

VIRTUAL TIDBITS

DOCU-TYPE - VIRTUAL ASSISTANCE, WEB DESIGN & HOSTING

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Editor's Notes:

Welcome to the second issue of Virtual TidBits for 2008 (and our 9th year of publishing).

It's hard to believe we have been publishing this newsletter since 1999. It's been a labour of love (so to speak) and we hope that you have found the information we have provided helpful and entertaining. I look forward to many, many more years. If you missed any issues, you can find them at <http://www.docutype.net/news.htm>.

March has finally arrived. I don't know about you but where we are, it has been a cold and very white winter this year. I can't wait for spring! That "rodent" had better be right and spring is coming early.

We wish everyone a wonderful March Break, Easter, and a wonderful International Woman's Day on March 8th. See more holidays on page 4.

Have a great couple of months!

Sincerely,



Janice D. Byer, CCVA, MVA

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The small business owner's virtual answer to a personal assistant

What's New?

I am bursting at the seams wanting to tell you about a book that I and my partner are writing but it isn't quite ready yet. (Have I peaked your interest? :-) As soon as it is done, I will send out a special announcement to you with the details and how you can order your copy. Here's a hint... it will help MANY people to become entrepreneurs in a certain field :-)

There are many events coming up for the Virtual Assistant industry. You will see a lot of information in this issue about the Online

International Virtual Assistant Convention (www.OIVAC.com) so I won't repeat it here in the What's New section except to say that it is an awesome online convention that is great for VAs and all small business owners.

Another event that is taking place is the **Forum on Virtual Assistance (FoVA) that is taking place in the Toronto area in May.** FoVA is a unique and private gathering of new Virtual Assistants and seasoned VA industry leaders, from all over North America.

It is a mutual exchange of ideas and sharing of business expertise and qualified acumen, within a stimulating brainstorming, networking and workshop based 3 day program.

There will be industry leaders at the event, including my partner Elayne Whitfield (sorry... I can't be there) and will be a great time for everyone. You can find out more at www.forumonvirtualassistance.com. If you register on March 17, you can save! Visit the site for more info.

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 - Australian girl wants to save the Tasmanian Devils

We have some truly amazing kids in the world today and Ceilidh Bishop in Australia is one of them. At the young age of 8, Ceilidh is on a mission to save the Tasmanian Devil from extinction.

For many of us, we didn't know that there was a threat to the Tasmanian Devil population but there is. You see, there is a terrible disease (Tasmanian Devil Facial Disease) that is making its way through the Tasmanian Devil community and is slowly reducing the number of these adorable (not all that sightly but adorable :-) creatures. The devils play a huge impact on ecosystem and, should they disappear, Australia would be over-

run with "introduced" animals that are taking over other native animals' much needed space.

With the help of her mum, Lyn Prowse-Bishop (a VA industry leader in Australia), Ceilidh has a website that is loaded with information about these creatures and how you can help to find a vaccine for this disease and save the Tasmanian Devil from extinction.

Please visit <http://www.tassiedevilcancer.hfe1.com/> for more information and to make a donation to this wonderful cause. There was also a wonderful article in her local paper. I have uploaded it to

my site and you can read it [here \(page 1\)](#) and [here \(page 5\)](#).

Note to Ceilidh... "You are an amazing young lady, Ceilidh and I am so impressed with your dedication to helping the Tasmanian Devils. I hope including you in this issue of my newsletter helps you to get some donations and save these precious creatures!"



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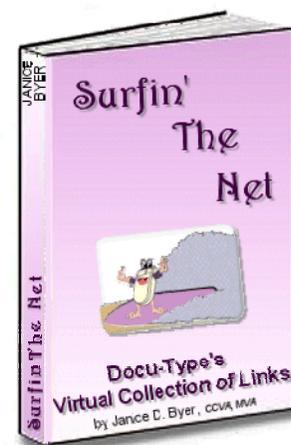
Upcoming Ebooks:

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 - Women have the upper hand

WOMEN'S REVENGE

'Cash, check or charge?' I asked, after folding items the woman wished to purchase. As she fumbled for her wallet, I noticed a remote control for a television set in her purse. 'So, do you always carry your TV remote?' I asked. 'No,' she replied, 'but my husband refused to come shopping with me, and I figured this was the most evil thing I could do to him legally.'

MARRIAGE SEMINAR

While attending a Marriage Seminar dealing with communication, Larry and his wife JoAnn listened to the instructor, 'It is essential that husbands and wives know each other's likes and dislikes.' He addressed the man, 'Can you name your wife's favorite flower?' Larry leaned over, touched his wife's arm gently and whispered, 'It's Pillsbury, isn't it?'

WIFE VS. HUSBAND

A couple drove down a country road for several miles, not saying a word. An earlier discussion had led to an argument and neither of them wanted to concede their position. As they passed a barnyard of mules, goats, and pigs, the husband asked sarcastically, 'Relatives of yours?' 'Yep,' the wife replied, 'in-laws.'

WORDS

A husband read an article to his wife about how many words

women use a day... 30,000 to a man's 15,000. The wife replied, 'The reason has to be because we have to repeat everything to men...' The husband then turned to his wife and said, 'What?'

CREATION

A man said to his wife one day, 'I don't know how you can be so stupid and so beautiful all at the same time. The wife responded, 'Allow me to explain. God made me beautiful so you would be attracted to me; God made me stupid so I would be attracted to you !'

THE SILENT TREATMENT

A man and his wife were having some problems at home and were giving each other the silent treatment. Suddenly, the man realized that the next day, he would need his wife to wake him at 5:00 AM for an early morning business flight. Not wanting to be the first to break the silence (and LOSE), he wrote on a piece of paper, 'Please wake me at 5:00 AM.' He left it where he knew she would find it. The next morning, the man woke up, only to discover it was 9:00 AM and he had missed his flight. Furious, he was about to go and see why his wife hadn't wakened him, when he noticed a piece of paper by the bed. The paper said, 'It is 5:00 AM. Wake up.' Men are not equipped for these kinds of contests.

God may have created man before woman, but there is always a rough draft before the masterpiece

Docu-Type is proud to offer Web Hosting for as low as \$9.00/ mth - www.docutype.org

After a couple of years with a server company for our hosting that did not live up to its promises, we have changed to a new, highly recommended and customer service oriented server company. The tech guys are extremely knowledgeable and quick! During the transition, they were there for us in every way. We are overjoyed with the new server company. Not to mention, we have acquired more room so **our hosting plans are now much more value for our customers.** We invite you to see our new plans at www.docutype.org

Dates to Remember (for March & April 2008)

March:

8th - Int'l Woman's Day
17th - Saint Patrick's Day
21st - Good Friday
23rd - Easter Sunday



April:

1st - April Fool's Day
7th - World Health Day
21st - Int'l Creativity & Innovation Day
22nd - Earth 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

Hubspot's Website Grader - <http://www.websitegrader.com> - this is one of the coolest and useful sites we have seen in a long time, especially for a web design company. Simply enter your website address and you will get key statistics back about your page ranking and so much more.

Screen Cleaner - <http://cache.valleywag.com/assets/resources/screencleaner.swf> - Just a little bit of fun :-)

Difference between portable computer and a fish - again... a little bit of fun. <http://www.youtube.com/watch?v=RlmzwZXa-Ww&feature=related> - check out the other links on that page as well.

And **one more fun site** - <http://producten.hema.nl> - just sit back and watch.

Grouply - <http://www.grouply.com/register.php?r=63030> - a new way to

keep up with all your email discussion list activity.

yourBusinessChannel.com - designed for successful entrepreneurs who are looking for the right advice about key aspects of their business.

"Plenty of people miss their share of happiness, not because they never found it, but because they didn't stop to enjoy it."

*William Feather
1889-1981, Writer*

What can you expect from your VA? by Janice D. Byer, CCVA, MVA

Once you have made the decision that you need some help with various office related tasks that come with running your business, where do you go from there?

Do you put an ad in the paper; wait weeks for resumes to come in; read over all of them; and then interview those that sound like they have at least some of the skills you need? Do you call a temporary agency and then spend valuable time training the person they send and then look for things to keep the constantly busy? Do you give up working on your computer or get extra equipment for someone to work on in your office?

In short, the answer to all of these questions is NO. All you need to do is find a Virtual Assistant. But, why would you hire a Virtual Assistant instead of hiring an employee or bringing a temp?

What is a VA and how will they help me?

A Virtual Assistant (also known as a VA) is an entrepreneur who is in business to help small businesses with their overflow. VAs work from their own fully equipped offices, usually a home-based office, and offer a full range of services to help you with any task that is usually handled by an in-house employee.

VAs are professionals that take pride in building relationships with their clients so they can provide input and foresee how to best help the client and keep their businesses successful. Most come from the corporate world with years of experience in office assistance and/or have taken training in the most common services required but their clients.

Services offered by Virtual Assistants

include, but are not limited to, all aspects of administrative support; bookkeeping; web design; event planning; desktop publishing; marketing support plus so much more. And, if your VA doesn't offer the service that you need help with, they can usually find someone who can. Many VAs have a team of contractors they can turn to for help or they belong to VA organizations with hundreds of members that they can call upon.

What do VAs usually charge?

As with many service industries, rates vary depending on services offered and levels of experience. Generally, VA rates for administrative tasks range from \$20 per hour to about \$50 per hour. For more complex and technical services, the rates usually range from \$30 to \$75 per hour.

Continued on Page 6

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What can you expect from your VA? Cont'd from page 5

This may seem rather high when you think about the fact that you can get an in-house assistant for \$10-\$15 per hour. However, there are numerous reasons why VAs charge the rates that they do.

- VAs have fully equipped offices and take care of all of their own business related expenses so you don't need to worry about paying for
 - additional office space for them to work in
 - additional equipment
 - government related source deductions, taxes, etc.
 - down time, vacation pay, etc.
- VAs have years of experience to offer so there is no need for you train
- VAs are professionals and offer exceptional customer service
- VAs work 'with' you to keep things running smoothly
- VAs build relationships with their clients making the transition uneventful
- VAs are available on an 'as-needed' basis so you can get their help when you need it and not worry about finding enough for them to do 8 hours a day
- VAs are only a phone call or email away

Virtual Assistants run businesses and become a virtual partner to their clients. As a result they have a vested interest in the success of a client's business and will work as diligently as if they were 'the boss'. VAs are worth every penny that they charge.

How do I choose the VA that is right for me?

Handing over some of your tasks to someone else is hard enough but choosing who that someone else will be doesn't have to be all that hard.

A simple *search on the Internet* using the term "virtual assistant" can produce a multitude of results. You can narrow down the search by including a phrase of the service that you need help with (i.e. web design) with the term virtual assistant. Read through the websites that are listed in the search results to see if they offer the services you need

and if the message on their site appeals to you.

Word of mouth is another way to find the right VA for you. If you know of someone who is currently outsourcing some of their tasks, ask them if their VA would be the right fit for you.

VA organizations are another great way to find the right VA for you. Many of the organizations have a directory of their members that you can look through. They also usually have a Request for Proposal system that you can use to submit your requirements to and then the members of the organization who have the skills you need will approach you.

The following are just some of the Virtual Assistant organizations that have an abundance of members who can help you:

Canadian Virtual Assistant Connection - <http://www.cvac.ca/>

International Association of Virtual Office Assistants (IAVOA) - <http://www.iavoa.com/>

A more comprehensive list of VA organizations can be found at http://allianceforvirtualbiz.com/va_village/va_organizations/

Once you have chosen one or more VAs to contact, talk directly to them to hear the voice of your potential assistant, if possible. You will be building a relationship with this person and it will be much easier for you both to relate to each other if you have a chance to speak directly to each other.

Deciding to work with a Virtual Assistant may seem scary at first but most VAs will be able to reassure you of their professionalism and ability to help take some of the office related tasks off your shoulders so you can return to doing what you do best... running your business.

Janice Byer, owner of Docu-Type Administrative & Web Design Services (www.docutype.net) is a Certified Canadian Virtual Assistant (CCVA), a Master Virtual Assistant (MVA) and author of a library of ebooks to help you build your business. She is also the co-founder and Executive Director of the Canadian Virtual Assistant Connection (www.cvac.ca).

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<http://www.oivac.com>

It's that time again... time for the annual Online International Virtual Assistants Convention.

This year's event is definitely going to out-do previous years and will be a tough one to top in coming years. We have extended the number of hours each day for seminars and networking sessions so that means we have even more seminars this year and this is hard to choose from. Over 40 original and helpful sessions for not only Virtual Assistants but for any business professional.

This is a great year to Sponsor a session or the entire event. Sponsors get various means of exposure and the chance to showcase to thousands of VAs that attend the event every year. More information can be found at <http://www.oivac.com/register-sponsors.htm>

Testimonial from 2007 OIVAC....

"I loved it!!! I loved it!!! I loved it!!! Material was presented in a clear and understandable way. I only wish I had taken more seminars. I will next year."

(See more Testimonial www.oivac.com)

Looking for Donations:

The International Virtual Assistants Day Committee needs your help. We are trying to locate **companies that will donate prizes** to the award winners and attendees of the event. There is also a special VA Giveaway initiative that we need donations for. If they can donate, that's great and we will be sure they get the recognition they deserve. More information can be found on the website at <http://www.oivac.com> or contact me at ivad@oivac.com.

Thanks everyone!

Janice Byer

IVAD Committee Chair

Testimonial from 2007 OIVAC....

"Kathie did an excellent job of presenting her material. She expressed my frustration with others in their lack of email etiquette. Janice gave me so much information with her How to Respond to an RFP! I am a newbie with my own VA business I'm treasuring my notes from her. Lyn shared a wealth of knowledge with the group about starting a VA business. I will put every tip to use!!" (See more Testimonial www.oivac.com)

More OIVAC Links to Remember

* <http://www.oivac.com> - The Online International Virtual Assistants Convention. Be sure to enter your email to get convention announcements.

* <http://www.oivac.com/vaday.htm> - Where you can find out more about the Inaugural International VA Day event and where you can nominate an outstanding VA that you know. **Submission deadline for nominations is March 23, 2008**

* <http://www.oivac.com/schedule.htm> -

Where you can learn more about the 20+ renowned speakers and sign up to attend one of their seminars.

* <http://www.oivac.com/blog/> - Where you can read the abundance of VA and small business related articles and information & **submit your own**.

* ivad@oivac.com - Send your donations to give to the IVAD award winners and the hundreds of people who will attend the IVAD special event.

* <http://www.oivac.com/pressreleases.htm> - Where you can get templates for press releases and show your local community that you are involved in this popular event.

* <http://www.oivac.com/exhibit-options.htm> - Where you can find out more about the exhibit booths, who will be exhibiting and how you can get your own booth.

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Nominate an Outstanding VA

An important component of the Online International Virtual Assistants Convention (<http://www.oivac.com>), will be the awarding of the Thomas Leonard International Virtual Assistant of Distinction award to a veteran VA and the Janet Jordan Achievement award to a VA with five or less years in business (visit site for eligibility criteria). These awards will be presented during the International Virtual Assistants Day (IVAD) celebration, May 16th

We are seeking nominations for VAs you feel have unselfishly contributed to the growth and betterment of the industry. This contribution could be via mentoring, freely giving of their time and energy, serving as a sounding board, promoting and speaking

about the industry, writing books, or just going "beyond the call" on behalf of fellow VAs.

IVAD is Your Day, and our once-a-year opportunity to officially express our appreciation to the wonderful VAs who tirelessly work on behalf of the industry.

Deadline for nominations is Sunday, March 23. You can find out more at <http://www.oivac.com/vadayawards.htm>. It only takes a few minutes to fill in. We look forward to receiving your nominations. You can even nominate yourself :-)

Don't Miss Out - Deadlines Fast Approaching

Before you know it, the Convention dates will be here. Please take special note of the following:

- **Admission to the IVAD Celebration and Awards presentation** - Free and open to the public. The celebration is scheduled for Friday, May 16, 2008, 5:30 p.m. to 7:30 p.m. EST (New York). See schedule for details.
- **Seminar registration.** Closes Tuesday, May 13, 2008. Please register early to guarantee your seat at these informative "live" sessions.
- **Exhibitor booth.** Order your booth early and showcase your services and products to the VA and small business community. You might meet your perfect client. Orders are accepted on a first come/first serve basis. No orders will be accepted after Friday, May 9, 2008.
- **Business tips and articles.** Submit your tips and articles to the OIVAC blog. They will be included in the official OIVAC free, downloadable e-book to share with your clients and associates. Submit to blog@oivac.com
- **Free Entrance to Expo.** Share the event with your colleagues and associates. Entrance to the expo is free and

open to the public.

- **Networking.** All networking events, the VA industry brainstorming workshop, and VA organization sponsor spotlights are free and open to the public. A nominal admittance fee is charged to attend seminars. Visit site for details. Everyone is invited to attend.

<http://www.oivac.com>

More Testimonials from 2007 OIVAC....

"This was my first experience and I was amazed by the technology; impressed by the work of the Committee; inspired and motivated by the speakers; and loved the friendliness, banter and ease of communication with fellow participants. It was better than anything I could have imagined."

"Very well worth it. The availability of replay if I could not attend at seminar time was appreciated, and I could attend the seminar to fit my schedule. "

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