

ADMINISTRATIVE VIEWS

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

Winter 2003

Coping With a Heavier Load

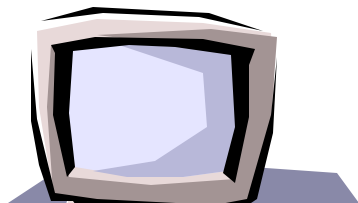
I get lots of calls from people who have been downsized, looking for employment.

I also get a lot of calls from administrative professionals who now have to do the job of three (they already had the job of two!) people, and find they just can't get it all done.

Many times what gets lost in the adjustment is the administrative support that keeps your name in front of your clients, things like: database management; general correspondence; account statements; newsletters (client & employee); and updating promotional pieces that are the "first impression" to a prospective client.

Maybe we can help!

Let us show you how you can maintain your client service level, and keep your costs to a minimum.



**Equipment - Maintenance
& Supplies for Word
Processing Employee
\$3,900/yr. ***



* Source: U.S. Chamber of Commerce

We would be happy to meet with you, or your staff, to discuss those projects that have been put on the back burner, or that wait patiently in your "in" box for completion.

Sometimes it's something that we can help you update so that it will be easier for you to maintain it in the future, or perhaps

“Whatever the case might be, our business is to help you be more efficient...”

we can help you find more efficient ways to keep those projects on target.

Whatever the case might be, our business is to help you be more efficient while keeping an eye on your bottom line. Let's grow together.

Contact us at any time for a free project quotation, or to set an appointment for a consultation.

Jeannine Clontz

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Jeannine@Accbizsvcs.com

Marketing Considerations

Information on marketing has always been appreciated by my avid newsletter followers. This month, I'm asking you to look within your organization to see exactly how much you *really* spend on marketing your product or service.

Most people have an idea of some of the best ways to market their business, and know that it's always a work in progress. What they don't take into consideration is how much their time is worth, and add those varied costs into the total expense of their marketing program.

Handling the marketing yourself takes away 15-20% of your time each day...yes, each day. That means that instead of working eight hours a day for clients, and the things that make you a profit, you're only spending four to six hours. What we forget is that marketing, and the time we spend by doing it ourselves is exhausting, and expensive.

This creates difficulties in keeping in touch with clients and managing the products/services we provide them; and many times causes you to quit your marketing efforts too soon, or minimizing their potential long-term results.

You should always be marketing your business, even if you think you have all the business you can handle, because you cannot continue to grow and flourish without it. See the article below for ideas to help you effectively market your product or service.

Marketing Checklist

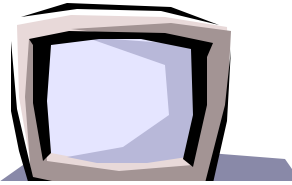
Information provided by: World Wide Information Outlet - <http://certificate.net/wio/> - and Brian Konradt owner of FreelanceWriting.com

Here's a checklist to market any service or produce effectively:

- Marketing is repetitious, it must be to create impact, build rapport, and establish relationships. Plan on promoting yourself to each prospect at least five times before you can anticipate a response.
- Marketing must interest the

prospect about your product or service, not just sell it. If you can't stir an interest the prospect will junk your promotional material in the garbage.

- Marketing must be performed continuously, not infrequently. Avoid marketing in spurts.
- Marketing creates impact gradually - not immediately. Anticipate sluggish results the first time, but don't quit due to poor results. Marketing, to create impact, builds up gradually, over time, not overnight.
- Marketing does not focus on the product or service - but focuses on the benefits of the product or service, or how it can benefit the prospect.



“Marketing must be performed continuously, not infrequently”

- Marketing focuses on soliciting a response from the prospect, not just the work. Have the prospect contact you to receive something for “FREE”...a newsletter, a consultation, or to review a piece of their material for free. When you solicit a response, it brings you closer to securing work from the

prospect. Responses are nearly as important as getting the work itself.

- Marketing sells solutions. Prospects don't care how creative and professional you are, they only care how your skills can solve their problems.

As you put your plan together, remember these key points. First, all marketing strategies should include some form of networking. Securing a client is a person-to-person confrontation.

Secondly, don't sell to your prospects, sell solutions to their problems - they only care about those results.

Finally, marketing must be repetitious to create rapport and establish a relationship - these are two essential elements that turn prospects into paying clients.

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

Top Ten Reasons to Hire a VA

1. Focus on the business of making money.

A VA allows you the freedom to create more profitability for your company.

2. Saves you money.

Why invest in payroll, benefits, insurance, etc., when you could be delegating that money to building your business.

3. Freedom to pursue pleasurable activities.

Allows you to pursue activities that keep your creative juices flowing.

4. One-stop shopping.

A VA can perform many administrative and bookkeeping duties.

5. Delegate time consuming tasks.

Let a VA take care of those responsibilities so that you may pursue (worry-free) the business of living your life and running your business.

6. Highly trained personnel.

VA's are professionals that

have training in the corporate, small business and professional world and have tailored their skills to meet the needs of the modern day business professional.

7. Individual service provided.

It's important that your needs are seen as unique. A VA is the person that can oversee your business and/or personal life. They act as your partner in caring for those tasks personally.

8. Let their strengths be your strengths.

By hiring a VA, you are partnering with the professional with the knowledge of the inner workings of the administrative and corporate fields.

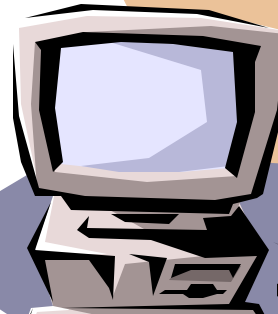
9. Has a vested interest.

VA's are also business owners. They understand what it takes to run a business effectively. They have a vested interest in making your business run smoothly.

10. Client relations.

The most important thing you can offer your client base is impeccable customer service. Let the skills of a VA keep you in touch with client needs.

Working with a Virtual Assistant is a win-win. Let us show you how. For more information or to make an appointment, call us toll free at 888-547-6392.



"It's important that your needs are seen as unique."

Accurate Business Ser-

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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:

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Internet Finds

Here are some great
Websites:
Looking for all the
news? www.msnbc.com
Want to find a local
movie? www.movielink.com
Design your dream
garden at: www.garden.com
Are you a comic

lover?
www.comics.com
Get the best in medical infor-
mation at: www.webmd.com
Best search engine:
www.google.com
Looking for new presenta-
tion templates?
www.presentersuniversity.c

om
Looking for inexpensive Inter-
net Service Providers? Try
www.junonet.com, or
www.netzero.net
Looking for software tips?
www.vitalnews.com
Free Anti-virus System -
www.grisoft.com

