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News & Info from ...



Newsletter: Vol. 10, Issue 2 - April 2010

Quote: "I am currently out at a job interview and will reply to you if I fail to get the position. "

- Best 'out of office' automatic email replies #1

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WELCOME!

Dear [subscriber-firstname],

Welcome to our new subscribers! I hope you have all had a wonderful Easter break!

The Australian VA Convention in March was a terrific success and there was some great feedback from attendees. Looking forward to next year!

Things are busy now preparing for the OIVAC in May and another speaking engagement I have (also in May) in association with the NSW Department of Industry and Innovation/Regional Development's Micro Business Week on the role VAs play with micro business and solopreneurs. Looks like May is shaping up to be as busy a month as March!

Don't forget if you're on Facebook you can connect with our [Fan Page](#) here.

Virtually yours

Lyn PB

*PS: Don't forget: **Click here to be unsubscribed immediately** if you have received our newsletter in error. If you have a friend/colleague who may be interested in the content of our newsletter pay it forward and **forward the newsletter to them**. You can also [click here to view this email online](#).*



Policy Updates

After 10 years in business it's time to make a couple of minor policy changes. From 1 July 2010 the following changes will take effect:

1. No bulk rate discount for transcription.

What's Changed: Previously a discount of 10% was provided to clients who sent in excess of 20 transcription hours of work in a month. This discount has now been discontinued.

Why: In 10 years we have increased our rates **just twice**. Despite yearly CPI or greater increases in the costs of doing business, our hourly rate has remained static. Other VAs of similar seniority and experience are charging \$50-\$55/hour. We will not be increasing our hourly rate this year.

2. Standard postage will be charged as an ancillary expense.

What's Changed: Clients have always been responsible for non-standard postage and courier charges,

however previously standard postage was absorbed by eSOS as an operating expense.

Why: With the continual increases in postage charges it has become impossible for us to keep our rate at its current level but absorb the cost of postage. For those clients for whom we mail out reports, the cost of postage for these will be added as an extra line item on your monthly invoice. Postage between eSOS and clients will not be affected.

3. Data will be permanently deleted after six months.

What's Changed: After six months, client files were transferred to a removable storage device and kept on site at our office, the original files being deleted from our main operating system.

Why: Electronic copies of client files will still be kept for six months on our operating system. However we do not have the storage facilities to securely keep client files for longer than this once off the system. In addition, in 10 years we have never had a client come back asking for access to old files. Once work product passes to the client when finalised, it becomes the responsibility of the client.

If you have any questions about these policy changes please do not hesitate to [contact us](#).

OIVAC Blog Hopping Tour

The Online International VA Convention is on again in May - now in its 5th year! - and this year the eSOS Blog is participating in the Blog Hopping Tour! Chair of the Steering Committee, Sharon Williams will be visiting the blog to answer questions about VAs, the industry or the convention.

When: April 16 (which will be April 17 Australian time)

Where: <http://blog.execstress.com>

Be sure to mark your calendar and pop on over to make a comment or ask a question for Sharon to answer!



5th OIVAC - May 2010

The [Online International VA Convention](#) is now in its 5th year and this year's theme is "A New Decade ... a New Way to Work". Taking place **May 20-22** there is a terrific line up of 35 world-class virtual assistants, small business experts, technology pros and industry thought-leaders coming together for this year's event to share their expertise.

Learn "in-demand" skills and business growth and marketing strategies from VAs and Online Professionals during the VA Industry's International Convention (OIVAC).

Today's seasoned VAs are often overwhelmed with managing their businesses and assisting clients. New VAs may have difficulty getting and keeping customers, as many virtual assistants aren't abreast of the newest technologies entrepreneurs are requesting to enhance their businesses.

The demand for knowledgeable and experienced VAs is huge -- and OIVAC 2010's presenters want to help build your business and meet the demand.

This year's OIVAC is providing Technology and Business/Marketing seminars and training to eliminate these hurdles, and explore technologies and business best practices VAs and entrepreneurs are desperately seeking. Our goal is to increase your knowledge of innovative web 2.0 enhancements, and to help you become your prospects/clients "go-to" resource.

Based on industry-based survey responses and seasoned VA input, the **Technology-related seminars** offered include:

- Facebook Fan Pages
- Affiliate marketing research and recruitment
- Camtasia Screen Shots
- Creating a Membership Site Using Wordpress and Wishlist Member
- Incorporating Video into Your VA Practice
- Website SEO
- PC Maintenance
- Shopping Cart Mastery
- Online Project Management



- Video editing and marketing support
- Basic and Intermediate Wordpress
- Digital Security
- Virtual Events Specialists and Managers

... and to assist with **business management and marketing strategies**, we have scheduled seminars, such as:

- Basic and Advanced Sessions on How to Get and Keep Clients
- The #1 Quality Business Owners Want from their Virtual Assistant
- How to Become a Sought After VA
- How to Fill Your VA Practice with High Paying Customers
- Creating a Productive Environment in a Digital World
- VA Ethics and Core Competencies

...and many, many more!

You've always known that the potential for your VA practice is unlimited. With the tools and training presentations at OIVAC 2010, you will be one, even two steps closer to building and/or enhancing the VA practice of your dreams.

[Click here](#) to review the single or two payment plan options and secure your seat at OIVAC 2010 now.

AVAC Great Success



The [Australian VA Conference](#) in Melbourne, 12-13 March, was a terrific success! With topics such as creating your own champion mindset, electronic marketing, resume writing, copywriting, bookkeeping as a niche, looking for niche opportunities, saying no to clients and setting boundaries, building a home-based tech support business, health/fitness for VAs, and how to effectively use social media tools ... plus more ... delegates learned some useful tips from some awesome presenters!

[Check the site](#) for pictures of the event and video feedback.

Be sure to keep an eye on the site and lists for next year's event. You don't want to miss it!

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