

VIRTUAL TIDBITS

DOCU-TYPE - VIRTUAL ASSISTANCE, WEB DESIGN & HOSTING

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Editor's Notes:

Welcome to the latest issue of Virtual TidBits.

In December and January, we were wondering where the heck winter was. It was mild and the snow was very limited. This hurt a lot of businesses that rely on the winter season for their success. Well, come mid January, winter showed up with a vengeance and now it won't go away. We were hit with a bad storm last Thursday that included everything from tons of snow with ice pellets to freezing rain and then some areas even got rain. The groundhogs all said it would be an early spring. They better be right or there will be fur flying :-)

Remember to set your clocks forward a week earlier than usual this year. Daylight Saving Time begins on March 11 so turn your clocks ahead before you go to bed on March 10. And don't forget that your computer may need to be adjusted and other electronic gadgets that were programmed to normally change a week later

We hope everyone has a wonderful March Break, St. Patty's Day, Easter and any other special occasions that you may be celebrating.

See you next time!

Sincerely,



Janice D. Byer, CCVA, MVA

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What's New?

There are several 'new' things going on around here. First, we have had an abundance of new clients sign on in the last two months and we would like to welcome all of you to our Docu-Type family.

Second, the organization for VAs in Canada that I am a co-founder of, CVAC, is celebrating its 5th Anniversary. More info can be found on page 6.

And third, I finally broke down and got a new laptop. I always keep my desktop computer up to date but

the laptop I have been using was about 6 years old. That may not seem old for most things but for a computer, it is VERY old. I do a fair amount of work on my laptop so it really was time for an upgrade. So, thanks to my hubby who bought the new laptop for my birthday in January, I am now with the times. And, I even have one of those fish tank screen savers (I have been wanting that for ages). If anyone knows how to take that screensaver and put it on another computer, send me an email. I would like it on my

desktop and hubby would like to have it on his computer too.

"Laugh at yourself, but don't ever aim your doubt at yourself. Be bold. When you embark for strange places, don't leave any of yourself safely on shore. Have the nerve to go into unexplored territory."

Alan Alda
Actor and Director

You enjoy reading Virtual TidBits, don't you?
Well... now you can have 7 years of archived issues on 1 CD.
Docu-Type's Virtual TidBits Newsletter Archives 2000-2006 is now available

100 articles relating to small business and over 500 links, resources and tips to help you run your business. We even include a list of each newsletter and what articles are in each issue so you can pick which issue you want to read when you want to read it. No more of the time consuming task of downloading each issue from our website. Find out more - www.docutype.net/news.htm

Spotlight - Talley Ho Inn - www.talleyhoinn.com

On the Peaceful Side of the Smokies, discover the Talley Ho Inn. Family owned and operated for over fifty years, the Talley Ho Inn invites you to take a wonderful journey to nature's beauty and tranquility. Surrounded by the charming panorama of the mountains, this establishment grants the environment of warmth and comfort so necessary to restore your mind and body.

Luxurious Jacuzzi suites with fireplaces and balconies with the Mountain View; large conference rooms, perfect spot for holding staff retreats, business, church or other group meetings, wedding receptions and family retreats; and numerous hiking trails that will take you away from civilization and bring you into the magnificent world of deep woods and curvy mountains.

Located in the Great Smoky Mountains, the Talley Ho Inn is ready to give any traveler the perfect place for business or relaxation.



www.talleyhoinn.com

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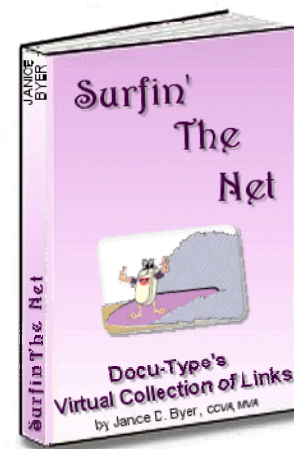
Upcoming Ebooks:

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** -
Organizing Tips Submitted by Experienced Virtual Assistants.

Find out more and order your copy at
<http://www.docutype.net/SurfinTheNet/linksebook.htm>

A Little Bit of Fun

Some fun for the ladies,,,

Now I lay me
Down to sleep
I pray the Lord
My shape to keep.

Please no wrinkles
Please no bags
And please lift my butt
Before it sags.

Please no age spots
Please no gray
And as for my belly,
Please take it away.

Please keep me healthy
Please keep me young,
And thank you Dear Lord
For all that you've done.

Five tips for a woman....

1. It is important to find a man that helps you around the house and has a job.
2. It is important to find a man that makes you laugh.
3. It is important to find a man you can count on and doesn't lie to you.
4. It is important to find a man that loves you and spoils you.
5. It is important that these four men don't know each other.

Foot Note:

One saggy boob said to the other saggy boob:
"If we don't get some support soon, people will think we're nuts."

Support VA Organization

As many of you know, I am a Co-Founder of the Canadian Virtual Assistant Connection (www.cvac.ca). Along with my partner, Elayne Whitfield of Executive Assistance Business Solutions, we believe in giving back to an industry that has been a part of our successful lives.

However, we aren't the only VA organization whose mission is to help VAs in all stages or running their businesses by providing resources and a place to meet and share. One particular organization we recommend (besides CVAC) is Virtual Assistant Networking

Association (VANA) www.vanetworking.com. This forum is owned and operated by Tawnya Sutherland, a highly respected and successful VA who has always been a true supporter of CVAC and VAs around the world.

Well, VANA experienced a disaster with their server this past week which will require months to rectify and get back to where it was, not to mention the expense.

We encourage all VAs to help out VANA any way that they can by visiting <http://www.vanetworking.com/support.htm>.

Docu-Type is proud to offer Web Hosting for as low as \$7.00/ mth - www.docutype.org

Dates to Remember (for March/April 2007)

March:

- 11th - Daylight Saving Time Begins
- 17th - St. Patrick's Day
- 23rd - World Meteorological Day
- 30th - Doctor's Day (US)



April:

- 6th - Good Friday
- 8th - Easter Sunday
- 22nd - Earth Day
- 25th - Admin Professionals Day

(These dates come from a variety of online resources and are correct, to the best of my knowledge)

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Cool Links

CVAC's 5th Anniversary - www.cvac.ca/5th-Anniversary.php

- ◆ Tips for new VAs
- ◆ Discounts on Full Memberships
- ◆ Special offers for existing full members
- ◆ Weekly virtual networking sessions
- ◆ Nationwide luncheons
- ◆ PR Opportunities
- ◆ Prize Giveaways and more

Join us in March 2007 and help us celebrate our 5th Anniversary.

Help the Virtual Assistant

Networking Association get back up and running - www.VANetworking.com

Nominate your favourite VA for the OIVAC Awards - www.oivac.com/vaday.htm

And don't forget our Business Building Ebooks at www.docutype.net/business_ebooks.htm and our NEW Newsletter Archives on CD at www.docutype.net/news.htm





Why Isn't My Website Showing Search Engines? by Janice Kalyniuk

Occasionally I am asked by people "I had my website designed and developed, but it's now quite a while and my site doesn't come up in search engines?"

Well it is really a simple answer to a simple question, but let me put these 3 scenarios to you.

First Scenario

Tom and Mary go to a builder to discuss having a home built in a new subdivision or private estate. The builder goes through the timeframe of building, the process, the development and when to expect sign-off of the completed home. Tom and Mary have signed the contract paid their deposits and their dream home is now going to become a reality.

Six months later the house is completed and the builder hands over the keys to

Tom and Mary and they take possession of their new home.

Some time down the track, Tom and Mary wonder why no one is coming to visit them. They get concerned about this and contact the builder.

They ask the builder "We paid you to build us a nice new home, but no-one knows where we are. We thought that by paying you \$XXXX to build our home, you would ensure everyone would know where we are!"

The builder looks at Tom and Mary and says; "You asked me to build you a home in accordance with the contract we both signed. Our building company did exactly that. At settlement your house was registered at the Lands Title Office, and the local council".

Tom and Mary looked surprised. "You mean we have to tell everyone including our friends and family as well as our insurance company, the telephone company, the gas company etc where we now live"?

"Yes" said the builder. "You only paid me to build your house as per the contract. Any notification of your new address and location is your responsibility".

"If you want people to know where you live then you have to tell them".

Second Scenario

Harry decides to set up a bricks and mortar business to sell his services and products. He fills his shop with great new stock and is raring to go with his new venture.

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The Canadian Virtual Assistant Connection Celebrates 5 Years of No Commuting to Work Everyday!

Helping Commuters To Become Entrepreneurs and Helping Those Stranded Employers with Their Administrative Needs

Is the cost of commuting to work taking its toll on your wallet and on your quality of life? Many Administrative Assistants feel that the best jobs are in the city and commuting is their only option. Not the case. Becoming a Virtual Assistant (VA) gives Administrative & Executive Assistants the opportunity to provide the same level of experience and service to clients while realizing the benefits of working from home.

“The Canadian Virtual Assistant Connection (CVAC), Canada’s first Virtual Assistant organization which is celebrating its 5th Anniversary in March 2007,” comments Janice Byer, Co-Founder of CVAC, “is a place where Administrative Assistants can go to get resources and support to start their own VA practice.”

“We have always been true believers in the advantages to a person’s health and bank account, not to mention the environment, being a home-based entrepreneur can have in comparison to commuting,” adds Elayne Whitfield, also a Co-Founder of CVAC, “and now those sentiments are backed by actual research findings.”

A recent study by Transport Canada, Living Green & SuiteWorks outlined that thousands of commuters are feeling the negative impact of commuting on a daily basis in both their wallets and their overall well-being. Traveling anywhere from 1 to 1.5 hours each way every day is frustrating commuters to a point where they want to quit their jobs downtown to work closer to their homes. Well, why not work IN your home? Virtual Assistance has allowed thousands of qualified Administrative Assistants and Executive Assistants to provide the same quality of service but from their own fully equipped home office and without the hassles of commuting.

“As part of the CVAC’s 5th Anniversary celebration”, adds Byer, “we are offering a 30% discount on a membership for new members during the month of March. Membership in CVAC has been invaluable to me and I highly recommend it to anyone contemplating a career as a Virtual Assistant.”

Byer and Whitfield explain, “Membership helps administrative professionals become virtual assistants with resources, a social network and a wealth of knowledge from the support of over 400 members. CVAC even offers a Request for Proposal system where VAs have a chance to bid on a variety of different projects submitted by potential clients.”

Additional specials during March for the 5th Anniversary of CVAC include a nationwide initiative to get all VAs to meet for lunch in their communities. This is planned for March 19, 2007. Also, special thank you offers for their over 400 members and prizes, full members eligible, which will be drawn for at the end of the month.

On a different note, with many administrative professionals choosing to make career changes to entrepreneurship, employers may be finding that they are without the help they need on their administrative tasks. If this is the case, the employers may want to consider contracting the work out to those trusted assistants who want to work from home or take advantage of the many qualified VAs at CVAC.

For more information on becoming a VA, CVAC’s special 5th Anniversary or acquiring the professional help of a qualified Virtual Assistant, visit www.cvac.ca.

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Why Isn't My Website Showing Search Engines? Cont'd from Page 5

After 6 months, Harry is worried that he's only had a handful of people visit his new store. He goes and speaks with a small business development officer and laments his woes.

The SBD asked Harry what marketing plans had he put in place when he decided to go into a business and in particular into a bricks and mortar environment for selling.

Harry looked surprised. "What do you mean by marketing?" He asked.

The SBD officer asks "Did you get signage done for your store, did you get business cards made, did you list in the Yellow Pages, did you send out flyers, did you advertise locally, did you put sandwich boards out the front of your store, did you tell all and sundry about your business and where it is located?"

Harry looked dumbfounded! "You mean I have to 'market' myself?"

Harry soon realised that to stay in business and be successful, it would be a matter of ongoing marketing and getting his name out there using the methods the SBD officer suggested.

Third Scenario

Judy decided to have a website built to market to the world her virtual office services.

She gets a web designer to build her a great looking website, all carefully developed with all the right keywords and meta-tags and submits it to the major search engines.

Judy now has her wonderful new website, but after 12 months she contacts the designer and tell them that her website is just not working and she is getting no visitors to her site.

The designer says "What have you done to market your website?"

"Market my website"? "What do you mean?" asks Judy.

The designer explains. "When you asked me quote on your website, I quoted the design and development. My quote

outlined what you would get for your money. You accepted the quote, I designed and developed the website and then handed it over. Therefore, the marketing of your website is then in your hands."

The web designer explains to Judy that it is not a matter of "design me a website and they will come", but it is a matter of ongoing and committed marketing once your website is completed.

No one knows your business better than you. Therefore, it is up to you to market your website online in every possible directory relevant to your business, services or products.

Summary

In reality, it is like the builder in scenario 1. He was contracted to build Tom and Mary a house, he was not contracted to let Tom and Mary's friends, family and utility companies know where they will be living. That responsibility belonged to Tom and Mary.

In scenario 2, Harry did not market his business. He just assumed that because he had a bricks and mortar store on a busy street, people would just flock in and make his business a success.

In scenario 3, Judy assumed that the designer should have made her website rank well in search engines so that people found her on the Internet with no input from herself.

Conclusion

What business owners on the Internet must remember is that you pay a web designer and developer to build your website. Once you have signed off, the marketing of the website is then in your hands and not the developers.

It would be silly to think that the \$XXXX amount of dollars you spent on your website would allow for the designer to do ongoing marketing of your website. In fact designers are just like house builders; they are contracted only to build your online home or in this case a website.

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Why Isn't My Website Showing Search Engines? Cont'd from Page 7

Marketing Tips

Website owners must take a proactive approach to marketing their websites. This can be done in many ways and I list a few.

1. Have your website address listed on your business cards, stationery, in fact anywhere on a tangible item
2. Have your website address (URL) in a decal on your car
3. Trade your website URL with like businesses (reciprocal linking)
4. Add your URL to online business directories - there are many free ones out there. DMOZ.org is a good place to start.
5. Have a look at your current website content. Has it changed in the last few years? Could it be made better in readability and prime keywords?
6. Write articles and submit them, to online ezines
7. Could your site benefit from a Blog or Forum?
8. Constantly review you search engine rankings and market your site accordingly.
9. Use your domain email address and not an ISP address

10. Join online business groups
11. Have a Newsletter sign up facility on your website and send out regular (monthly/quarterly) e-newsletters
12. Do you buy products from another online business? If so, share reciprocal links.
13. Take time to see what your competition is doing online. What is working from them and try implementing the same kind of ideas.

When owning a website presence on the Internet, it will be a case on constant marketing your site (URL), your services, products and name. A website will work for you if you take the time to market what you know more about then your web designer. The designer builds your online home, but at the end of the day, the responsibility and success of your website is in your hands, not the designer.

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Nominate A VA You Admire for the OIVAC Awards

It's that time of year again... time to nominate a VA who has inspired you and/or helped you and other VAs. The awards include:

- ◆ Thomas Leonard International Virtual Assistant of Distinction - to honor a Virtual Assistant who has been in business for at least 2 years and who has contributed to the industry in such a way that she/he has provided a positive impact on many others and helped them to build a successful business, and the
- ◆ Janet Jordan Achievement Award - to honor a newcomer to the Virtual Assistant industry who has been in business for less than 2 years and has reached a milestone in their short career in the industry.

The award process has changed since last year. We now accept the nominations based on the questions available on the OIVAC website. These must be in by March 23rd. We will then contact the nominated VA, offer our congratulations and provide them with a list of questions and criteria that they need to submit by April 20th. The entries will then be judged and the winner will be notified by May 11th and will need to attend the virtual awards ceremony on May 18th. More information and the forms can be downloaded <http://www.oivac.com/vaday.htm>. Nominate a deserving VA today!

Sincerely,
Janice D. Byer, CCVA, MVA
IVAD Committee Chair

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

TidBits_Feedback@docutype.net

Now It's Your Turn!

Send us your article ideas, tips, links, and special events!

Email: jbyer@docutype.net