

# ADMINISTRATIVE VIEWS

Accurate Business Services (Contact: [Jeannine@Accbizsvcs.com](mailto:Jeannine@Accbizsvcs.com))

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## This is our last issue!

**A**s you have certainly noticed, keeping up with our quarterly newsletter has become a challenge. So what's up with that?

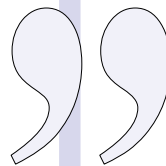
Lots, actually! First, if you haven't had a chance lately, please browse my brand new website. ([www.Accbizsvcs.com](http://www.Accbizsvcs.com)). Much of my time this past spring was spent in preparing all the new content, and resources for my current and prospective clients, as well as, budding VAs.

You'll find some great articles about the industry, downloadable brochures, and a cool media room for articles I've written, mostly about business ethics.

I'm very close to going to press with my co-authored book, **Entrepreneurial Freedom—How to Start and Grow a Profitable VA Practice**. We are hoping to have the book available later this summer. This book provides insights from two talented VAs, who have created success in their businesses by making all the faux pas possible! :)

It will provide you with step-by-step instructions, resources and information about starting and growing your practice

I've also started writing my second book, which will focus on business ethics, and why they are so important, especially for home-based businesses.



**"I'm very close to going to press with my co-authored book, *Entrepreneurial Freedom*..."**

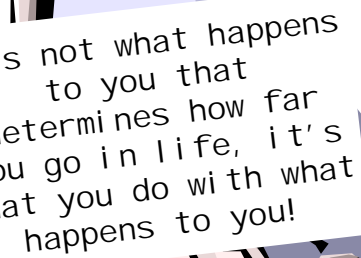
I've been adding talented sub-contractors to my business, to stay on top of deadlines, and prepare for new clients that will be coming my way, once my new website hits the search engines...which should be happening in about 3-4 months.

I've started speaking regularly on the VA industry, and business ethics, and have gotten involved with Gretchen Berg and [www.VirtualBusinessTraining.com](http://www.VirtualBusinessTraining.com) to be a part of their curriculum focusing on business ethics.

And then about two weeks ago, I started another small business involving consumable products that will allow me to build real wealth and financial freedom. If you know of anyone looking for an opportunity to be in their own business (for a minimal cost), have them get in touch with me at: [Jeannine@Accbizsvcs.com](mailto:Jeannine@Accbizsvcs.com)..

I'll still be working my VA practice, as I LOVE my clients and what I'm doing, but this will allow me to make additional money, only working 8-10 hours a week.

So, enjoy this last issue of **Administrative Views**, check out my new website, and let me know if you'd like to be notified when we have new information and articles uploaded to the website. And, thank you for your support over the past five years of **Administrative Views**! :)



It's not what happens to you that determines how far you go in life, it's what you do with what happens to you!

# The Customer is ALWAYS Right!

Okay, so did that get your attention, or what? We all know that the customer isn't always right, but on an ethical level, it's usually wise to take that stance...at least if you want to maintain your sanity, and keep a potentially bad situation from haunting you for years. Here's an example of what I mean by that.

About four months ago, the wife (business partner) of one of my clients contacted me about the work I was doing for her husband. She asked that I make a change in the way I setup data provided to their prospects. I had wanted to be sure that I understood exactly what was needed, so I picked up the phone to request more in-depth information. Long story short, I was asked to alter the information the prospect had provided, ultimately making the first data processed to the prospect contain less information, as the 'wife' felt that they were getting too much information in the initial response, thus overwhelming them. What she hadn't taken into consideration was, that in doing so, future data processing would also be limited by those changes/alterations.

Two months later, the husband calls telling me I'd ruined his business, since he found out I had changed their prospect's data. I informed him that I had been advised by his wife to make this adjustment, but of course, the wife has to live with him, so she said she did not.

Okay, now what? I have a very angry client who is going to believe his wife, no matter what I say, and about \$1,000 in unpaid invoices. Additionally, if not handled properly, I stand to lose a \$1,000 per month client.

Well, in this case, it was better for me to say, "The Customer is ALWAYS Right!", and try and cut my losses. So, I told him that I didn't expect him to pay the \$1,000 invoice from the previous month since he was unhappy with my work. To be honest, I expected him to respond to that offer by agreeing to split the cost with me, I mean, it's not like I maliciously tried to sabotage his business, why would I cut my own throat? And certainly, if I was that \$15 per hour employee he was now telling me

could replace me, would he not pay them their wages even though they had made a mistake...I think so! But that's not how he replied, he said, "Okay" - well, to be totally honest, that gave me volumes of insight into his ethics.

So, my final resolution was to thank him for his consideration, apologize again, and send him a letter severing our relationship.

I would not want to do any more business with this client, because now I'd created someone who would most assuredly question everything I did, and expect not to have to pay for my work. Plus, if I had allowed him to 'not pay' for the already past-due invoice (I was pretty sure he wasn't going to pay me anyway!), he would most likely have bad mouthed me to anyone he could think of, even though I was truly only doing what was asked of me by his wife.

It was just a 'no win' situation, and if he's that unethical, then he would certainly be unethical in relaying the story to others. However, by not having him pay that invoice, should anyone ever question me based on a remark he'd made, I have the necessary ammunition to squash the issue—he paid for no work which he felt wasn't done to his satisfaction.

This was really the most ethical solution for everyone! And although he wasn't right, leaving him with the impression that he was, following through on my '100% satisfaction guarantee', allowed me to take the high road.

And yes, making up for that \$1,000 per month of lost income has been a challenge, but I really don't want to do business with unethical people, so in the long-run, it's better to walk away from it, than to take any chance that it would ruin my reputation.

For more information about business ethics, please check out the Media section of our website: [www.Accbizsvcs.com](http://www.Accbizsvcs.com).



## Setting-up a Marketing Plan

**M**y VA practice focuses on implementing client marketing plans. Getting the client to actually setup a marketing plan has always been challenging. I thought I would share some of the insights I've learned over the past eight years in helping clients create their marketing plans.

First, you need to know who your target market is. And don't say, 'everyone', even if that were true, it will not help you to market your product or service. Try to imagine what your 'perfect' client looks like. What skills might they have? What is it about them that drew them to you in the first place?

One of the easiest ways to develop your target market is to ask questions of your current client. Find out why they do business with you, and what it is that helped them decide you were the right fit for their needs.

Once you have your target market, decide where they might 'hang out' so that you can be certain to reach them. Are they Internet savvy? Do they have the time to read a full-page letter with attachments, or are they more likely to read a postcard?

Next, establish a budget. If you're uncertain, try calculating your budget based on a percentage of your current or proposed sales goal for the year. I usually suggest that your marketing should be at least 10% of that sales goal. Let's say your sales goal for this year is \$50,000, then your Marketing Budget would be \$5,000. Then identify how large your database is...how many people are in your database, whether they are current or potential clients makes no difference, just a ballpark figure of how many people you will be sending your marketing message to.

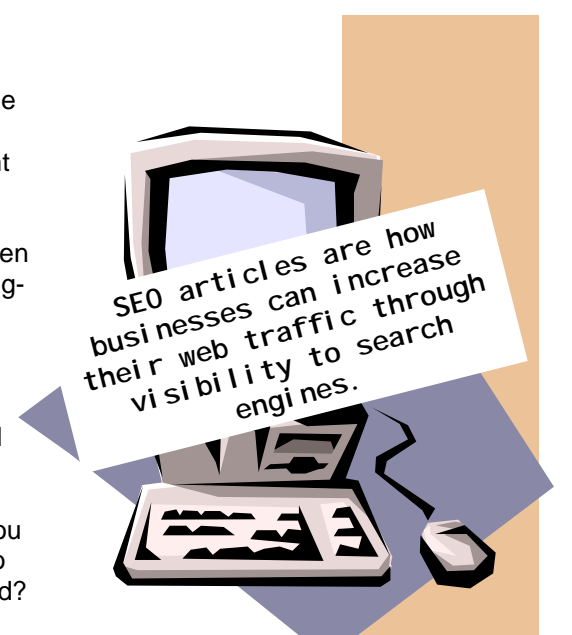
Armed with that information, you can now decide what your marketing plan will look like—when calculating costs, don't forget to include printing and postage.

Depending on your product or service, you should consider marketing through the following media:

- E-mail
- E-zines
- Write articles
- Snail Mail
- Postcards
- Print newsletters
- Radio & Cable TV

Again, remember to include your printing and postage costs, and mix it up—try different kinds of marketing to see what works best and gets the best results. Decide how often your contacts will be hearing from you, keeping in mind that it takes 10-12 touches before someone will begin to remember you and consider purchasing your product or service.

Once you have your detailed plan, stay on track, be consistent, and implement the plan. If you're not consistently sending your message to your contacts they won't take you seriously. And of course, don't forget to consider using the services of a VA to help you implement your marketing plans so that your time is free to **CLOSE THE SALE!** ;)



SEO articles are how businesses can increase their web traffic through visibility to search engines.

*For your convenience we accept all major credit cards through PayPal.com*



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Did you know we accept all major credit cards?



Focus on the things that you get paid well for doing...  
Hire a VA  
Let them do the paperwork!

### What's inside:

This is Our Last Issue!  
The Customer is ALWAYS Right  
Setting up a Marketing Plan

### Business Focus: Want to Start a Business?

As you've read on our cover page, Accurate Business Services is continuing to evolve.

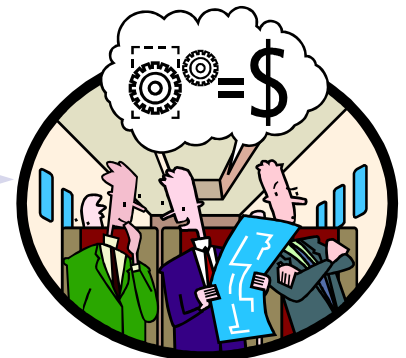
Having a VA practice is a great opportunity for people looking to have the freedom of working from home, and spending more time with family. As you'll see in the pages of my soon to be released co-authored book, starting a VA practice can cost anywhere from \$3,000-6,000, and take 3-5 years to establish.

If you're not ready to take that plunge, my newest business model provides the opportunity to build a business with a consumable product, which means

you get repeat orders and don't have to continually market and build new clientele.

The initial investment to get your business going is only \$29. You have unlimited income potential, the ability to leave the business in your Will to your children, and would be selling products that we purchase every day, but providing a better product at a lower or comparable price. And the business is Internet based—no parties, and no inventory. Consumers order the product online, on their credit card, and have it shipped directly to themselves.

These products are pure, safe



and beneficial. Botanically based, no mineral oil (the 2nd leading cause of aging), dyes, fragrances or chemicals.

If this sounds like something you'd be interested in, please contact me at: Jeannine@Accbizsvcs.com—I'd be happy to provide you with details of this exciting opportunity to start your own business and help people by giving them access to these high quality products. :).