

# VIRTUAL TIDBITS

DOCU-TYPE - VIRTUAL ASSISTANCE, WEB DESIGN & HOSTING

[www.docutype.net](http://www.docutype.net) 519-941-9523 [jbyer@docutype.net](mailto:jbyer@docutype.net)

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## Editor's Notes:

**W**elcome to the latest issue of Virtual TidBits and...



2006 sure flew by, didn't it? I can't believe it is 2007 already. I had to do a little reflection when I realized what the date was. Did you know we have been publishing Virtual TidBits for a full 8 years? That is quite an accomplishment (if I do say so myself...LOL). We hope you have found each and every issue informative & helpful. (See a Special relating to this in our What's New section on page 2)

At this time, we would like to wish everyone a very happy, healthy and prosperous 2007.

Happy New Year!

See you next time!

Sincerely,

A handwritten signature in black ink, appearing to read "Janice D. Byer".

Janice D. Byer, CCVA, MVA

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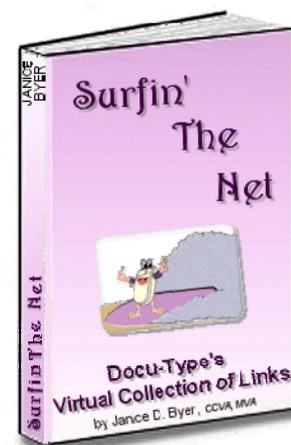
### Upcoming Ebooks:

How to Make a Blog, Website Design for Mobile Devices, ...and more

## Surfin' The Net - Docu-Type's Virtual Collection of Links

Being a virtual company, I have spent many, many hours on the Internet since opening my company. During that time, I have saved quite a lot of links to sites I have been to many times; have been referred to by others; or just looked like I might need them some-time in the future.

As a way of saying thank you to my clients, contacts, associates, and the business community as a whole, I have managed to go through all of those links in my Favourites (IE) listing (wow... that was a fun job, let me tell you :-)) and have compiled them into categories here just for you.



**This Ebook is a compilation of the secret weapons of our success and is a must for all small business professionals!**

Also included in this ebook are some of my articles. For many years I have been writing articles that have been published in many online and print publications. I wrote these articles from my experience... they are "been there, done that" articles on a variety of subjects. I wrote them to help others so what better content to include in Surfin The Net?

And... we are even throwing in a **FREE Bonus Ebook** -  
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## Cool Links

Email Encoder - [www.wbwip.com/wbw/emailencoder.html](http://www.wbwip.com/wbw/emailencoder.html) - We all know how much spam we get simply by having our email address on our websites. This encoder will provide you with code to put in your html document that will stop the harvesters from grabbing your email address from your website.

Captcha - [www.captcha.biz](http://www.captcha.biz) - This is another way to help curb spam by adding a small extra step to your email forms on your site. It will ask your visitor to type in a randomly generated code and then they will be

taken to the next page. Spamming software can't get through this extra step.

Remote Access - [www.remotepc.com](http://www.remotepc.com) - This site has various plans to help you access your computer from any other computer and one plan is even free.

32Bit Email Broadcaster - [www.electrasoft.com](http://www.electrasoft.com) - Are you looking for an email broadcaster to send correspondence to your contacts (not spam!) directly from your computer? Then you have to give this little program a try. It's great!

Excuscribe - [www.nch.com.au/scribe](http://www.nch.com.au/scribe) - This is another great desktop program. It allows you to transcribe various audio file formats.

TraxTime - [www.spudcity.com](http://www.spudcity.com) - One last little program. This program can help you with tracking the time you spend on different projects.

And don't forget our Business Building Ebooks at [www.docutype.net/business\\_ebooks.htm](http://www.docutype.net/business_ebooks.htm) and our NEW Newsletter Archives on CD at [www.docutype.net/news.htm](http://www.docutype.net/news.htm)

## New (or not so new) Ideas for the New Year by Janice D. Byer, CCVA, MVA

Welcome to a New Year and a time for new beginnings.

At the start of every year, most of us make resolutions or have thoughts about making some changes to our lives. From telling ourselves that we need to lose weight or eat healthier, to quitting smoking or any other life-changing task, we all wish we could profess these wishes and then actually stick to them.

Unfortunately, New Year's resolutions are one of the first promises that we make to ourselves that we inevitably seem to break. So we decide to either make tiny resolutions that we know we won't break, or we don't make any at all.

Well, why don't we make a resolution (don't worry, this is an easy one) to make our businesses more efficient, productive, and thus, more profitable

this year?

I know what you are saying to yourself, "But I am already doing that. What can you possibly tell me that I am not already trying?"

Well, these ideas may not all be 'new' ideas, but they may be ones that you haven't had a chance to implement yet. So let's get started....

Most of us sent our holiday sentiments to our clients and contacts in the form of greeting cards or gifts. But, how often throughout the remainder of the year do you make an attempt to keep in touch with these valuable business associates? This is one resolution that you should make this year to help increase your business. After all, these professionals have seen your work and know that you are worth recommending to others.

Try sending a monthly or semi-monthly newsletter to them and fill it with news about your company, any new product or service you are offering, short helpful articles that they will find useful, and plugs for your clients (they will love that!).

We at Docu-Type send out a newsletter every other month (read our archives and sign up at [www.docutype.net/news.htm](http://www.docutype.net/news.htm)). It is usually an 8-page PDF filled with information to help build small businesses. It is laid out with an Index on the front, along with an introduction section. Throughout the newsletter, we include articles, links and helpful tips that may help our small business clients. And, we also include a little bit fun to help break up the monotony of a busy entrepreneur's day.

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## New (or not so new) Ideas for the New Year *Continued from Page 5*

Somewhere in amongst all this useful information, we try to plug at least one of our clients or associates. It is either to announce a new client's website, announce an associates open house, or to rave about an association we belong to, we try to include our clients in our newsletter. When they read it, you just know they will be happy. Actually, we did a piece on our local Brampton Board of Trade in a previous issue and, a few days after it was mailed out, we got a call from the President to thank us for the mention.

If you are unsure as to how to set up your newsletter and what to include, it might be best to contact a professional who can guide you through the process.

Another new (or maybe not so new) idea to help boost your business is to try gaining free exposure. And, one of the most common ways to do this is to write articles. Write about what you know and submit it to online ezines that are related to the topic and printed publications as well. It may take a while to get noticed by those that you want to be your future clients, but this form of marketing will help you to be recognized as an expert in your field and, in turn, trusted by your audience and potential clients.

One word of caution, be sure to read and reread what you have written. If possible, have someone else read it to see if there are any errors that you may have missed. Also, if you are going to use statistics in your articles, be sure to include where you received your information (in the form of a bibliography or footnotes) and that it is from a reliable and accurate source.

Press Releases are another terrific way to gain exposure through the media. When you start your business, add a new product or service, win an award (see our Press Releases for our latest awards at <http://www.docutype.net>), or have any other newsworthy happening, be sure to let the media know and they in turn will let their readers (your potential clients) know.

And again, a word of caution with regards to Press Releases, make sure that it is newsworthy and does not come out sounding like an ad. Editors are very particular as to what is included in their publications. If you want to advertise, you will have to buy the space. But, if you truly have something worthwhile to say to the readers, then there is a much better chance of it being published.

Now, the final idea that we have (for today anyway) is to try to alleviate some of your workload. As small business owners, we wear all the hats when it comes to running a company. Unfortunately, some of those hats take us away from the tasks that actually generate revenue. We need to get back to the important aspects of our business... its success!

To accomplish this we need to be able to have an extra pair of hands when the workload gets to be too much. So, why not outsource some of your administrative tasks to a Virtual Assistant? These highly experienced professionals specialize in everything from general word processing to website design and can handle the more time-consuming tasks that take you away from building your business and increasing your profits.

These are just a few ideas that don't cost a fortune and can contribute to the success of your small business. I hope you will implement some of these ideas (if you haven't already done so). They are all wonderful ways of increasing the productivity of your business.

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Janice Byer, CCVA, MVA, owner of Docu-Type Administrative & Web Design Services (<http://www.docutype.net>) provides professional, creative and affordable virtual office assistance and small business website design. She is also the author of several Business Building Ebooks – [http://www.docutype.net/business\\_ebooks.htm](http://www.docutype.net/business_ebooks.htm) and invites you to visit her Small Business/Web Design Blog at <http://www.docutype.org/blog>

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## How to Find Time for Marketing by Bernadette Doyle

A big challenge for every small business owner is the need to 'find time' for marketing.

I can relate. None of us are full time marketers. We're all providing services to clients. And when you're serving clients too, it's hard to fit in sales calls and marketing activity. It's hard to maintain momentum.

One thing is for sure, whatever shape our business is in right now, we all have the same 365 days in 2006.

Will you use that time to create a structure that supports you and brings in clients automatically, or will you still be complaining about 'lack of time' when 2007 rolls around?

Despite being one of the most disorganised people on the planet, and someone who was earning all my income from selling my time just 18 months ago, I have managed to create an 'autopilot' marketing machine, generate passive streams of income, and I now earn more than I ever have, whilst working less hours. I truly believe that you can do the same, so in this article I want to share with you a few ideas that may help if you've been having trouble 'finding time'.

### 1. If you don't enjoy it, you'll never 'find the time'

If the idea of marketing and selling your services leaves you with a yucky feeling in the pit of your stomach, then let me assure you, you'll never 'find time'. As long as you feel like this, there will always be a more attractive activity pulling your attention. Even if your fairy godmother gifted you with two whole weeks, you'd still find ways to avoid marketing and selling. It's called 'Creative Avoidance'. Is your problem is really a 'lack of time' or are you creatively avoiding marketing and selling?

### 2. If your business isn't structured properly, you'll never find the time

If meeting your revenue goals is dependent upon you working with clients 4-5 days a week, then it's going to be really hard to find time for marketing. You may need to take a closer look at your pricing structures and put together a business plan that includes time for marketing, administration, rest, and time to reinvest in yourself. E-Myth author Michael Gerber calls this

working 'on' the business, not just 'in' the business. My own experience was that I had to simultaneously increase my prices whilst slashing overheads to create a situation where I did have time to work on my business.

If you're working flat out just to keep afloat, then you definitely need to take a closer look at what you are charging.

### 3. If your only way of generating income is by selling your time, then you'll never 'find the time for marketing.'

Somehow you need to break this catch 22, and the way to do that is by 'productising' your services. Sharing your expertise through a book, an audio package.

I know, I know! You're too busy working with clients to have the time to create products. The good news is, there is a way to create revenue producing products that does not have to take hours of your time.

The first product I ever created was simply a recording of a day long seminar that I ran. That product brought in £7,000 additional profit over the next 12 months, with no extra work on my part. Be creative. Is it possible to package material and information that you already have in a way that creates value for your clients and customers? A little bit of effort right now could be repaying you over and over for the next twelve months.

### 4. If you aren't clear on what the next action is, you'll never 'find the time for marketing'.

Think about an area of your marketing that you're struggling to find time for. I'm willing to bet that you're thinking of it as a project as opposed to a single action: 'Sorting out my website', 'rewriting my sales letter', 'building my opt-in list'. These are projects, the success of which depends on a series of actions plus knowledge. It's hard to move projects along when you think of them in this way. It's your thinking that needs to change, not time!

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## How to Find Time for Marketing *Continued from Page 7*

I learned this technique from time management guru David Allen.

He says 'often the simplest things are stuck because we haven't made a final decision yet about the next action.' What can happen is we think about the project and some part of us thinks, 'I don't have all the pieces between here and there'. We know something is missing, but we're not sure what it is exactly, so we quit. Or rather we don't quit, but we leave the project stuck on our psychological radar, for us to feel a little bit worse about every time we think of it.

Take an area of your marketing where you feel a bit stuck and ask yourself 'What's the next action?' So 'I need to sort out my website' may become 'I need to create a website which attracts visitors and converts them into customers' which may become 'I need to find 3 role models of successful business producing websites in my industry' may become 'I need to spend 30 minutes online researching websites'. It's much easier to find 30 minutes

to take the next action than it is to find time to 'sort out your website'.

In summary, you deserve to have a successful business and I promise you that whatever myths you've been fed, you can create that business without struggle, sacrifice or hours of extra work. If 'finding time' has been a problem for you, maybe it's your thinking that needs to change rather than your 'time management.'

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Bernadette Doyle is dedicated to helping self-employed and small businesses become Client Magnets. Get her FREE report "7 Secrets of Becoming A Client Magnet and Attracting All the Clients You Want" by visiting <http://www.clientmagnets.com>



### Couple of last minute tips...

1. Keeping the same theme as the articles in this issue, be sure to check out our ebook, **25 Cost Effective Marketing Strategies (Plus 10 Tips to Make Them Successful)** at [http://www.docutype.net/business\\_ebooks.htm](http://www.docutype.net/business_ebooks.htm)
2. A new year... **time to change the copyright on your website to 2007**. If you are a client of Docu-Type, please send us a quick email and we will make the change for you.

### We want to hear from you!

Now I would like to ask for more feedback and details. What do you like about the newsletter and what would like to see changed? Are the

fonts good? Do the articles meet your needs? Does the newsletter, on a whole, help you and your business? What would you like to

see more of? Etc. Send your comments to

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