

# ADMINISTRATIVE VIEWS

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## **The Power of Networking**

**W**hen I first started my business, I did extensive research on the most successful ways to market my services.

The MOST effective way to market a business seemed to be Networking.

I can go one step further, and say honestly say that "word of mouth" is the best form of marketing I have found for my business.

Even though I do attain clients through my Yellow Pages ad, and other kinds of advertising efforts, my BEST, most CONSISTENT clients have definitely come through "word of mouth".

I think the hardest thing for people to realize is that networking isn't really about getting business, it's about building relationships.

The business you receive is a by-product of your networking efforts. It will come your way naturally, when you take the time to get to know people, their businesses, and in turn, network with their acquaintances.

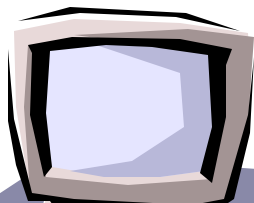
I can honestly say that a good portion of my business

**"I think the hardest thing for people to realize is that networking isn't really about getting business..."**

(about 60%) comes through my networking efforts in the different organizations that I work with...I'm no longer surprised to hear an associate introducing me to someone they know that needs my services. I hope to encourage you to get involved in networking, and find the rewards that are at your fingertips.

## **How to Keep Pace with the Competition**

**I** work with clients in many industries, and one of the most common issues on their minds is how to separate themselves from their competition. Sometimes they're so obsessed by what their competitors are doing, they lose site of their own company goals, or do something unethical that they end up regretting later.



**Equipment & Maintenance  
of Equipment Supplies  
for Word Processor  
\$3,990 per year \***



\* Source: U.S. Chamber of Commerce

Instead, work on a new marketing program, try to find ways to keep you name out in front of your current client list.

Take a survey and find out what products or services your clients, or prospective clients are looking for.

Take the time to refresh your internal client (your staff), and help them to be more effective, manage their time better, and renew their excitement about your products and services. Remember, they work with your clients on a daily basis - give them the tools to better serve your clientele.

One way might be to outsource some of your administrative tasks - Call us for a *FREE*, no obligation consultation.

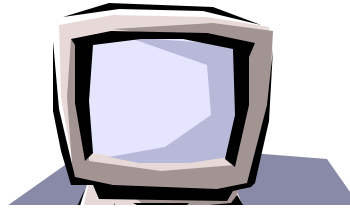
## **How to get Marketing Results**

**I** think that almost everyone, at some time, has researched all the ways to "market" their business.

More times than I care to mention, I've been disappointed in the results, or I should say, lack of results from my marketing efforts.

In my quest to gain additional knowledge, I came across an article that outlines errors we make that prevent us from getting results. The article, "Five Costly Errors That May be Preventing Your Marketing Messages From Getting The Results You Want" by Shirley Hanson says to:

- Pinpoint Your Target Market - be sure you're reaching people who want or need your products/services
- Use the Right Marketing Medium - if you're selling a video on dog training, advertise in publications geared around dog lovers.



**"Pinpoint your target market - be sure you're..."**

- Don't put a fog around your message - don't bury your message beneath a display of sensational verbal or graphic fireworks. Be sure you give prospects a message they can respond to.
- Don't Rely on Your Image and a Brochure to Carry the Day - find a message that tells prospects exactly what you can do for them, and urge them to respond at once.
- Use Marketing Leverage - things that get the best response from potential clients.

Here are the results: A great headline got a 21 times greater response - An offer - a response 10 times greater - The Copy - a response 5 times greater - and The Graphics - a response 5 times greater.

Work on making your marketing pieces communicate better with potential clients, and watch your business grow!

*Shirley Hanson is a writer and direct marketer who helps consultants and high-tech firms attract more clients. She specializes in writing Web content that makes a difference - more visitors who stay longer. You can subscribe to her FREE zine, "The Marketing Energizer For Consultants" at: [www.hansonmarketing.com](http://www.hansonmarketing.com).*

## How Would You Respond?

**S**ometimes, after explaining to an acquaintance what it is I do, I see a look on their face that tells me they can't believe anybody would pay me to do that.

When someone explains that these are things they can easily handle themselves...How do I respond?

I try to help them understand that they're losing money! The few hours a day they spend licking stamps, creating flyers, or typing correspondence could be spent meeting with prospects, or expanding services with a current client.

I remind them that they could easily spend a half day creating an order form that I could create in less than an hour - time well spent? I don't think so!

Let a professional show you the advantages of outsourcing.

## **Reduce the Risks Of Doing Business**

**W**hen first considering an administrative staff position, most companies consider their monetary commitment to the position - equipment - space - salary - benefits...sometimes they forget to consider their risks, and the benefits of hiring a high-level

experienced service provider.

Don't forget, someone will have to spend their valuable time training this new employee. Most independent contractors invest in the best and newest software and equipment, and spend their dollars



***“Don't forget, someone will have to spend their valuable time training this new***

in the necessary training.

In addition, we can advise clients how to reduce costs and lower their legal risks. Being in business ourselves, we have a vested interest in making your business run more smoothly, and we can offer guidance and support you can't get from a new hire.

Also, consider that we pay our own insurance and taxes, we need no benefits, showing considerable savings over additional staff or a temp...and generally a contractor's services can be terminated more easily than what's required with an employee, helping to reduce employment claims and litigation.

Next time you have a small project, or find duties your current staff cannot maintain, consider outsourcing, and keep your risks to a minimum.

## Accurate Business Services

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

### What's inside:

The Power of Networking  
How to Keep Pace With The Competition  
How to Get Marketing Results  
How Would You Respond?  
Reduce The Risks of Doing Business

## Internet Finds

Here are some great  
**H** Websites:  
For FREE resume as-  
essments try:  
www.refreshingresumes.com  
Sales Training or Coaching:  
www.wendyweiss.com  
FREE e-books & resources:  
www.webheadcentral.com/  
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For golf tips: www.golf.com  
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www.jimworld.com

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