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Re: Virtual Assistant The Series

We are pleased to present our book *Virtual Assistant - The Series: Become a Highly Successful Sought After VA*. This book sets the stage for starting, operating, and growing a successful and profitable virtual assistant (VA) business and is being utilized as the textbook of choice for major colleges and virtual assistant programs in Canada and United States including the University of Cincinnati and Red Deer College to name a few.

Virtual Assistant The Series was written by Diana Ennen and Kelly Poelker, two highly successful VAs who have been in the Industry for more than 25 years and remain very active in the virtual assistant community, not only as business owners but as mentors, coaches, and expert speakers as well. Together they remain on top of the latest developments in this globally expanding industry.

The book walks you through all the steps necessary in starting a virtual assistant business, but more importantly it provides specific details in how to stay successful. Its detailed chapters on business planning and financial issues will enable many a virtual assistant to not only save money, but avoid costly mistakes as well. It details what services to offer, what fees to charge, how to determine your specialty, and daily operational procedures as well. Most importantly it covers how and where to find clients. It is considered the “Bible of the Industry” and one that most refer to when they want to start a business. It has sold thousands of copies to date.

Virtual Assistant – The Series: Become a Highly Successful, Sought After VA (3rd Edition Revised ISBN # 0-9742790-5-6, 248 pages, August 2004), is available through Amazon, Borders, and other leading bookstores as well as our site at <http://www.VA-TheSeries.com>. Recently a workbook was published to go along with the Series Book, to further help those wishing to start a business.

We hope you enjoy our book and look forward to hearing from you and the possibility of a review. If I can be of any additional assistance, please contact me at (954) 971-4025.

FOR IMMEDIATE RELEASE

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Virtual Assistants – A New Breed of Work at Home Entrepreneurs

O’Fallon, IL – (April, 2006) According to a 2004 study, the Center for Women’s Business Research reports there are an estimated 10.6 million privately-held, 50% or more women-owned firms in the U.S., accounting for nearly half (47.7%) of all privately-held firms in the country. Astonishing, isn’t it?

It’s the dream of millions to start their own business and utilize their computer to make money at home. Now, with the help of Diana Ennen and Kelly Poelker’s book, *Virtual Assistant – The Series, 3rd Edition* (\$29.95, Another 8 Hours Publishing), it’s a reality. With the latest technologies, the rapid growth of the Internet, and the business community recognizing the benefits of partnering with a qualified virtual assistant, the virtual revolution has begun. And there is no end in sight!

What started out in the 80’s as home-based word processors has grown into what we are seeing today. The local limitations are gone. The boundaries are erased. Modern advancements and the sheer power of the Internet coupled with enterprising, cutting edge entrepreneurs such as these authors have skyrocketed this industry. They know the technology. They have the resources. And they’ve written the book on it! A book so powerful that it’s cited as the “bible” for the virtual assistant industry. *Virtual Assistant – The Series* is currently used as training material for VA courses including: Virtual Assistance U, an online training center for virtual professionals; Red Deer College’s VA Certification Program (in Canada); and other higher level learning organizations and colleges who are recognizing the potential for growth and continued education in the VA industry. They now have an accompanying workbook that takes you step by step through the book to help in your success.

Priscilla Y. Huff, Author of *101 Best Home-Based Businesses for Women, 3rd. rev. ed.*, states, “It’s more than just a startup manual, it is written by professional virtual assistants (VAs) who combine their knowledge and experience with practical tips from other successful VAs to help ensure your own success in this exciting new venture. *Virtual Assistant – The Series* is an essential tool for launching one of the most exciting new entrepreneurial ventures—becoming a professional virtual assistant.”

This book leaves no stone unturned. *Virtual Assistant – The Series* is a complete guide to starting and running a successful and PROFITABLE practice. It covers the nuts and bolts that are the foundation of a successful practice including business and financial planning, bookkeeping, marketing, and setting up a business. Plus it offers information on domain registration, creating a web site, and most importantly, how and where to find clients.

Virtual Assistant – The Series: Become a Highly Successful, Sought After VA 3rd Edition Revised ISBN # 0-9742790-5-6, 248 pages, August 2004 is available at Amazon, Borders, and online bookstores everywhere also at <http://www.VA-TheSeries.com> for \$29.95 plus \$5.00 shipping and handling. (First and second editions published under the title *Up Close and Virtual*).

About the Authors

Diana Ennen and Kelly Poelker are the authors of Virtual Assistant - The Series, 1st and 2nd Editions, Bizy's Guide to Starting Your Own Virtual Assistant Business, and the Bizymoms Cookbook. Diana is also the author of Success From Home: The Word Publishing Business (published by Adams-Blake Publishing), and Words From Home: How To Start and Operate a Home-Based Word Processing Business. With a combined history of working at home of over 20 years, these two women have contributed to the success of many word processors and virtual assistants alike. Additionally, they have been included in a number of books, articles, and interviews by Mompreneurs®, Jan Melnik, Liz Folger, Woman's World, Home Office Computing, USA Today, Priscilla Y. Huff, Entrepreneur Magazine, HOMEBusiness Journal, MomsTown.com Talk Radio and many others.

Both are active in the virtual assistant community not only as business owners but as mentors, message board managers and chat hosts. Together they remain on top of the latest developments in the virtual assistant (VA) industry.

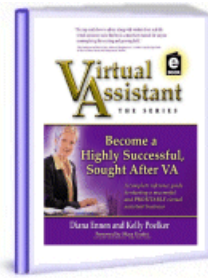
Diana Ennen has been in the forefront of the work-at-home word processor and virtual assisting world since opening her practice, Ennen's Computer Services in 1985. Last year she changed the company name to Virtual Word Publishing, Inc. to celebrate her 20th anniversary. Kelly Poelker, a leader in the VA industry and co-host of the annual VA Conference, has been operating a successful virtual assistant practice, Another 8 Hours, Inc., since early 2000.

Other books by Diana Ennen and Kelly Poelker

- Up Close and Virtual: A Practical Guide to Starting Your Own Virtual Assistant Business – first edition and second editions (out of print)
- The Bizymoms Cookbook
- Bizy's Guide to Starting Your Own Virtual Assistant Business

Other books by Diana Ennen

- Words From Home: How To Start and Operate a Successful Home Based Word Processing Business
- Success From Home: The Word Processing Business
(published by Adams-Blake Publishing)



BOOK RECOMMENDATIONS

★★★★★ **The VA "Bible"**, October 18, 2005

Diana Ennen and Kelly Poelker capture and provide you with all the information you need to be armed with to be a highly successful Virtual Assistant. The information they provide is based on their real life experiences, making this book a must have for anyone considering this field. If you only purchase one book to guide you or help you decide if being a VA is for you, this is it. Use this book as you decide to become a VA, as you set up your office, as you market your services, and as you run your business. Everything you need it right here in one easy to follow format.

-Michelle Dunn Author Consultant

★★★★★ **Outstanding Resource - Grab it and refer to it often!**, September 26, 2005

Kelly and Dee have written an excellent resource manual for VAs. In an era where unsuccessful VAs decide to write or coach, it is refreshing to see a book written from the successful, seasoned VA's perspective. Virtual Assistance U has trained successful VAs globally since 2000. We have recommended and used this book since the first edition. They include ideas and wisdom from other successful VAs who have made it through several years. That is invaluable, since so many businesses fail during the first five years. The VA industry oftentimes includes isolation, so it's helpful to have a team of "virtual" gurus to learn from through their experiences, when you encounter challenges. I've been in this industry since 1980 and wish that I could have had their wisdom to learn from when starting up. Hands on experience is always more helpful than just an author who thinks it will work based on a writing and research only perspective, or experience of short unsuccessful duration.

- Janet Jordan, VA Trainer - VAU

★★★★★ **A "Must Have" for VA's**, October 3, 2005

I can't say enough about this book. Anytime I buy a book that I know Diana has had anything to do with, I know I will not be disappointed. As a VA who is just starting out, Diana's books have always provided me with all the information in one great resource. The book is easy to understand, without being overwhelming.

I love the fact that in just about each section, she asks for the opinions of other VA's as far as what they went through with a certain situation. It is great to see the input they have to offer, which is also helpful when you are trying to make your own way in the business.

Overall, I would definitely recommend Diana's book. Her book helps you to be well equipped to face the unknown challenges of the VA industry with confidence.

- Zanthea Demetrius, VA

Virtual Assistant - The Series leaves no stone unturned in providing information on how to start and operate a successful virtual assisting business. It's well written, informative, and packed full of valuable tips to ensure your success.

-Al Canton
Adams-Blake Co.

"We have used *Virtual Assistant: the Series* for two years now in our online training of Virtual Assistants. This is an excellent resource for instructing VA students on topics relevant to this industry. Diana and Kelly have done a thorough job detailing what is required to be a successful VA."

- Beverly Pederson, Coordinator of the
[Virtual Assistant Certificate](#)
Red Deer College

★★★★★ **Great Guide for VAs and Small Companies**, September 26, 2005

I just had to write and say that I love this book! I already own a home business, and I actually figured this guide might help me find resources for locating a VA, since it's known as "the" resource for virtual assistants. And wow, not only did I get a ton of great resources, but I learned so much that I could apply to my own business. (Loved the coaching tips!)

Virtual Assistant, The Series is simply chock full of everything you would ever want to know about starting a virtual assistant business - learning the skills, contracts and forms needed, the day by day expectations of a VA, plenty of niche services to explore, resources on starting a VA site, even collection tips. It also has a great list of resources that can help those of us looking for a VA find someone great.

If you want to start a VA business (or any service business for that matter) or want to add those services to your current business, you are definitely going to want this guide!

- Susan Schneid
- Owner – OptionCart

Kelly and Diana have done a great job detailing every aspect of starting your own VA business. The book breaks down by chapter what to do, who to target, what has been successful for others. I got a lot of great ideas for my own business from this book, and I HIGHLY recommend to anyone who is even thinking of starting their own business. This book and the stories in it will encourage and inspire you to DO IT ... RIGHT NOW!!! Thanks Diana and Kelly for being such an inspiration to us fledgling entrepreneurs.

- Lanette Cirisi

About the Authors

Diana Ennen and Kelly Poelker are the authors of Virtual Assistant - The Series, 1st and 2nd Editions, Bizy's Guide to Starting Your Own Virtual Assistant Business, and the Bizymoms Cookbook. Diana is also the author of Success From Home: The Word Publishing Business (published by Adams-Blake Publishing), and Words From Home: How To Start and Operate a Home-Based Word Processing Business. With a combined history of working at home of over 20 years, these two women have contributed to the success of many word processors and virtual assistants alike. Additionally, they have been included in a number of books, articles, and interviews by Mompreneurs®, Jan Melnik, Liz Folger, Woman's World, Home Office Computing, USA Today, Priscilla Y. Huff, Entrepreneur Magazine, HOMEBusiness Journal, MomsTown.com Talk Radio and many others.

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- The Bizymoms Cookbook
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Other books by Diana Ennen

- Words From Home: Start, Profit and Run a Successful Home-Based Word Processing Business
- Home Office Recovery Plan: Disaster Preparedness for Your Home-Based Business (co-author Patty Gale)
- Success From Home: The Word Processing Business (published by Adams-Blake Publishing)



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TARGET AUDIENCE:

Virtual Assistant ~ The Series is often considered the Bible of the virtual assistant industry. It is now a major textbook at colleges both in the United States and Canada and numerous Virtual Assisting online programs. It's perfect for corporate women who want to utilize their skills and talents in this revolutionary industry and become a part of the virtual community as well as work-at-home moms who desire to stay home and work.

ORDER INFORMATION:

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Or email orders@VA-TheSeries.com

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MAIL: Another 8 Hours Publishing, 106 A East 4th Street, O'Fallon, IL 62269

Mastercard, Visa, and American Express accepted. Discounts available on bulk purchases.

Virtual Assistant – The Series

Become a Highly Successful,
Sought After VA

Diana Ennen and Kelly Poelker

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Introduction

Virtual assistants are an extremely proud group. Many of us endured years of office politics, constantly ringing phones, demanding bosses, hours upon hours of endless office work, long commutes to work, and precious time spent away from those dearest to us, our families.

Now we are among the growing number of home-based entrepreneurs. Never in history has it been more prevalent; it was reported in the August 2003 issue of *Female Entrepreneur Magazine* that one in eleven women in the U.S. is a business owner for a new total high of 10.1 million. Astonishing, isn't it? No longer are we sitting behind the desk taking orders. We are aspiring to be leaders. We are teaching our children that no dream is beyond their reach. We embraced the future and welcomed all the challenges of the new technology. The advent of the Internet was but a beginning to a world of hope and opportunity. We seized the challenge and we never plan on letting it go. The more we learn the more eager we are for more.

As Lesley Spencer, founder of Home-Based Working Moms, states, "Working at home has become a popular choice for moms in the millennium. Not only does a home business give moms the opportunity to be at home with their children and earn additional income; it also gives stay-at-home parents a new sense of accomplishment and self-worth. Working from home enables parents to gain more self-respect while taking charge of their future."

You can change your destiny. You can make it happen. We are here to guide you along the way. We share our own personal experiences and also we've added recommendations from real pros in the industry. These are the best of the best. Read...take notes...dream. Then ***Aspire To Be The Best That You Can Be.***

What is a Virtual Assistant?

A virtual assistant, or VA, is a highly skilled professional who provides administrative support and other specialized services to businesses, entrepreneurs, executives, sales professionals, and others who have more work to do than time to do it.

VAs work as independent contractors, most from their own home, some from outside the home. VAs use leading edge technology to communicate work assignments via the Internet, e-mail, disk transfer or such traditional methods as regular mail, overnight shipping, and even pick-up and delivery in local areas. A VA's services typically include Internet research, word processing, medical or legal transcription, database management, e-mail handling, reminder service, bulk mailings, information processing, and any other tasks typically given to the office secretary. Many VAs also provide web development, design and maintenance; meeting and event planning; desktop publishing; bookkeeping; and business start-up consultations. The services are endless, depending upon the VA's knowledge, skills and creativity.

The late Thomas Leonard, who founded Coach U and later Coachville, coined the term "virtual assistant." Thomas Leonard was a nationally recognized coach and speaker who bought a Winnebago and traveled all over the US from meeting to meeting; and therefore, no longer had a brick and mortar building. Kelly interviewed him via telephone and was able to learn the following: Thomas had an assistant whom he had never met that managed his business, and his life, from afar. Since he had never met this assistant, he once referred to her as his "virtual assistant." From then on he used this term when encouraging other coaches and speakers to utilize the services of a virtual assistant. Before he passed away recently, he had partnered with several virtual assistants—most, if not all, of which he never had the pleasure of meeting face-to-face.

While there seems to be no dispute over who coined the term "virtual assistant," you might find controversy over who was the first "official" virtual assistant. There have obviously been home-based secretaries and word processors dating back to the 1980s. However, when you consider the meaning of the word "virtual," in the computer science sense of the word, you think "computer." Until the popularity of computers, home-based secretaries may not have been thought of as being virtual until the mid-1990s, and that is only if they began to utilize this powerful tool called the Internet or if they even knew the term existed. The word "virtual" would also indicate no physical presence, therefore adding more meaning since we are not physically located in our client's office.

When comparing the role of a secretary to that of a virtual assistant, you will see similarities. However, the two can differ greatly. A secretary is thought to always be at the beckon call of her boss to administer such tasks as handling correspondence, maintaining files, fetching coffee, etc. It took many years for secretaries to begin getting the recognition they deserved as assistants to executives and other levels of management. As time goes on, more and more assistants are developing their skills, allowing them to become vital and trusted members of the business team. A virtual assistant working remotely doesn't allow the boss the luxury of having someone at his beckon call or to get his coffee, but they can become a vital part of the business team if the VA manages their business and the client relationship properly.