



Megan Wood/ The Press Tribune

**Valerie Dow, left, receives support as she discusses her current clients and projects with Patricia Beckman, founder and CEO of Cybertary.**

Patricia Beckman was once a major player in the world of corporate finance. Until fish sticks turned her life around.

"I was fixing my daughters dinner and couldn't remember which one liked ketchup and which one liked tartar sauce," Beckman said. "I quit my finance job shortly after."

Now Beckman is the founder and CEO of Cybertary, a network of businesses and virtual assistants working together to help entrepreneurs maximize productivity.

### What is Cybertary?

Cybertary is a network of assistants that aid businesses with tasks and projects without having to hire a full time employee.

"Business owners often wear many hats. They do the marketing, the advertising, and the time that they spend doing what makes their business grow is actually very little," Beckman said.

"With Cybertary, we take on those tasks so that the owner can just focus on what will make their business profitable."

According to Beckman, outsourcing tasks to a Cybertary is cost-effective because the business owner is only billed for productive hours worked. Also, by not hiring full time staff, business owners cut extra expenses like equipment and benefits.

"You only pay for what they do," Beckman said. "If you need them every week one month and then not again for six months, that's all you pay for."

### How does it work?

A business interested in hiring a Cybertary is matched with an assistant who is qualified in the skills needed.

For example, a real estate agent can utilize a Cybertary to handle bookkeeping or graphic design, sending mailings or working on their Web site. Mike Rapport, owner of Basic Urban Kitchen and Bar in historic Roseville uses a Cybertary to help him with his bookkeeping.

Maintaining her marketing company's Facebook and Twitter pages has been removed from Katrina Sawa's to-do list thanks to her Cybertary who also posts updates to the social networking pages.

"The Cybertaries can work from home, so they aren't interfering with operations but are still in constant contact through e-mail or cell phones if needed," Beckman said.

A business owner can have multiple Cybertaries working on several different aspects of their company, but several of the Cybertaries are qualified in multiple skill sets.

"We have some that can handle the graphic design and maintain a company's Web site and newsletters," Beckman said. "If you decide you don't need them for a few months, when you need help again you'll get the same Cybertary who already knows the business and the way things are done."

### Who does it benefit?

Small business owners can get back to what really matters to make their business profitable. In this economy, holding off on regular staff and outsourcing tasks and projects to a Cybertary relieves costs and frees up valuable hours that can be spent generating revenue according to Beckman.

"For business professionals, owning their own Cybertary office allows them to utilize their professional skills and earn a competitive salary," said Roseville Cybertary partner Valerie Dow. "And at the same time being able to realize a work/life balance."

Cybertary is also an opportunity for stay-at-home moms to earn a supplemental wage or transition back into the workforce while working around their children's schedules from home.

"The schedules can be very flexible, from working late at night or early in the morning the schedule is arranged between the Cybertary and their client," Beckman said. "It's a great way to bring in a supplemental income while working at your own pace and frequency."

### How can I get involved?

Cybertary is a franchise and a low cost business that is currently in demand, Beckman said.

Because it is a home-based business, many potential Cybertary franchisers already have the resources needed including a laptop, printer, fax machine and high speed Internet.

"We provide the franchisers with training materials, help with getting started and the tools they need to start," Beckman said.

Business owners interested in hiring a virtual assistant can contact the Roseville Cybertary for a consultation with owners Valerie Dow or Tina Angell to discuss what services are needed and which team member is most qualified. Once a business has hired a Cybertary, Dow or Angell regularly follow up with clients to provide support and help manage and distribute projects to the virtual assistants.

Those interested in becoming a virtual assistant with Cybertary, franchise information or hiring a virtual assistant, visit [Cybertary.com/Roseville](http://Cybertary.com/Roseville).

[Cybertary in Roseville is located at 1420 E. Roseville Parkway No. 140.](#)