

VIRTUAL TIDBITS

DOCU-TYPE - VIRTUAL ASSISTANCE, WEB DESIGN & HOSTING

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- * Easy to Understand and Implement Search Engine Optimization Techniques
- * **Tips for Responding to RFPs** (best seller)
- * Tips for a Successful Trade Show
- * Plus many more!

Visit www.docutype.net/business_ebooks.htm

Editor's Notes:

Welcome to the second issue of Virtual TidBits for 2009. We hope everyone is surviving the winter season in the Northern hemisphere and enjoying the summer season in the Southern hemisphere :) Both are coming to an end which may be a good thing or a bad thing. Either way, enjoy every minute.

I, like many others, have discovered Twitter and am loving it. I just started using it about 2 weeks ago and have about 100 followers. Twitter is a great way to send out short and sweet notes to your followers. Most that are following me or that I am following are business contacts and the short links to great resources are wonderful. There are so many great resources out there to help understand and work with Twitter. I have included some in the Cool Links section on page 5. Be sure to follow me at <http://twitter.com/docutype>

See you next time!



Janice D. Byer, CCVA, MVA

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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.
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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?

Update on our new place... the barn is built and it is gorgeous! Have a look at pictures of the process at <http://www.docutype.net/horses/barn.html>.

We have also bought our first horse. He is a 5 year old Thoroughbred gelding who is very laid back. We are now learning that young horses can be a bit skittish (he is not a big fan of puddles) and would rather play than work right now. But, we have a wonderful coach who is doing one-on-one lessons with him and trying to get him to lose

some of his "activeness", especially when he is supposed to be working...LOL. You can have a look at him too at <http://www.docutype.net/horses/Charlie.html>

Charlie is currently at the barn that we take lessons at until we can get our paddocks made (the ground froze before we could get all the poles in the ground). Can't wait to get him home and get another horse for him to be friends with.

Now back to business... we have



been getting some great reviews on our book, How to Build a Successful Virtual Assistant Business. Have a look at this one ... <http://www.virtualassistantforums.com/book-reviews/book-review-how-build-successful-virtual-assistant-business-7872>.

I'll share more with you next time.

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 -

7. Bolton Sod Co. Limited

T. Bolton Sod Co. Limited is a family owned and operated contracting company which meets the sod needs of paving and road construction companies, developers, municipalities, the industrial and commercial sectors, and residential home owners.

From grading, sodding, watering, sod delivery and snow removal, T. Bolton Sod is well equipped to get the job

done on time and with quality results. With more than 450 acres of Kentucky Bluegrass nursery sod being grown north of Shelburne, Ontario and with innovative and unique equipment, Bolton Sod is able to serve the Greater Toronto Area.

<http://www.tboltsonsod.com>



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Business Building Ebooks

- **NEW** - How to Set-Up & Start Your First Blog
- Easy to Understand & Implement Search Optimization Techniques
- **How to Respond to Requests for Proposals (our best seller)**
- 25 Cost Effective Marketing Strategies (Plus 10 Tips to Make Them Successful)
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Upcoming Ebooks:

Website Design for Mobile Devices, ...and more

How to Build a Successful Virtual Assistant Business

(available in print - \$34.95 or pdf - \$24.95)

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

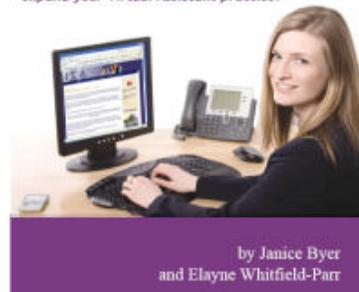
The extensive information included comes to you from the founders of the Canadian Virtual Assistant Connection who have a passion for seeing the Virtual Assistant industry, and every individual VA, become a household name. Each is also the owner of a successful VA business that started with just one 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 following was found posted very low on a refrigerator door.

Dear Dogs and Cats: The dishes with the paw prints are yours and contain your food. The other dishes are mine and contain my food. Placing a paw print in the middle of my plate and food does not stake a claim for it becoming your food and dish, nor do I find that aesthetically pleasing in the slightest.

The stairway was not designed by NASCAR and is not a racetrack. Racing me to the bottom is not the object. Tripping me doesn't help because I fall faster than you can run.

I cannot buy anything bigger than a king sized bed. I am very sorry about this. Do not think I will continue sleeping on the couch to ensure your comfort, however. Dogs and cats can actually curl up in a ball when they sleep.. It is not necessary to sleep perpendicular to each other, stretched out to the fullest extent possible. I also know that sticking tails straight out and having tongues hanging out on the other end to maximize space is nothing but sarcasm.

For the last time, there is no secret exit from the bathroom! If, by some miracle, I beat you there and manage to get the door shut, it is not necessary to claw, whine, meow, try to turn the knob or get your paw under the edge in an attempt to open the door. I must exit through the same door I

entered. Also, I have been using the bathroom for years - canine/feline attendance is not required.

The proper order for kissing is: Kiss me first, then go smell the other dog or cat's butt. I cannot stress this enough.

Finally, in fairness, dear pets, I have posted the following message on the front door:

TO ALL NON-PET OWNERS WHO VISIT AND LIKE TO COMPLAIN ABOUT OUR PETS:

(1) They live here. You don't. (2) If you don't want their hair on your clothes, stay off the furniture. That's why they call it 'fur'niture. (3) I like my pets a lot better than I like most people. (4) To you, they are animals. To me, they are adopted sons/daughters who are short, hairy, walk on all fours and don't speak clearly.

Remember, dogs and cats are better than kids because they (1) eat less, (2) don't ask for money all the time, (3) are easier to train, (4) normally come when called, (5) never ask to drive the car, (6) don't hang out with drug-using people; (7) don't smoke or drink, (8) don't want to wear your clothes, (9) don't have to buy the latest fashions, (10) don't need a gazillion dollars for college and (11) if they get pregnant, you can sell their children.

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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
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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 March/April 2009)

March:

8th - Daylight Saving Time begins
17th - St. Patrick's Day
20th - First day of Spring
29th - Earth Hour-8pm-**Turn off your lights**



April:

1st - April Fool's Day
10th - Good Friday
12th - Easter Sunday
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



Twitter - <http://www.twitter.com>

The Beginner's Guide to Twitter - <http://www.ecademy.com/node.php?id=123188>

The Ultimate Twitter Resource - <http://prevential.com/twitter-tips/>

How to Get Things Done with Twitter - <http://www.ecademy.com/node.php?id=123188>

Twitter Glossary - <http://twitter.pbwiki.com/Twitter+Glossary>

TweetDeck - <http://www.tweetdeck.com> - this is a great desktop application that allows you to get your tweets in real time.

101 Twitter Resources - <http://traffikd.com/resources/101-twitter-resources/>

10 Twitter Tips that will Take You to the Top - <http://nerdwithswag.com/twitter-tips-thatll-take-you-to-the-top/>

Int'l Virtual Assistants Day - Nominate a Deserving VA

The 4th Annual Online International Virtual Assistant Convention (OIVAC) will soon be announced with even more great speakers, workshops and networking sessions.

The OIVAC culminates around the International Virtual Assistant Day (IVAD) which takes place on Friday, May 15, 2009. Part of this special day's events is the presentation of two prestigious awards to VAs who have had an impact on and success in the Virtual Assistant industry.

The Thomas Leonard International Virtual Assistant of Distinction Award is to honor a Virtual Assistant who has been in business for at least 5 years and who has contributed to the industry in such a way that it has provided a positive impact on many others and helped them to build a successful business. *Tom Leonard is credited with being the person who used the term virtual assistant as describing the person he worked with virtually**. (More information about Thomas Leonard can be found at <http://www.oivac.com/vadayawards.htm>)

The Janet Jordan Achievement Award is to honor a newcomer Virtual Assistant who has been in business for less than 5 years and has reached a milestone in their short career in the industry. *Janet Jordan, who passed away in January 2006, was a recognized industry leader in the virtual assistance field. She founded Virtual Assistance U and helped launch many VA practices. **

(More information about Janet Jordan can be found at <http://www.oivac.com/vadayawards.htm>)

We need nominations from associates of VAs who fall into one of the two categories above and then we will be asking the nominees to show us why they deserve this award. We are giving them the chance to shine.

More information on the entire process can be found in the Eligibility Criteria documents available at <http://www.oivac.com/vadayawards.htm>

Nominations are due by March 20th, 2009 so hurry over to the above address, download and read over the Criteria and Nomination forms and submit your nominations to nominations@oivac.com before that date. We will then forward the Award Submission forms to the nominees to be submitted to us.

IVAD Chairperson
OIVAC Steering Committee

Other OIVAC Links:

Sponsor Opportunities - <http://www.oivac.com/register-sponsors.htm>

Exhibitor Booths - <http://www.oivac.com/exhibit-register.htm>

Seminar Registration - <http://www.oivac.com/register-seminars.htm>

Great VA Giveaways - <http://www.oivac.com/great-giveaways-1.htm>

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Why Choose a VA vs. a Temp *by Janice D. Byer, CCVA, MVA*

So much to do... So little time.

This is an all too familiar phrase, especially for small business owners. There just never seems to be enough hours in the day to get all the revenue generating tasks done and the abundance of administrative tasks that seem to pile up.

For most, the only known alternative to doing the work themselves is to hire a temp. Well, not anymore. Now you can get help with office tasks from professional Virtual Assistants (VAs).

But, why would you choose a VA over a temp? Well, there are many differences between the two...

1. Temps are just that, temporary. A VA, on the other hand, is available on an ongoing basis or can be called upon, at short notice, when needed.
2. VAs believe that the absolute best job possible will help to build the client's business. A temp, however, may look at the assignment as just a means of padding their resume or getting a paycheck.
3. VAs are generally those that have had many years of experience out in the workforce. VAs also tend to be more apt to upgrade their skills in order to provide their clients with the most professional services that they can possibly provide.

Temps, on the other hand, may be those that are right out of school with little or no 'on the job' experience.

4. The rate paid to the temp is generally split between the temp and the agency. Then it must be taken into consideration the training time, space used, and the equipment that is needed and requires maintenance.

A VA's rates, comparatively, help to upgrade

equipment, software and skills. This, in turn, allows for better services to be available for the client. It also means that the client doesn't need to worry about providing space and maintaining equipment, which can get quite costly.

5. Medium to large companies generally would call in a temp when the work needs to be handled in-house (ie. reception). However, these companies may also have a need for the services of a VA when they have an occasional project that requires immediate attention or when they do not have the equipment available for a temp.

Small business owners, however, are more likely to utilize the services of a VA. The projects are usually varied and may not be enough to keep an employee busy in-house. The completion of the project may also be hampered by the lack of space and equipment needed for a temp.

6. VAs charge for the actual work they do, hour for hour, whereas a temp is paid for time worked and any time they sit idle, waiting for more work or another project to do.
7. And, unlike a temp who has loyalty to the agency they are contracted through, a VA is usually an entrepreneur and works WITH the client. As a fellow small business owner, a VA has a vested interest in the success of their client's business.

Although temporary agencies are more visible to the public, due to their increased size and marketing budgets, they are not the only answer to help alleviate the administrative overflow for both small and large businesses. VAs are a professional, cost effective alternative.

Janice Byer, owner of [Docu-Type Administrative & Web Design Services](#), has been a VA for 10+ years, co-founded the [CDN VA Connection](#) & co-authored [How to Build a Successful Virtual Assistant Business](#)

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Generate Dozens of Leads Each Week with Social Media Marketing

by *Darryl Ballard*

The internet is a wonderful place to do business. Connecting with people is easy and inexpensive, and if you already love the social networking sites, it's fun too.

But when you begin to market on these sites, some caution is advised. Each site (and there are hundreds) has its own rules and regulations, and its own community that may have their own understanding of what is appropriate behavior there.

Please remember that the guidelines below are general, and to check the regulations at each site you want to use before posting there or accept the risk of being on the receiving end of the wrath of the community. It is possible to be banned from a site for blatant and continued violation of the rules as well.

1. Provide value in the content you create

Whether you are writing an article for Ezinearticles, creating a lens at Squidoo, or posting a video at YouTube, your content should provide value.

There are really two reasons for this. First, you want your content accepted by the site you are submitting to and you don't want constant complaints from the site's community. Although most of these sites have some sort of marketing component to them and marketing is not altogether forbidden, the key is to provide a lot of value and keep your marketing subtle. This does not mean being dishonest or trying to trick anyone. Just be cautious about the self promotion.

Second, you will not attract large numbers of viewers to your content if it provides no value. YouTube will take your video but if no one views it you get no leads. It's all in the value of your content.

2. Don't overdo promotion of yourself or your business

As I mentioned above, most of these sites do allow some promotion. But there may be guidelines about where you can put links to your business sites, or how many times you can link to a certain domain name.

For example, you may not be allowed to put a link in the first two paragraphs, or you can only link to the same site twice in an article.

You may also decide to be less promotional and just build a list of followers that you can market to outside of the community. This will most likely mean less leads initially, but more qualified people who trust you in the long run. The alternative is being more promotional (within the guidelines) and possibly facing some criticism from the community. This will provide you with more leads.

Neither of these is wrong. You will just need to decide how you want to approach your promotion.

3. Make it fun and creative - involve your viewers

Fun and creativity are always rewarded with more visitors to your content. Everyone likes a creative title and may want to view your content just because you were unique.

Controversy, but with value of course, is a good way to get visitors. Approach a topic from a new angle. Do some content on a hobby or interest that has nothing to do with your business. This may get you some followers or fans that then see your business content as well.

Read the rest of this article at <http://hubpages.com/hub/Network-Marketing-on-Social-Media-Sites-Guidelines>

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!

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