

# ADMINISTRATIVE VIEWS

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## Organization

### Matters

**I** have to admit that staying organized can sometimes be my hardest task, although this would surprise my clients and friends.

Working from home allows me the freedom to “spread out” different projects on my desk, separate client mail into stacks, and shuffle paperwork as I work on multiple projects. My clients rarely see the chaos of my work space.

What friends and clients see is how well I’m able to organize their lives, and business tasks, unaware of my messy secret.

I’ve always firmly believed the saying, “A messy desk is the sign of a great mind.” What I haven’t been able to do with my great mind is find a way to make the organization of my workspace a priority.

I have no problem keeping client tasks straight, following through with quick

turnaround times, keeping clients organized, or even consulting them on ways to organize themselves, but somehow keeping a neat work area got lost. Until now! I identified problem areas and reorganized my desk. I am amazed at the transformation this has allowed me. I am able to get more projects done throughout the

**“I have no problem keeping client tasks straight, following through with quick turnaround times...”**

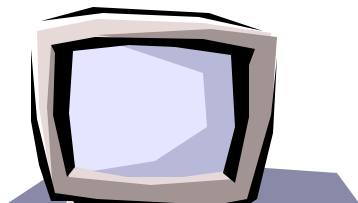
day because I don’t spend time looking for things. I’ve created computer and Internet files to alleviate additional paperwork and filing for me (my least favorite things!), and I purchased a desktop organizer that allows me to keep client data at my fingertips. Suddenly, I don’t have a necessity to work evenings and weekends. Can you imagine?

So from my great mind to yours, invest the time to get and keep yourself organized. Imagine yourself feeling more focused, having more time to accomplish your tasks, and enjoying the liberation of organization.

## Marketing Trends

**W**orking with clients to improve client relations and increase profits has given me insight to a host of marketing options, as well as, a lot of information about what works, and what doesn’t work.

With the current economic climate, marketing dollars are being scrutinized more closely, budgets are being lowered, and businesses are looking for ways to stretch the limited funding they have.



**Administrative Costs**  
**\$3,600.00/year**  
**Payroll Taxes**  
**(at \$14.75/hour) \***



\* Source: U.S. Chamber of Commerce

I encourage you write a marketing plan, that includes low cost options. Take a hard look at your goals and how marketing can guide you to those goals. Look at past marketing programs and find out what has been successful for you in the past, and why. Brainstorm with staff, clients and “friendly” competitors, for ideas, things that encourage them to make a purchase, and things that have and have not been successful for/with them.

Armed with this knowledge, information on what makes your product/service attractive to potential clients, and helps you establish and build relationships with your current clients, will be key in putting together a successful plan.

Looking for more assistance? Give us a call. We'll help you put a plan together that will fit your needs and budget.

### **Five Costly Errors Preventing Positive Marketing Results**

**I** found these helpful in analyzing my marketing plan. They come from an article written by Shirley Hanson.

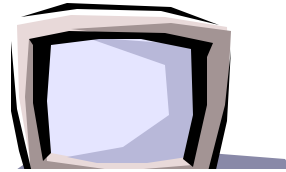
**Costly Error #1: Pinpoint your Target Market** - Even if your message is the greatest, it will fail if it doesn't reach the right people.

**Costly Error #2: Spending Money on the Wrong Marketing**

**Medium** - The better you can describe and understand your market, the more likely you are to find them. And the more you zero in on exactly where they hang out in groups (such as readers of specialized publications or newsletters), the less you risk choosing a time-and-money-swallowing marketing medium.

**Costly Error #3: Putting a Fog Around Your Message** - Sometimes we write marketing communications with the belief they should be clever, which may obscure their message with jargon, or they bury their message beneath a display of sensational verbal or graphic fireworks. Be alert! Don't let anything come between you and the message you want your prospects to remember and respond to.

**Costly Error #4: Relying on Image and a Brochure to Carry the Day** - We mean marketing communications with the sole purpose of creating an image and awareness of your firm, product, or service. They attempt to be a work of art. Unfortunately they do not produce measurable results, nor do they provide feedback to guide you in



**“Even if your message is the greatest, it will fail if it doesn't reach the right people.”**



improving your marketing message.

**Costly Error #5: Not Acting On the Power of Marketing Leverage** - Controlled studies by successful advertising experts have measured the impact advertising has by testing and changing the elements and comparing results. The experts discovered the following differences between responses to the best and worst versions of each element.

- **Headline:** a response that was 21 times greater
- **Offer:** a response that was 10 times greater
- **Copy:** a response that was 5 times greater
- **Graphics:** a response that was 5 times greater

Be sure to develop a headline and irresistible offer for future ads!  
*Shirley Hanson is a writer and direct marketer who helps consultants and high-tech firms attract more clients and customers for higher revenues. She specializes in writing Web content that makes a difference. The Hanson Marketing Group Web site features marketing tips, techniques, and A-to-Z steps at: [www.hansonmarketing.com](http://www.hansonmarketing.com)*

## Business Ethics Solutions

Have a specific business or personal ethics dilemma? Let us help you make the most ethical decision possible.

E-mail your ethical situation and we'll help you find the most ethical solution.

If you're willing, we'll print your story here, and provide our readers with some "food for thought" when dealing with ethics in the workplace.

Questions to help you make ethical decisions:

1. Is it legal? (Does it follow company policy?)
2. Is it fair to everyone (even if not represented in this issue)?
3. Will it do harm? (Will your decision physically, mentally, or ethically harm anyone?)

E-mail your ethical questions to:  
Jeannine@accbizsvcs.com

## Learning to Let Go!

**L**etting go has always been a struggle for me. I'm from the generation that finds it easier and quicker to do it myself than to take the time to train someone else to handle it for me.

Owning and operating my own small business has made me more aware of how important the word

"delegation" is to my vocabulary.

When explaining my "virtual" business, I usually grab a prospect's attention when I laugh at responses like, "Oh, my work is so specialized," ... "I just don't have the time to train you,"... "I've been doing my own administrative work for a long time, I don't really need assistance."

Yeah, right! I could probably do many of the things they do, but it's not what I do best, it's not going to help me increase my profits, and it's not what I am passionate about doing.

The next time you're typing correspondence, paying bills, creating invoices, creating and mailing flyers, brochures, or newsletters, keep track of the time you spent completing that task. Contact a Virtual Assistant and ask them to give you a quote on completing the same project. Take that dollar amount and divide it by the number of hours you spent on that task and I think you'll find that your time would be better spent focusing on what you do best and what you love to do, the things that will make more profit for your organization.

**Contact us at any time for a free, no-obligation quotation on your next (or last) project. I think you'll be pleasantly surprised to find that it's much more reasonable, and profitable, to "delegate" your workload! 888-547-6392 (toll free) or Jeannine@accbizsvcs.com**



*"I just don't have the time to train you."*

**Accurate Business Ser-**

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well for doing...  
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Let them do the paperwork!

**What's inside:**

- Organization Matters
- Marketing Trends
- Five Costly Errors Preventing Positive Marketing Results
- Business Ethics Solutions

**Internet Finds**

**H**ere are some great Web-sites:

Get an assessment of your resume at no charge:  
[www.refreshingresumes.com](http://www.refreshingresumes.com)

Get e-book resources at:  
[www.webheadcentral.com/ebook-sites.html](http://www.webheadcentral.com/ebook-sites.html)

Easy way to get directions:  
[www.mapquest.com](http://www.mapquest.com)

Looking to network with home-based Moms?:  
[www.hbwm.com](http://www.hbwm.com)

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

Best auctions and half-price deals:  
[www.ebay.com](http://www.ebay.com) or  
[www.half.com](http://www.half.com)

Great deals on software:  
[www.softwareoutlet.com](http://www.softwareoutlet.com)

Legal documents & contracts:  
[www.findforms.com](http://www.findforms.com)

