

# ADMINISTRATIVE VIEWS

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## When is it time to consider a VA?

Volume 4, Issue 4

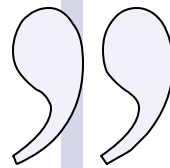
Fall 2004

**M**any times, potential clients ask how they will know that the timing is right for them to consider outsourcing noncore business functions to a qualified VA?

For me, it's when I have a stack of "back burner" items that never seem to get any attention.

As with any business owner, even VAs need to outsource. Finding the ability to "let go" of certain tasks is just as hard for me as it is for any potential client. The up side is that I've learned to understand just how hard it is. I too have said, "By the time I explain it to someone else, I've already gotten the task completed." But then I have to find the time again next month, or next week, to do that task again. It took a while, but I figured out that teaching that person, one, or maybe

even two times, allows me the time to handle additional client work, update my marketing plan, implement new programs to help grow my practice, or allow me the freedom to attend a class or networking event that will help me be more



**"It took a while, but I figured out that teaching that person one, or maybe..."**

successful.

I guess the easiest way for anyone to know the time is right, is when you're wondering if the time is right. :-) If your inbox far outweighs your outbox, you find yourself working well into the evening on paperwork, or tasks that are really not enjoyable to you, it's time to consider outsourcing.

For a VA, that's easy. There are so many awesome VA sites where you can get involved and start building relationships with other VA's to find someone that's a perfect fit for your needs (my favorite: [ivaa.org](http://ivaa.org)). For clients outside the industry, this is a little more daunting. Talk to peers, or clients and ask for referrals, or check out VA sites that offer you the ability to search for a VA to fit your specific needs ([www.ivaa.org](http://www.ivaa.org), [www.iavoa.com](http://www.iavoa.com), [www.revenetwork.com](http://www.revenetwork.com), just to name a few). Then conduct an interview and ask for references to clients of theirs who they have performed like services for. Then "let go" slowly. I usually suggest that new clients give me their top five (or less) projects to complete, and we move forward from there. I usually find that once they discover the freedom of outsourcing, letting go becomes much easier.



# Are You Committed to Your Future? By John Colanzi

**W**e love the stories of the average person who hops on the Net and makes \$100,000 their first year.

The problem is these stories and these individuals are the exception, not the rule. They end up reinforcing the "get rich quick" easy money mentality. A newbie starts marketing and after a week or two starts questioning why he isn't making a "boatload" of money yet.

He's frustrated because he's made the exceptional rare case, his yardstick, instead of learning the truth about how much time and planning goes into building a business. He hasn't made a long term commitment to his future.

It's time to start setting goals based on reality. So what is the truth? It takes the \$100,000 a year earner around two to three years to reach their income levels. It took most of them six months or more to reach the goal of making \$1,000 a month.

What do those statistics tell you? Most of the highest earners had committed to a two to three year game plan. They were willing to hang tight for six months or more before they reached their first \$1,000 a month in profits.

Are you prepared to do the same, or are you still expecting to make \$15,000 in your first 15 days? If you're not willing to make that type of commitment, you're better off going to the track or the casino. If you're not ready, willing and able to make a long term commitment to your future, save yourself the frustration of setting yourself up to fail.

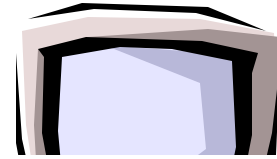
Ignoring the facts and burying your head in the sand, will keep you hopping from program to program. You'll never give any program the time necessary to show a real profit.

It's in your hands. You can make a long term commitment to building your future, or you can stay frustrated and eventually stop trying.

The choice is yours. Commit or perish.

Wishing You Success,  
John Colanzi  
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**"It's time to start setting goals based on reality."**



"The concept is interesting and well-formed, but in order to earn better than a "C", the idea must be feasible."  
*Yale University management professor in response to student Fred Smith's paper proposing reliable overnight delivery service (Smith went on to found Federal Express Corp.).*

## Is your Voicemail message boring your clients?

Recently I read an article about voice mail messages, and how people are somewhat desensitized by them, because they are so common, and boring.

In my business, it's important to me that a client, or potential client, be greeted in a way that makes them want to receive a return call from me, but also helps them to enjoy the experience.

If you're like me, I probably get three or four hang-ups per week. Making a few adjustments has eliminated those hang-ups and made callers have a little fun leaving me a message.

Probably the most important thing about recording your outgoing voicemail message is to SMILE when you're recording it. You'll be amazed how easily people will pick up on your cheerful mood.

Next, do the unexpected. Don't just set up the same, "We're sorry we missed your call, please leave a message after the beep and we'll get back to you", that everyone else does.

I think at this point in time, everybody knows to wait for the "beep", so leave that out. It's nice that you're sorry you missed their call, but be sure that you're enthusiastic when you tell them.

When I added something extraordinary to my voicemail message, I had to call a client and ask for their input. I was quite

pleased that her response was just what I had wanted it to be.

She thought it was fun, and wanted to answer my silly question so that I would return her call, which I "promised" to do if she would give me the name of her favorite candy bar. Once she approved, I left the message as recorded and sat back waiting to see how it was received.

Incredibly, no one was hanging up, and I was even getting calls from friends and associates of callers who said that, "Jane told me about your voicemail message and I just had to call and tell you my favorite candy bar."

Now obviously you have to make the message appropriate to your business. This may not be the best idea for the



voicemail at a funeral home, or doctor's office, but with a little thought and planning, you can make your voicemail message more effective and your callers will smile when leaving you a message, feel a closer connection to you, feel more comfortable about you and your business, will

remember your voicemail, and will hang up feeling glad that they called you.

Give it a try, have fun with your voicemail, and see what happens.

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



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major credit cards?



Focus on the things that you get paid  
well for doing...

Hire a VA

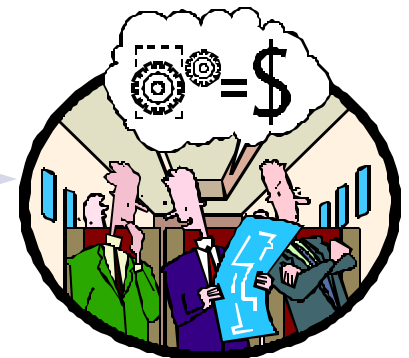
Let them do the paperwork!

### What's inside:

When is it Time to Consider a VA?

Are You Committed to Your Future?

Is Your Voicemail Message Boring Your Clients?



### **Business Tips**      **MARKETING**

**T**his quarter, I'm addressing "marketing", which is an important part of growing any business, at any time.

Unless you can say that you have all the clients you want or need, you need to continually market your products and/or services.

The best thing to do is set up a marketing plan. I usually do

this at the end of my fiscal year, in anticipation of the company's needs for the next year. I include the media type, and the amount of money I can budget to cover the expenses that will be incurred by implementing that program.

Once the program is identified the next, and hardest, thing to do is implement the program.

That's usually where we lose

the momentum of a well organized marketing plan. The MOST important part of that program is making sure that your message gets out, and gets out on a regular basis. Your plan must get out on a regular basis to be effective. There's nothing worse than leaving the impression you cannot follow-through. In addition, it's important that potential clients see your message 8-12 times before they will begin to recognize you and your product/service.