



K. SAWA MARKETING

“Creative Marketing Solutions for Your Business”

For Immediate Release:

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Virtual Assistants do Virtually Everything, Virtually!

You may have heard the term “Virtual Assistant” or “VA”, but don’t understand what they do or how they might be able to help you and your business. With today’s internet technology, you can get the help you need, when you need it, without ever having to hire an employee.

The International Virtual Assistants Association (IVAA – www.ivaa.org) defines a Virtual Assistant as *“an independent entrepreneur providing administrative, creative and/or technical services. Utilizing advanced technological modes of communication and data delivery, a professional VA assists clients in his/her area of expertise from his/her own office on a contractual basis.”*

Utilizing *what?* We consulted with a Virtual Assistant, Patricia Beckman for clarification. Patricia owns Cybertary.com, a local Virtual Assisting company based in Roseville, CA.

When asked how Cybertary supports clients “virtually”, Patricia stated “Virtual Assistants support their clients remotely over the internet. The tools that the VA uses depend on how technology savvy the client might be, and the level of trust established with the client. Cybertary provides innovative business support that meets the client’s administrative needs, whatever they may be.”

For new or less computer-oriented clients, Cybertary can support their needs via fax and email. Even bookkeeping can be managed remotely using these tools. Occasionally, there may be a need to mail or pick up work assignments, but a creative VA can manage the vast majority of client work using fax and email.

For the more tech-savvy or established clients, Virtual Assistants can use other tools that increase efficiency and productivity. Some of those tools might include –

- File Transfer Protocol (FTP) - A very common method of moving files between two Internet sites. FTP is a way to login to another Internet site for the purposes of retrieving and/or sending files.



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- Remote Access – A computer application that allows you to remotely access a client’s computer from any other Internet-connected computer in the world. Some of these applications include PC Anywhere, GoToMyPC, and LogMeIn. These tools are especially helpful for sharing applications and data without moving them.
- Online Meetings or Chat – These are online tools that allow a VA and client to actively collaborate on a project over the internet. Some examples are NetMeeting, WebEx, Microsoft Messenger or Yahoo Chat.

Most small business owners mistakenly believe they ‘can’ and ‘should’ do it all themselves to save money, when in fact, outsourcing some administrative tasks could help them increase profits. Business owners often spend 4-10 hours per week completing tasks that do not generate revenues. That time could be better spent on revenue producing activities. Outsourcing the administrative tasks could actually save them money when the business owner’s own ‘hourly wage’ is taken into consideration. With Virtual Assistance, help is just a click away!

One major advantage to businesses using a VA is that they only pay for what they need, when they need it. Clients don’t have to pay for unproductive labor for full-time staff. And unlike working with a temporary agency, they work with the same Virtual Assistant every time. They do not need to pay for overhead, benefits, vacations or employment taxes to get the benefit of a dedicated office assistant.

Using a Virtual Assistant for administrative support offers businesses reliability, flexibility, and increased productivity by helping to streamline systems. Patricia Beckman states “Cybertary helps our clients by incorporating a customized and unique cost-effective set of services that is tailored to fit their specific needs.”

Some tasks a Virtual Assistant might perform on a weekly basis include:

Office Support Services

Database Creation & Maintenance
Desktop Publishing
Document/OCR Scanning
Marketing Support
Word Processing

Accounting & Bookkeeping

Account Reconciliations
Bookkeeping & Invoicing
Business Plan & Strategic Planning
Financial Statements & Analysis
Payroll Services

Executive & Concierge

Concierge Services
Internet Research
Internet Shopping
Personal Assistance
PowerPoint Presentations

Cybertary can be found online at www.cybertary.com or by phone at (916) 764-1119. A free 30-minute consultation is always encouraged and suggested.