

# ADMINISTRATIVE VIEWS

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## Watching Your Marketing Dollars

**A**s I watch our economy head towards recession, my marketing budget came to mind.

Over the next few months I will be looking at this years' budget and forecasting next years'. I think most of my clients will, too.

Having a list of clients in different industries has given me a unique perspective into effective marketing, giving us the most bang for our buck.

Newsletters have been very effective, remembering to keep it soft sell, and putting more emphasis on "tips and tricks".

I did a successful postcard

campaign, utilizing both blank and imprinted cards. Including a flyer now and then for a quick change of pace, and my next marketing program is born.

I think it's wise to re-evaluate my Yellow Pages ad, as well. Something I think we forget to consider when putting our programs together.

Have you considered putting a program together to help promote your business? Perhaps you have something in place that has worked well for you in

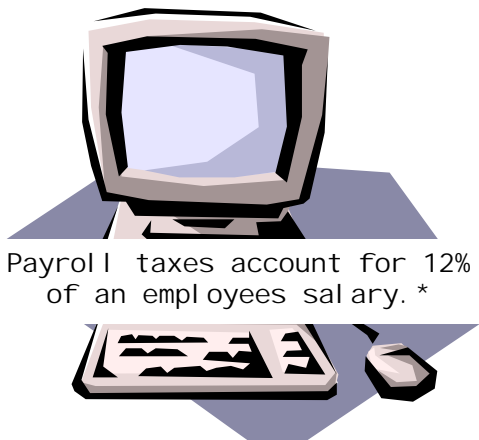
**"Over the next few months I will be looking at this years' budget and forecasting next years'."**

the past.

How do you gauge the success of your marketing? Maybe we can help. Make an appointment now to have your current program updated or evaluated to be sure you're getting the best results for your marketing dollars.

## Temporary Help - Weighing Your Options

**M**any perspective clients think of us as "temporary help". I guess I should say, we are, but we're not. So many of the expenses associated with an employee are also associated with hiring someone from a "temp" agency.



Payroll taxes account for 12% of an employees salary. \*

\* Source: U. S. Chamber of Commerce

You need to purchase equipment and utilize space in your office to accommodate a temp. Someone will be spending their time training this person, instead of completing their own function or task. Time is also wasted on lunch, breaks, and personal issues.

And don't forget social security taxes, FICA, worker's compensation insurance, OSHA, FLSA, ERISA, federal, state and unemployment taxes.

With **Accurate Business Services** you only pay for "time on task", or by the project, and like yourself, we are entrepreneurs, business owners who have a vested interest in making sure the job is done right, and on time.

Consider getting a project quote from us, the next time you think you need "temporary help"!

## **Mastering Confidence**

**C**urrently, much of my business is face-to-face. My goal is to increase my Internet presence and handle a more "worldwide" clientele.

I have a few clients scattered throughout the continental US,

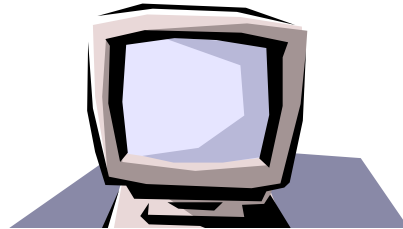
and have done projects in the past on an international basis. One of the hardest things to do "virtually" is to show potential clients the confidence necessary to communicate to them how I can make a difference in their business.

How do we communicate that we are the "best" in the business, while maintaining our professionalism and not come across as boasting?

References are always a good way, as well as testimonials from current clients. Word of mouth is an effective marketing technique, but how can we show more confidence in

ourselves and our business?

Depending on your business, a portfolio might do the trick. Samples of your best work posted at your website would give prospective clients a better idea of



Prospective clients will see these certification logos posted at my website. . .



what you can do, and how well you do it.

Certifications. No matter what industry you're in, there are certifications you can achieve that will build your own self confidence, as well as that of prospective clients. In addition to having achieved my CVA (Certified Virtual Assistant) status, I have recently added, MVA (Master Virtual Assistant), Ethics Checked, and RESS Certified (Real Estate Service Specialist).

Prospective clients will see these certification logos posted at my website to give them confidence that they are dealing with someone who is not only a professional, but someone who understands the importance of achieving the goals and standards set for their industry and business in general.

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My "first hour free" program has been a great way to show confidence in my work. In addition, the client gets an opportunity to "try" our services at a reduced cost.

But, the most important thing I do in my business, that can be done in any business, is to "guarantee" that your project will be completed to your satisfaction.

Whatever we decide will be the best way for our businesses to master confidence, we need to work on finding ways to make it show "virtually".

Please submit any suggestions to: [jeannine@accbizsvcs.com](mailto:jeannine@accbizsvcs.com)

\*\* Based on a minimum 3-hour project.

## **We Do That, Too!**

One of the most important things we seem to forget to do in our businesses is "sell" all that we have to sell.

I'm often amazed when clients tell me that they're on a volunteer Board for an organization in their community, and don't know how they can keep up with all the administration necessary to make

the organization run. Did you know we handle Association Management? This includes meeting reminder cards, newsletters, database management, meeting minutes (transcription), mailing services, banking services, and much more. Obviously, they didn't. And that's my fault. I hadn't done a



good job of communicating all the services I provide to this client. So many times, we spend all our energies trying to capture that new client, that we forget to get the full potential from a current client; someone who already knows and values our services.

So, how do we make sure we're communicating well with our current client base? I think this goes back to marketing. We need to be sure that we include our current client base in our marketing program.

My business, because it's "as needed", presents itself well to including my current client base in my marketing program. Some of my clients have projects only once or twice a year, making it imperative that I keep my name in front of them so they remember me for their next project.

Perhaps your business isn't like mine, so you need to find ways to be sure that your current clients are taking advantage of all you have to offer. Key in on a different product or service each month, by offering special savings or promotions. Ask for referrals for products or services they're not utilizing...maybe they will, or they will know of someone who can. Either way, it's a good opportunity to let them know, "We Do That, Too"!

## Accurate Business Services

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### What's inside:

Watching Your Marketing Dollars  
Temporary Help - Weighing Your Options  
Mastering Confidence  
We Do That, Too!

## Internet Finds

**H**ere are some great Internet finds, and a list of comprehensive

search engines to find anything your heart desires:

To find good buys:

[www.compare.net](http://www.compare.net)

[www.cybershop.com](http://www.cybershop.com)

To get directions:

[www.mapquest.com](http://www.mapquest.com)

[www.frommers.com](http://www.frommers.com)

Parenting help:

[www.parentsoup.com](http://www.parentsoup.com)

What's for dinner:

[www.family.com](http://www.family.com)

[www.star chefs.com](http://www.star chefs.com)

Smart ways to make money:

[www.financenter.com](http://www.financenter.com)

[www.valupage.com](http://www.valupage.com)

Search engines:

[www.yahoo.com](http://www.yahoo.com)

[www.dogpile.com](http://www.dogpile.com)

[www.aol.com](http://www.aol.com)

[www.webferret.com](http://www.webferret.com)

[www.copernic.com](http://www.copernic.com)

[www.alltheweb.com](http://www.alltheweb.com)

[www.mamma.com](http://www.mamma.com)

Enjoy!

