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News & Info from ...



Newsletter: Vol. 10, Issue 4 - August 2010

Quote: "Sorry to have missed you, but I am at the doctor's having my brain and heart removed so I can be promoted to our management team. "

- Best 'out of office' automatic email replies #3

In this Issue

- [WELCOME!](#)
- [VIVA 2010](#)
- [VA Code of Ethics](#)
- [Virtual Business Show Update](#)
- [Australian Certified Site](#)
- [Cafe Press Store](#)
- [CONTACT US](#)

WELCOME!

Dear [subscriber-firstname],

Welcome to our new subscribers!

Remember you can also view this newsletter online. If you would prefer to receive notification of when the newsletter is online - rather than receive the whole thing in your inbox - please, just [let me know](#) and I'll change your subscription. I've also tried to include 'read more' links where these articles have appeared online in an effort to streamline the newsletter a bit more.



End of financial year has come and gone. If you've not completed your taxation requirements for end of year, don't forget you can get a virtual bookkeeper to help you! We have highly qualified bookkeepers over at the [AVBN Specialty Directory](#) in MYOB, Quickbooks and Arrow Accounting systems, so feel free to contact any of them directly.

In this newsletter we give an update on The Virtual Business Show, discuss the VA Code of Ethics, Australian site certification and VIVA 2010.

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](#).*

VIVA 2010

VIVA 2010 is on again at the Marriott, Surfer's Paradise, September 2-4.

I'll be facilitating a session on the Friday afternoon on whether there is a need for a not-for-profit VA association in Australia and if so, what one might look like.

Not many new VAs might know that there are currently three associations/networks in Australia for VAs:



- [The Australian Virtual Business Network](#) - for Australian VAs only with strict qualifying criteria but which also offers a [list serv for newbies](#).
- [A Claytons Secretary](#) with the VAIG list serv - for both Australian and international VAs
- [Virtually Yours](#) - for both Australian and international VAs and also with a list serv on YahooGroups

If you can make VIVA 2010 bring your ideas along to this session!

More information on the convention can be found at their [main convention site](#).

VA Code of Ethics

The VA industry is - to date - self-regulated and this is a fantastic thing for our industry. I believe it is one of the reasons why our industry is so non-competitive.

However, that doesn't mean that VAs don't operate in accordance with a Code of Ethics which, whilst it may vary from VA to VA, will cover some basic things.

I recently received a note from a potential client indicating that although he was contracting a colleague, he would send me work should she be overloaded. It was important for me to point out that this is in fact a contravention of our Code of Ethics and if a client contracts one VA, unless the work is a project requiring multiple skill sets, the client will need to work directly with that one VA exclusively.

[Read more...](#)

Virtual Business Show Update



I'm pleased to announce that **The Virtual Business Show** is now affiliated with the Lifestyle PodNetwork in Australia. So you can now get our show on [Talkshoe](#) as before, or you can subscribe to the show at the new home at: <http://www.virtualbusinessshow.com>

At this new location you can subscribe to the show via iTunes (and you can also find the show in the iTunes Store!), RSS or email, and you can leave comments directly at the show page!

The show is not just for VAs and virtual business owners. Topics are of interest to anyone in business.

Past shows in the podcast include:

- The importance of continuing education for small and owner/operated businesses
- VA Coaching Club/OIVAC (continuing the theme of education)
- Doing business the feminine way (not just for the girls!)
- 5 tips for getting started

The last show is first of a 4-part series on helping small business owners get going! Upcoming episodes will cover:

- Getting clients
- Keeping clients
- Saying no and setting boundaries

I'm also looking forward to interviewing Stephen Flinn (ADHD Life Coach) for an upcoming episode on working with clients who may have a diagnosis of ADHD.

If there's a topic you'd like to see covered let me know [via the show page](#) or the [comments page](#) at my site.

Australian Certified Site

I'm pleased to announce that the eSOS site now has official [Australian Certified Gold Site](#) status.



(The AVBN has also received site certification.)

It's important to note that this is NOT quality assurance but is a way for potential clients to know that not only is the owner of the site (me) Australian, but all work performed is done by Australians. So your dollar stays here helping our economy.

Why did I choose to become a certified site? I felt that given the issues that we have seen recently with offshore operators taking our IP and passing it off as their own, that this was another way for clients to know that I'm a legitimate business and 100% Australian owned and operated.



[Read more at my blog.](#)

Cafe Press Store



Okay - so just as a bit of fun we've [opened a store](#) at CafePress where you can purchase eSOS items! T-shirts, coffee mugs, coasters, bags and notebooks! If you like the support we give and want to spread the word, this is a unique way to do so!

If you want your own CafePress store [click here to set one up](#) - or we can do it for you. [Just ask.](#)

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