TimeStorm Communications LLC

Bullets, Salad, and Phishing OneNotes

Hello Ruth Ann,

I've been adding back issues of the newsletter to my website and discovered I'm talking (writing) quite a bit in this space. Since this **is** *The Fastest Newsletter in the West*, I will keep this section brief and live up to the newsletter's name.

Are you on LinkedIn? If you are, please link with e using the button in the footer down below. I also publish a newsletter on that site, The Newsletter on Newsletters. Go ahead and check that one out, too.

Til next week,

Ruth Ann Monti

Writing Tips

Use bullets or numbers for lists you put in your content when you're listing more than two or three items. This can help content pop regardless of your format.

A bullet format is suitable when you're sharing more than a couple of points, ideas, or thoughts. Numbered lists are better for progressive or instructive content, or you otherwise need to enumerate your thoughts.
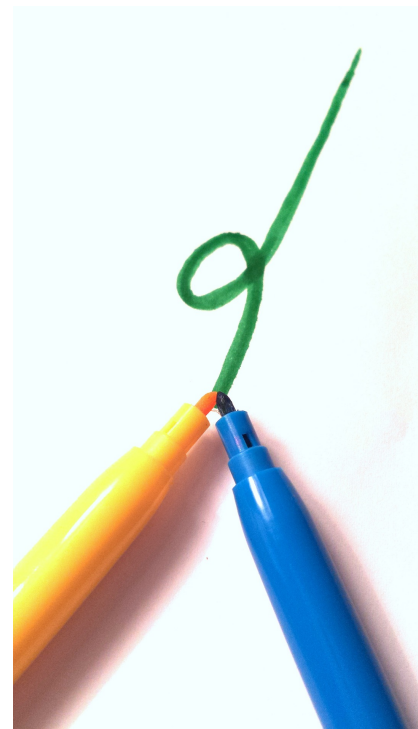
Examples:

I dislike AI-generated text because:

- It threatens writing businesses.
- Its content isn't all that good.
- AI doesn't understand specific audiences.

AI's process doesn't produce original content or assess its sources.

1. It "scrapes the web" to find ideas and might not credit sources
2. It only sees information proactively made available to it.
3. Its ability to verify sources is therefore restrained.

My Content Services

SEO/Content News

"Salad" is now a verb, according to this restaurant - oops, "eatery" - I spotted at the Scottsdale Quarter shopping mecca with my family this week.

We didn't eat there but at the cleverly named (and highly recommended) Culinary Dropout.

Microsoft's OneNote is Used as Phishing Bait

Users of Microsoft's OneNote tool should take extra care to be sure any Note they receive via email is from a legitimate source, _ZDNet_ warns. Phishers are using OneNote attachments in their ongoing email scams.

"Multiple threat actors are using OneNote attachments...to bypass threat detections," a researcher told _ZDNet_'s Danny Palmer.

A cybercriminal group called TA577 uses updated Qbot malware that opens emails and steals data within seconds of infecting Outlook.

My fishing haul from Woods Canyon Lake, AZ

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