Jess were the Ring Bearer and Flower Girl!

1999 – Debbie learned HTML and built a website for the vet she was working for and got discounted vet care for life!

2001 – Debbie became a full-time stay at home Mom in 2000 and in 2001 we bought her a Dell computer and sent her the software to build websites to help take the load off of Carrie. The rest is History!

**"We have known each other 32 years and working together for 22!  
Who says you can't choose your family!" - Debbie**

# Tips To Be Cyber Smart - Fraudsters are smart, but you're smarter.

- **Identify the imposter.** Imposters pretend to represent a bank, government agency or close family member. These fraudsters are impersonating employees through text and phone calls. Even if it looks or sounds legit, businesses never call you and ask for login information or one-time codes. Ever.
- **If it's too good to be true.** You found that perfect job online. You get hired quickly and receive a check to buy supplies. You're asked to deposit the check and send back the money you don't use. Their check bounces and now you're at a loss. If you're ever asked to deposit a check and send money elsewhere, don't do it. It's a scam!
- **Recognize pressure tactics.** Fraudsters will create a false sense of urgency to get you to act. Don't fall for it.
- **Monitor your accounts often.** Respond to fraud alerts and report unauthorized use right away.
- **Protect yourself from phishing emails.** Pay attention to any email claiming to be a bill or a security alert. If anything looks odd such as misspelled words, your name not appearing on the email, links that don't appear to go to the right place, requests for you to "verify" account or personal information, delete it!
- **Go to the source.** Trust your gut. If you're questioning the person who called you, texted you, or sent you an e-mail, hang up and then call that person or company directly.
- **Be a smart sender.** Never send money to someone you don't know in real life, especially through third party services such as Zelle®, Venmo and Cash App. Don't send a payment with gift cards. Legitimate businesses will never request a gift card to satisfy a bill.
- **Use strong passwords.** Traditional passwords aren't secure enough. Use the strongest authentication options provided, and don't share or save these details on public devices.

## Do You Offer a Guarantee?

### Here are three questions for you:

1. What is the one thing you should always do in good or bad economic times?
2. What's also the same thing that makes the job of making a sale infinitely easier?
3. What's the one thing to do in your business that is simply the right thing to do and makes you feel good about being honest and ethical?

The answer to all three questions as to **guarantee everything you do**. In fact, in a survey of buyers across the country who were asked the question, "why do you buy where you buy?", the number one answer was not price, (actually price was number 5). **The number one reason people buy where they do is confidence.** Confidence in the business, in the people, and in the product.

Most importantly, when you think of how many people are sitting on the fence to make a buying decision, a big, bold guarantee will give them the confidence to take action. A guarantee will boost response and **the better the guarantee the better the response.** Entire marketing campaigns have been built on guarantees, like **"Domino's Pizza, Delivered in 30 Minutes or it's Free"**.

If your guarantee **makes you a little sick** to offer it, then you know you have a Great Guarantee! When you create your own big, bold and solid guarantee the numbers will always work in your favor. Once you have developed your guarantee, use it in all of your marketing materials. Make it a point to tell your customers - never assume that people will know just because you might have it on your website.

**Go Big Or Go Home When It Comes To Your Guarantee!**

## Is 2023 the Year for Your Website Redesign?

Does your website belong on **eBay** under **"Vintage Websites"**?

Check out your website on your phone. Do you have to **painfully** pinch and scroll and zoom to use it? **Imagine** your website visitors and what they think. Do you think they will come back?

**Huge Discount Limited to the First 2 Clients to Respond!**

## Say 'No' – Stay Focused.

**Warren Buffett** boiled his key to success down to one single principle, "For every 100 great opportunities that are brought to me, I say no 99 times". His success to his ability is to **say 'No'**.

**Steve Jobs** commented, "I'm as proud of what we do, as I am of what we don't do. Deciding what not to do is just as important as what to do."

That statement is true for companies, entrepreneurs, stay at home moms, everyone.

Decide what your priorities are and how much time you'll spend on them. **If you don't someone else will.**

Lion tamers carry a four legged stool into the cage. Why? It forces the lion to focus on all four legs causing his attention to be fragmented. As a result, he becomes **paralyzed** and **overwhelmed** which leads him to be weak, tame and disabled.

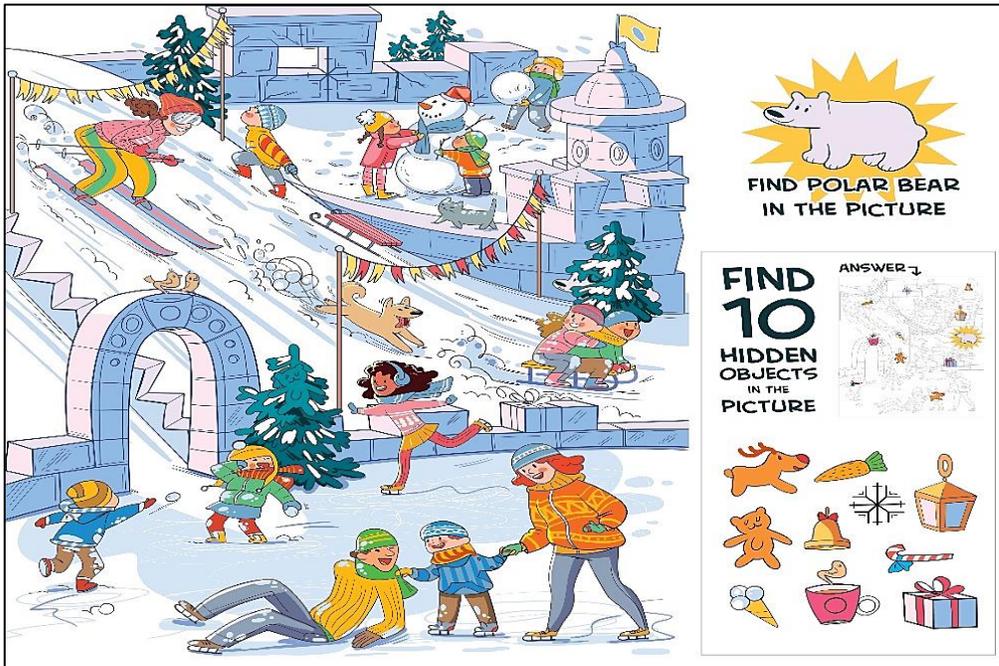
When we have **too many** ideas and opportunities we **lose** our focus and end up accomplishing **nothing**.

Remember, success is just as much by what you say yes to you is what you say no to.

**"Focusing is about saying No."**

– **Steve Jobs**

Paraphrased from Day 36, Live Your Dreams,  
Terri Savelle Foy



- ### January Fun-Facts
- The month of January is named after Janus, the Roman god that has two heads, one to look backward and one to look forward towards the New Year.
  - The 31st day of January was added to the month by Julius Caesar.
  - In 1890, the Rose Parade started in Pasadena, California. Today the parade is broadcast in more than 100 countries.
  - Ellis Island opened on January 1st, 1892 allowing more than 20 million immigrants to enter the United States.
  - The first New Year's ball drop in New York City started in 1908.
  - In 1959, Alaska became the 49th state of the United States

 **THE FAR SIDE**  
by GARY LARSON

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

What do you call a bulletproof Irishman?  
Rick O'Shea!

My Mom and Dad made me have a bath in  
Australian lager.  
They're my foster parents.

Two TV antennas got married this  
weekend.  
The wedding was boring, but the reception  
was amazing.

Success is like toilet paper.  
It only seems important when you don't  
have it.

They say penguins mate for their whole life.  
God knows where they get the stamina.

Thieves stole a truck that was delivering  
Viagra.  
The police are looking for a gang of  
hardened criminals.



Suddenly, the car struck a pothole, the glove box flew open, and Sparky knew the date was basically over.

## New Clients Spotlight – Welcome!



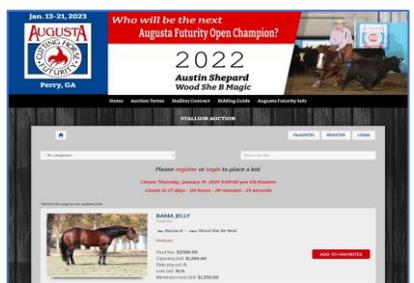
**Red Mountain Mini Dachshunds**  
[MiniDachshund.net](http://MiniDachshund.net)  
Benton City, Washington



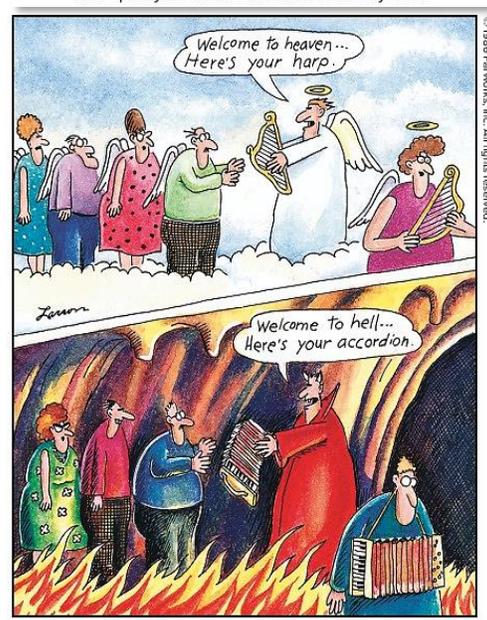
**Bryan Housing Authority**  
[BryanHousingAuthority.com](http://BryanHousingAuthority.com)  
Bryan, Texas



**The HorseWell Massager**  
HorseWell Messenger  
[HorseWell.com](http://HorseWell.com)  
Buffalo, Wyoming



**Augusta Futurity Stallion Auction**  
[AugustaFuturityStallionAuction.com](http://AugustaFuturityStallionAuction.com)  
Augusta, Georgia



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32 Raven Drive - Bryan, Texas 77808



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

*Thank you Daniel Patton for your Referral!*

The Referral Reward for January:

**\$100!**

## Vintage Websites Redesign Offer!

For AMAZING One-Time Savings  
on your Website Redesign.  
Limited to 1<sup>st</sup> Two Clients!  
Act Fast!

Contact Tom | 979-217-1544

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

### 2022 – 2023 Stallion Service Auctions

Speed Horse (NEW)	12/1/2022 1/26/2023	Texas Quarter Horse Assn. (Race)	12/1/2022 1/12/2023
Colorado Classic Stallion Incentive	1/1/2023 1/21/2023	Southwest Desert Classic (NEW)	1/15/2023 2/15/2026
Southern Cutting Futurity	11/4/2022 1/31/2023	Los Alamitos Race Track Chaplaincy	12/27/22 1/17/23
National Stock Horse Assn.	11/21/2022 2/8/2023	Cascade Cow Cutters	12/1/2022 1/10/2023
Cowboy States Stallion Incentive	12/1/2022 1/29/2023	Quarter Horse Racing Assoc of Indiana	12/9/2022 1/15/2023
National Reined Cow Horse	12/22/2022 1/8/2023	Alberta Reined Cow Horse Assn.	12/15/2022 2/1/2023
Oklahoma Quarter Horse Racing Assn.	12/15/2022 1/27/2023	Louisiana Quarter Horse Breeders Assn.	12/16/2022 1/20/2023
Texas Quarter Horse Assn. (Barrels)	1/12/2023 2/12/2023	Arizona Quarter Racing Assn.	1/1/2023 1/31/2023
VGBRA Stallion Incentive	1/2/2023 2/5/23	Triple Crown 100	12/15/22 1/31/2023
Augusta Futurity (NEW)	12/23/22 1/19/23	Pacific Coast Cutting Horse Assn.	1/4/2023 1/18/2023
Utah Quarter Horse Racing Assn.	12/10/22 1/7/23	<b>Your Association Here!</b>	
National Youth Cutting Horse Assn.	Buy It Now Ends 6/1/23	Women's Pro Rodeo Assn.	Completed

Go To [StallionAuctionsOnline.com](http://StallionAuctionsOnline.com)  
for the complete updated listing!

## 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).



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