

VIRTUAL TIDBITS

DOCU-TYPE - VIRTUAL ASSISTANCE, WEB DESIGN & HOSTING

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Editor's Notes:

Welcome to the latest issue of Virtual TidBits for 2008.

They're going back! Yup... the kids are headed back to school. It has been a really busy summer for us here with buying a new house, selling this house, chauffeuring Megan around to friends and riding lessons, not to mention the horse shows she did this summer. I am so glad she is headed back to school today so perhaps I can put in a full days work again ... LOL

A quick congratulations to all the athletes who took part in the 2008 Summer Olympic Games, some from our neck of the woods. We watched quite a bit of it and were especially glued to and ecstatic about the Equestrian events. Every athlete did their country proud (except for a few minor issues) and it was wonderful to see them all enjoy being the best they could be.

I hope you all had a wonderful summer and wish all the kids a smooth transition back to school.

Sincerely,



Janice D. Byer, CCVA, MVA

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<http://www.docutype.net> ~ <http://www.docutype.org>

Virtual Assistance, Website Design & Web Hosting

<http://www.docutype.org/blog>

Visit our new Web Design/Small Business Blog

<http://www.howtobuildavirtualassistantbusiness.com>

How to Build a Successful Virtual Assistant Business (book & ebook)

Newsletter Archives on CD
Over 100 articles & 500 links,
tips & resources.
www.docutype.net/news.htm

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Specializing in virtual office assistance, website design, web hosting + so much more!

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

What's New?

As mentioned in the last issue, Docu-Type is celebrating a milestone.

September 2008 marks Docu-Type's 10th anniversary

This small What's New section is not big enough to share my feelings about this milestone so I invite you to read more on Page 5.



See Page 5 for details

With that news, everything else I could say in this section would pale in comparison :-). But, let's give it a try.

Our book is still considered New. How to Build a Successful Virtual Assistant Business is filled with over 200 pages of everything you need to start, operate and build your VA practice. [Visit our website for more information.](#)

In my personal life, we have put an offer on a piece of property where we hope to be able to build a barn and some paddocks. Yup... we are getting into the horse world. As

many of you know, our daughter is a show jumper so this will allow her to have a horse to practice at home and hone her skills. She will even help mom & dad learn how to ride as well. :-). Boy, there sure is a lot to learn about operating a hobby farm.

And that's about all that is new for this issue, except our new clients and associates.

Welcome to the family!

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 - Village Montessori School

Is an independent, non-denominational Montessori Preschool located on the main floor of the Inglewood United Church in the Town of Caledon, Ontario.

The school is licensed by the Ministry of Community and Social Services. They operate in accordance with all the regulations of the Day Nursery Act regarding class size, teacher/student ratio, outside play area, health and safety standards.

A lovely treed and fenced yard allows for outside play, gardening and nature

studies. The full day children enjoy hiking on the Trans Canada Trail.

- ◆ Enrolment is open to children 18 months to 6 years of age.
- ◆ Children over 30 months may enter the Full Day Casa Program.
- ◆ Hot catered lunches are available.
- ◆ Before and After School Care is available.
- ◆ Tax Receipts are available upon request.

Village Montessori School is on both the local Public and Catholic school bus routes in Caledon.



<http://www.villagemontessorischool.ca>

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- **NEW** - How to Set-Up & Start Your First Blog
- Easy to Understand & Implement Search Optimization Techniques
- How to Respond to Requests for Proposals
- 25 Cost Effective Marketing Strategies (Plus 10 Tips to Make Them Successful)
- Step-By-Step: Hiring a Web Designer
- Tips for a Successful Trade Show
- Tips for Successful Networking
- Tips to Keep Your Computer Clean and Running Smoothly



See Page 5 for details

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For more information and to get your copies today at

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Upcoming Ebooks:

Website Design for Mobile Devices, ...and more

How to Build a Successful Virtual Assistant Business

(available in print - \$29.95 or pdf - \$19.95)

The perfect resource for anyone interested in starting or building their own VA practice.

It helps you every step of the way...

- ◆ from choosing the right name for your business...
- ◆ to determining your rates...
- ◆ to marketing your services...
- ◆ and even helps you when it comes time to expand your business...
- ◆ plus so much more!

200+ pages, this book takes critical information needed to turn your desire to start your own Virtual Assistant business into a profitable endeavor that are guaranteed to bring success... including:

- ◆ dozens of sample letters, contracts and other documents;
- ◆ an extensive list of helpful websites and software; and
- ◆ input from VAs in all stages of business ownership

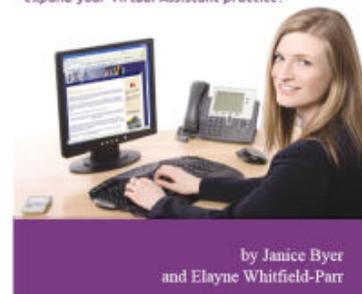
The extensive information included comes to you from the founders of the Canadian Virtual Assistant Connection who have a passion for seeing the Virtual Assistant industry, and every individual VA, become a household name. Each is also the owner of a successful VA business that started with just one client who took a chance on them, and now they have clients all over the world.

Everything you need to know to start, run and expand your virtual assistant practice

<http://www.howtobuildavirtualassistantbusiness.com>

How to Build a Successful Virtual Assistant Business

Everything you need to know to start, build and expand your Virtual Assistant practice.



A Little Bit of Fun - The Rules for Rural Ontario (Listen up city-slickers)

1. Pull your droopy pants up. You look like an idiot.
2. Turn your cap right! Your head isn't crooked.
3. Let's get this straight; it's called a 'dirt road.' I drive a pickup truck because I want to. No matter how slow you drive, you're going to get dust on your Lexus. Drive it or get out of the way.
4. They are cattle. They're live steaks. That's why they smell funny to you. But they smell like money to us. Get over it. Don't like it? Hwy 21/26 goes east and west, Hwy 6/10 goes north and south. Pick one.
5. So you have a \$60,000 car. We're impressed. We have \$150,000 combines and hay balers that are driven only 3 weeks a year.
6. So every person in Rural Ontario waves. It's called being friendly. Try to understand the concept.
7. If that cell phone rings while an 8-point buck and 3 does are coming in, we WILL shoot it out of your hand. You better hope you don't have it up to your ear at the time.
8. Yeah, we eat biscuits & gravy, beans & cornbread. You really want sushi & caviar? It's available at the corner bait shop.
9. The 'Opener' refers to the first day of deer season. It's a religious holiday held the closest Saturday to the first of November.
10. We open doors for women. That is applied to all women, regardless of age.
11. No, there's no 'vegetarian special' on the menu. Order steak. Or you can order the Chef's Salad and pick off the 2 pounds of ham & turkey.
12. When we set a table, there are three main dishes: meats, vegetables, and breads. We use three spices: salt, pepper, and ketchup.
13. You bring 'coke' into my house, it better be brown, wet and served over ice.
14. You bring 'Mary Jane' into my house, she better be cute, know how to shoot, drive a truck, and have long hair.
15. OHL and Minor Hockey is as important here as the Leafs and Habs, and more fun to watch.
16. Yeah, we have golf courses. But don't hit the water hazards ~ it spooks the fish.
- 17.. Colleges? We have them all over. We have Universities and Community Colleges, they come outta there with an education plus a love for God and country, and they still wave at everybody when they come for the holidays.
18. We have a whole ton of folks in the Canadian Forces. So don't mess with us. If you do, you will get whipped by the best.
19. Turn down that blasted car stereo! That thumpity-thump crap ain't music, anyway. We don't want to hear it anymore than we want to see your boxers. Refer back to #1.
20. 2 inches of ice isn't a blizzard - it's a vacation. Drive like you got some sense in it, and DON'T take all our bread, milk, and bleach from the grocery stores. This ain't Alaska, worst case you may have to live a whole day without croissants. The pickups with snow blades and Tractors with Snow Blowers will have you out the next day. [+ our dedicated township employees]

Docu-Type Web Hosting - www.docutype.org

LITE

Do you have a small website?
Only need up to
50 mb of space
& 5 email addresses
Then the Lite Plan is right for you.
Starting at \$9.00 CDN/US
per month

SILVER

If you have something larger in mind..
perhaps
200 mb of space
& 10 email addresses
Then the Silver Plan will fit the bill.
Starting at \$25.00 CDN/US
per month

DIAMOND

However, if you plan to have an even
larger, more complex site,
500 mb of space
& 50 email addresses
Then the Platinum Plan can't be beat.
Starting at \$41.00 CDN/US
per month

Plus other plans to suit your needs

Dates to Remember (for September/October 2008)

September:

1st - Labor/Labour Day
11th - Patriot Day (USA)
22nd - Autumn Begins
30th - Rosh Hashanna



October:

9th - Yon Kippur
13th - Thanksgiving Day (Canada)
16th - National Boss Day (USA)
31st - Halloween

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

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Cool Links

Since it is Back to School time, how about some links to help the kids with life at school?

www.homeworkhelp.com
www.homeworkspot.com
homeworktips.about.com
www.math.com
www.hotmath.com
www.homeworknow.org
www.studentquestions.com
www.algebra.com
kids.nationalgeographic.com

dictionary.reference.com
www.merriam-webster.com
www.yourdictionary.com
thesaurus.reference.com

Plus, a quick search on Google for whichever subject you need help with will bring an abundance of helpful websites.



Docu-Type - Celebrating 10 years!

I can't believe that 10 years have gone by since I started this business. It has been quite a journey and I have loved (almost) every minute of it.

Back in 1998, I was lucky enough to be accepted in the Self-Employment Assistance Program (SEA) offered by Human Resources Development Canada (HRDC). The instructors were fabulous and helped me to learn the right and wrong way to market and run my business.

Since that time, Docu-Type has grown from a single entrepreneur providing administrative and web design services to a team of talented people offering our client base with almost everything they need to keep their businesses running smoothly and growing rapidly.

I have also had the opportunity to be involved in many different initiatives for the Virtual Assistant industry and small businesses. 6 years

ago, I was approached by a fellow VA to start an organization for VAs in Canada. Since then, my partner Elayne and I have been operating CVAC as a way for Canadian-based VAs to share and learn. It has been a labour of love for this industry that continues to drive us both to grow this group and the resources that we offer our members.

I have also been lucky enough to have worked on several VA events, including the OIVAC, FoVA, etc.

And this past summer, Elayne and I finally finished our book, *How to Build a Successful Virtual Assistant Business* (see page 3), and launched it to the public. It took a while to get it completed as we both have such busy practices but it is something that we are now very proud to include in our lists of accomplishments.

Not only have I been lucky enough to have worked with some great clients through Docu-Type, but I have also

had the honour of working with and knowing some wonderful fellow Virtual Assistants. If I thanked every one individually, it would take up this entire newsletter. So I will just say THANK YOU to all the great VAs and clients that I have crossed paths with over the past 10 years. I am a better person (and business owner) by just knowing you.

A couple of very special thank yous...

Kathy Ritchie - my best friend, mentor and my rock! You know how much you have enriched my life. Thank you.

Elayne Whitfield-Parr - my partner in CVAC and *How To Build a Successful Virtual Assistant Business*. What a trip this has been, huh? Thanks for being a great friend and partner!

Thank you to Everyone! I can't wait to see what the next 10 years bring!



See Page 8 for details

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How to Effectively Use Testimonials Online & Offline *by Dan Lok*

I'm always amazed when I come across a sales letter, usually online, and there are NO testimonials. They're powerful response and conversion boosters and are so easy to implement. You're only hurting your own marketing efforts, and leaving cash on the table, if you're not using them.

And if you have them...make sure you're using them the right way to maximize response.

You have lots more flexibility and available power with online copy. Simply because of more available formats.

The most powerful testimonials are video testimonials. And it's easy to see why. They engage more senses and stimulation. People can see and hear it. And videos add much more credibility especially if no editing has been done. It's coming straight from the horses mouth.

The second most powerful testimonials are audio followed by standard text.

And today you'll learn how to use text-format testimonials to give your conversions a big boost.

Try to get as much specific, relevant, and detailed testimonials as possible. This is much more compelling and stronger than general statements. Highly detailed comments are perceived as more believable.

You're giving readers something they can wrap their heads around when you use numbers, data, and specifics.

Some marketers may choose to extract 'only the juice' from testimonials and this is a huge mistake. A little bit of customer rambling, spelling mistakes, or poor grammar only adds to the credibility factor.

Use longer testimonials rather than shorter ones. This is related to the previous point about heavy editing. Don't do something like this...

"...great product..."

"...loved it!"

"...provocative...a real winner."

I think you get the idea here.

When you cut and chop a testimonial it creates the impression that you're leaving something out for a reason. And that creates suspicion which is something you don't want to do.

This next one is a bit of a no-brainer. But I'll say it anyway...

Always use real testimonials instead of fake ones. I'm telling you, there's something about comments made from other people that's very difficult to emulate. People will sense it and see right though you. And you'll be cutting your own business throat.

And more importantly...

Fake testimonials are lies. It'll find its way back to you, eventually. And it won't be good. So don't do it.

The visual use of your testimonials will have an effect on your readers. But there is some flexibility here. You can group them all together as a block of testimonials. Or you can scatter them throughout your copy. Then again, you can combine the two.

All three approaches can be effective. But the second and third call for more skill on the copywriter to blend them in for greatest impact.

One thing...

Leading with testimonials can be dangerous to your conversions.

When someone is fresh on your page, starts to read and the first thing seen is a testimonial...you're risking losing that reader. Here's why...

People are sceptical, especially on the web. Lots of people are sceptical about testimonials and if their real, or not. One thing you want to avoid is building on that pre-existing scepticism.

The best thing to do is offer one or more testimonials after you've established some kind of relationship with the reader. If you've done a good job of that, then they're more relaxed and open to your testimonial.

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How to Effectively Use Testimonials Online & Offline *(cont'd)*

Testimonial identity and location. Always...always get first and last names, and specific geographical location.

John Smith, Los Angeles CA...or California.

Please...please avoid being minimal here. Don't do...

J.S. California

And not having ANY name or location is so worthless you might as well not have a testimonial to begin with. I'm serious! You'll only be inviting people to leave your site. They'll think, "Uh huh...sure."

To spice things up a little you can blend names and locations with a comment.

John Smith, from Los Angeles California sent us his unsolicited praise for ...blah.

These are all very basic and easy things you can do for powerful testimonials. Even though that's true, I still see online businesses violate these common sense guidelines every day.

Don't be one of them!

A former college dropout, Dan "The Man" Lok transformed himself from a grocery bagger in a local supermarket to an internet multi-millionaire. Discover how you can maximize your website profits in minimum time. For a limited time, you can test-drive Dan's Insiders Club for 30-days Risk-Free and get \$1,165 dollars worth of bonus gifts. Rush over to: <http://www.websiteconversionexpert.com/testdrive.html>

Generate Website Traffic With Postcards *by Bob Leduc*

Promoting your website is getting more difficult these days. New marketing tactics come and go fast. They work for a while then quickly fade away. Just keeping up with the changes can be a full time job.

Here's a proven way you can generate lots of traffic to your website ...one that hasn't faded away. In fact, it actually works better now than ever before - and you probably haven't even tried it.

What is it? Go offline and promote your website with postcards.

But, you say, "I'm an internet marketer, not a direct mail marketer." Right, and so are most of your competitors. That's why they don't market with postcards ...and why most of them are not likely to try postcards anytime soon.

You won't have much competition. Maybe that's one of the reasons why postcards work so well for internet marketers.

It Costs Less than You Think

The cost for printing postcards starts at just a few cents each, depending on how you print them. And you can send post-

cards by First Class Mail in the US for just 26 cents each if you keep them between 3 1/2 to 4 1/4 inches high and between 5 to 6 inches wide.

OK. So you're ready to give postcards a try. But where do you begin?

1. Start with the Mailing List

You'll get a good response to your postcards if you send them to prospects already interested in what you offer. You'll get an even better response if those prospects also have a proven history of acting on offers they receive.

For example, get a list of prospects who previously requested information (or actually bought) something similar to what you sell - or a list of paid subscribers to a publication targeting the same interests that make them good prospects for what you sell.

You can get these and other similar lists from most mailing list brokers.

Continued on Page 8

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Generate Website Traffic With Postcards *(cont'd)*

2. Don't Forget Why You're Mailing Postcards

The purpose of your postcards is to get the readers to visit your website (take an action). It's not to close a sale for money (make a purchase). Postcards are too small to be effective at closing sales. Closing sales is what your website is designed to do.

3. Decide What to Say on Your Postcard

You don't need to come up with a strategy to persuade people to read your postcard. It will be delivered with the message exposed and ready to read. So get right to the point.

Don't focus on your product or service. Instead, spotlight the major benefits your product or service provides. That will arouse the reader's interest and motivate them to find out more about those benefits ...by going to your website.

Tip: Offer a bonus to those who visit your site before a specific deadline. It will boost the response.

That's it. Just 3 simple steps. Try it. You'll discover a profitable way to generate lots of website traffic - one you can use for many years to come.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched *BizTips from Bob**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com> or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

Special Offer to Celebrate Docu-Type's 10th Anniversary

We are celebrating 10 years in business and want to do something special to say thank you to everyone who supported us in the past and those who will cross our paths in the future.

We want to offer you not one but two special deals on our Business Building Ebooks.

- ◆ First, **receive \$10 off any orders of 3 ebooks**
- ◆ Second, **receive 1 free ebook**



Not to mention, you will receive a **free Keyboard Shortcuts Reference Card**.

Visit our [website](#) to take advantage of this great offer and....

THANK 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 TidBits_Feedback@docutype.net

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