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Hello!

NYC is having the snowiest (is that a word?) January on record. We've been busy so far this year, and hope your business is just as busy. In this newsletter, we've got some goodies from the past month.

- [Droid Pro for Exchange - don't do it \(scroll down\)](#)
- [The Task List solution \(scroll down\)](#)

Here's a few more that just missed the cut:

- [iPhone/iPad Crushing Android \(read\)](#)
- [The Small Business Bounce \(read\)](#)
- [What I learned from the Social Network \(read\)](#)

If you haven't already, you should [subscribe](#) to our blog.

Here's to a great February!

All the best,

Rafi Kronzon and Josh Feder

Co-Founders

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Droid Pro for Exchange - Don't do it - yet

Verizon and Motorola recently released the [Droid Pro](#), an Android phone that "Does Business" and aims squarely at Blackberry users.

I'm a Blackberry user, but I certainly don't love Blackberry. It's the only Verizon device that has a great phone and even better email with Microsoft Exchange. That's the minimum I need for work. Period.

The Droid X as well as all the other Android devices to date just don't pass muster when it comes to push email with Exchange. The Droid Pro promised better performance with Exchange, but seeing the number of

unhappy Droid Pro users on the [Motorola Forums](#), it's not there yet.

Stay tuned...

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The Task List Solution

Like many small business owners, I suffer from an ever-growing task list. Some of the items are even there for years! The problem is that whenever I actually start getting productive, the tasks only generate even more tasks.

I was lost, thinking that some magical piece of software will allow me to finally get control of my task list. Well, I was wrong. I do have control of my task list now, but it wasn't software. It wasn't hardware. It was just great advice. What was it?,

From [this post](#) by [Toilet Paper Entrepreneur](#) Mike Michalowicz, I learned to group my tasks according to only two criteria. The first is things that will generate revenue, and the second is things that will make my customers happy. If an item doesn't fall into these, it drops off the list.

At first, this seemed insane. What about cleaning out my desk? What about employee reviews? What about finding cheaper phone service? But then I realized that I have actually been doing this kind of prioritization myself for a long time, hence the tasks on my list that never go away. But I was inefficient about it and uncommitted to the process. Now I'm trying to commit to this method, and I'm confident that it will help my business. Wish me luck.

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