

# ADMINISTRATIVE VIEWS


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

Volume 5, Issue 1

Winter 2005

## Communicating

### projects to a VA

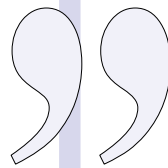


I have worked with a few subcontractors on occasion, and been amazed at the results I get from the way I've communicated the project to them. I have learned the hard way, that it's always in my best interest to provide samples, and give them in depth instructions on exactly what I need.

The more detail you can provide a VA the easier, and faster your project can be completed. This can make a huge impact on your costs, and prevent any misunderstandings throughout the project. The last thing any of us wants is to waste our time, and your money creating

something you don't want.

I find this to be especially prevalent with desktop publishing projects. Be certain to give your VA any slogans, photos, specific verbiage or content, and layout



**"The last thing any of us wants is to waste our time and your money..."**

guidelines, and ask for periodic updates as the project progresses.

I encourage you to ask for a project estimate, including total hours, and costs, and then set up a proposed schedule outlining at what point in the process you'd like to see a proof or samples of their progress. This will help immensely in keeping your project on track, and on schedule to be certain that you get exactly what you want, when you want it.

Working with a VA can present some communications challenges to clients who are not accustomed to working in a "virtual" environment, but with a little preliminary detail about what your expectations and needs are, you can create a strong partnership with your VA, that will help you find more value in the finished product. Value that will ultimately be reflected in your bottom line.

For more details check out the Frequently Asked Questions section of our website... :-)



# What our CAT taught me about marketing By Cathy Bryant

Copyright 2003  
<http://www.homebizjunction.com>

**T**oby is one of our two family pets (both cats). He is quite astute, and he has learned one of the most basic tenets of selling - stick with what works!

Many of Toby's days are spent perched on the top of my monitor as I work here on my computer. As a matter of fact, he's here right now as I write this article. Toby is a very personable creature. He enjoys being in the company of humans, and he knows just what buttons to push to get us to do what HE wants us to do!

For example, two of his very favorite pastimes - which of course involve human interaction - are playing the "bathtub game" (don't ask - I still don't know all the rules!) and hitching a ride all over the house in the laundry basket.

How does he manage to get otherwise perfectly sane, intelligent adults to drop what they're doing when he decides it's playtime? Well, I'm not really sure, but I do know one thing - he learned the secrets by trial and error. In other words, he has tested the waters and found what works - and he uses only those tactics that produce results!

We can all learn something from Toby. In order to really be successful in our businesses, we need to learn what methods

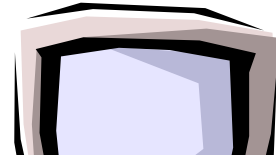
we're using that work best and get the most response. The only way to do that is to try different methods and analyze the results. I'm not going to go into the mechanics of coding ads to determine which are pulling better, the best web design

techniques, or other technical aspects of your marketing efforts. That information is easily available. What I want you to really learn from this is that you **DO** have to test your methods, record the results, and **STICK WITH WHAT WORKS!**

Toby does - and he is always successful!

---

Cathy Bryant's newsletter, HomeBizJunction Herald, is your source for information about how to generate an income from home. Product and opportunity reviews, as well as her own original articles, are a regular feature. And you won't be distracted by outside advertising - it doesn't have any!  
Subscribe today at <http://www.homebizjunction.com>



"... he has tested the waters and found out what works--..."



## HOW TO CREATE A PROFITABLE LITTLE AD

Copyright 2003 Bob Leduc

A small ad can generate a greater return on your investment than any other type of advertising. You can also use it in a variety of media. For example, I often get profitable results from the same small ad in all of the following:

- \* Internet - posted as a classified ad at websites and in email newsletters (ezines).
- \* Print - run as a classified or display ad in magazines.
- \* Direct Mail - printed on a postcard and sent to targeted mailing lists.
- \* Email - added as a "signature" to the bottom of my email messages.

A small classified or display ad doesn't provide enough space to generate sales directly from the ad. Instead, use the ad to generate inquiries from prospects seeking more information or to generate visitors to your store or website. Apply your usual selling procedure to close sales when you get the inquiry or visitor.

### A SIMPLE 4 STEP PROCEDURE

By trial and error I developed the following 4 step procedure for creating successful little classified or display ads. You can follow this same simple procedure to successfully create your own profitable little ads.

#### STEP 1: Promote One Product To One Targeted Market

Select one product or service to promote and tailor your ad to one targeted market. You can develop ads for many different products and target them to many different markets. But each ad will be most effective when it promotes one product to one targeted market.

#### STEP 2: Develop A Headline With Your Strongest Benefit

The headline is the most important part of your ad. It captures the reader's attention and provides a compelling reason to read your ad. The most effective headline clearly promotes your strongest benefit to readers in your targeted market. For

example, "How To Build Your MLM Downline Fast" will immediately attract the attention of most network marketers. It offers the solution to their biggest problem... how to build their downline sales organization.

#### STEP 3: Reinforce Your Headline With Body Copy

Keep your body copy brief. Include a few power words to reinforce the benefit promoted in your headline. For example, "Quick! Easy! Immediate results guaranteed!" could be used as body copy to reinforce the sample headline in Step 2.

End your body copy by telling the reader exactly how to respond to your ad. Keep it simple and make it easy. For example, "Call 1-800-123-4567 for information TODAY!"

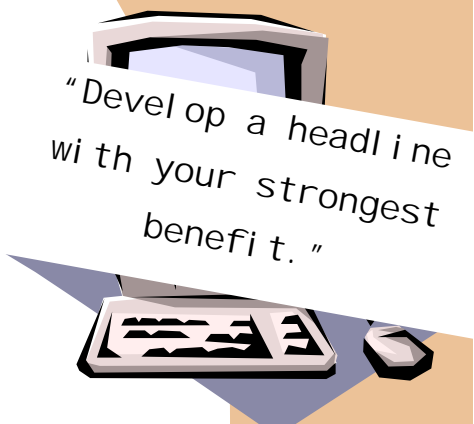
#### STEP 4: Revise And Test -- Over And Over Again

Keep trying to increase the number of responses from your ad. Test different headlines, different body copy, different media. Test even minor changes in your ad. I've seen ad responses jump dramatically after simply enclosing the headline in quotation marks. I've also seen ad responses to a different ad drop after making the same change. The only way to know if something works is to test it.

Test only one change at a time or you won't know which change produced the new result. Be sure to code each version of your ad so you can track the results from it. Whenever a new "test" version of your ad produces better results than your standard version, make it your new standard version. Continual testing enables you to gradually increase the response rate and profitability of your little ad. I once built the response to a recruiting ad printed on a postcard from 3 percent to over 20 percent this way.

Use this simple four step procedure to create your own small ads. If you already use small ads, apply this procedure to your existing ads to increase their effectiveness and profitability. The results will surprise you.

Bob Leduc spent 20 years helping businesses just like yours find new customers and increase sales. He just released a New Edition of his manual, How To Build Your Small Business Fast With Simple Postcards and several other publications to help small businesses grow and prosper. For information: <mailto:postcards@sendfree.com> or visit: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV



"Develop a headline with your strongest benefit."

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



## Accurate Business Services

P. O. Box 206  
Arnold, MO 63010-0206  
Toll Free 1-888-547-6392  
www.accbizsvcs.com  
Jeannine@accbizsvcs.com

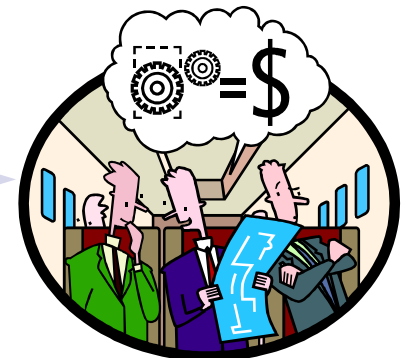
Did you know we accept all major credit cards?



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

### What's inside:

Communicating projects to a VA  
What our CAT taught me about marketing  
How to create a profitable little ad



### Business Tips TESTIMONIALS

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

What people say about the products or services you provide makes a direct impact on the level of confidence potential clients have in considering you as their vendor.

Here are a few suggestions of ways to keep those testimonials coming...and don't forget to periodically update your website and marketing materials to include new testimonials!

- Include a testimonial request with your first invoice (ask them to return it with their payment)
- Make notes of something your client has said to

you and type it up for their approval/consideration as a testimonial

- Ask them to provide a testimonial for use on your website, and offer them a link back to their website in return

Testimonials can be a great way to tout the advantages of your product or service. Don't forget to use this valuable tool to your best advantage! :-)