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News & Info from ...



Newsletter: Vol. 13, Issue 6 - December 2013

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QUOTE

"Maybe Christmas," he thought, "doesn't come from a store. Maybe Christmas... perhaps... means a little bit more!"

- The Grinch, "How the Grinch Stole Christmas!" (Dr Seuss)

WHAT'S APP?

CloudOn - Unleash your productivity. CloudOn makes Microsoft Office® files more accessible and useful on your iPad, iPhone and iPod Touch letting you edit documents, spreadsheets and presentations from anywhere with all the functionality you need. Also available for [Android](#).

Wildlife Rescue - A joint initiative by the International Fund for Animal Welfare and the NSW Wildlife Council, this mobile site will give you some information on who to call and what to do if you find an injured animal in NSW. Also available for [Android](#).

EVENTS

Check here for upcoming online events, webinars and other interesting happenings!

Webinars/Events:

Cert 1 Virtual Business Admin
(When you sign up be sure to select 'Lyn Prowse-Bishop' as the referring source!)

Australian VA Conference
Brisbane - 14/15 March 2014

Ongoing Trainings/Workshops:

Jump Start Workshop - A whole day dedicated to setting up your VA business.

WELCOME!

Welcome to our new subscribers.

Wow! Holiday season again already. I hope you got in early to get your client gifts, cards and other tokens of appreciation arranged. It's been a very difficult year for us this year - medically and financially - so I wasn't able to do as much for my clients as I usually do - but I still think it's important to let them know just how much they are appreciated!



This newsletter I share a couple of new apps, and an interesting insight from Seth Godin on the complaining customer!

And I can't let this month go without acknowledging the passing of a truly great human being - Nelson Mandela who was instrumental in my epiphany in the 70s that my moral compass was truly very different to that of my parents. A man who didn't just stand against white supremacy, but also black supremacy; and who taught us that no matter how much you are villified, continue to fight for your convictions but remember your most powerful weapons are love and forgiveness. Rest in Peace Madiba (18 July 1918 - 5 December 2013).

If you are taking holidays this season please travel safely and enjoy the break! (If you're travelling in NSW and find an injured animal on the roadside check out the App in the **What's App** section to help you know who to call!) And may whatever holiday you celebrate at this time of year, I hope you find time to spend with friends, family and loved ones, and take a few moments just for you! Remember what The Grinch had to say (see sidebar quote)!

Don't forget the usual links to blog articles, podcasts and our **What's App** section. I hope to get more happening on the Podcast in 2014 now we are over this shocker year!

Till next time have a great couple of months!

Virtually yours

Lyn PB

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Podcast Update

Those of you who follow my podcast - [The Virtual Business Show](#) - will have noticed there's not been much movement there for a while. I do want to apologise for this and I hope to be able to rectify it in 2014.

Unfortunately 2013 was a year of questionable health for not only myself but also my husband, and we were also working on the establishment of a local not-for-profit [wildlife care/rehabilitation group](#) which took much of our attention - not to mention a fair whack of our resources!

But I do hope to get back into it in 2014 - and if you have a particular topic you'd like researched or would like more info on, be sure to drop a line at the [show suggestions page](#).

(Be sure to let them know you heard about the courses through Lyn Prowse-Bishop when enrolling!)

Get TheEdge - Sound Bytes to your iPhone or Tablet

BLOG

What's been happening at the blog? Latest articles:

- [ASIC Address Suppression - NOT!](#)
- [ASIC Finally Comes to the Party](#)
- [How Do you Value Employees](#)
- [Outsourcing 'bad' for business?](#)
- [The 'truth' about the Internet](#)

PODCAST

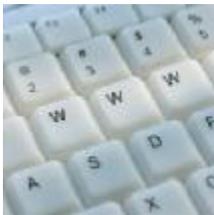
Prefer to get your info via podcasts in the car or while walking/working out? Then check out the Virtual Business Show!

- [Knowing When to Leave](#)
- [What do I Charge?](#)
- [A Question of Ethics](#)
- [Carbon Tax - Small Business Has a Voice](#)
- [Multi-VA Practices](#)

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Whether our time is spent commercially or domestically, human beings are by nature, competitive. Mostly, the things that differentiate us to our strategic or personal advantage are qualities that make us memorable or even unique and ironically, they're things other than mere expertise. Qualities like compassion, objectivity, consistency, generosity, loyalty and an open mind (which by the way, allows that most entrepreneurial of traits; **creativity** to develop) can be learned but it's tragic when people choose to learn them only after an epiphany.

Regardless of whether it's nature or nurture, if we get the personal aspects of excellence right, the business aspects tends to happen as a consequence.

This new application is offered as a 'coaching device' in a 100% audio format with ongoing short sharp insights into disciplines and action plans designed to encourage your situational awareness and inspire you to want more.



Life is too short to do anything less than your best and being your best is a matter of simple choice. It sure helps if you have options though. "The Edge" is about focusing on very 'doable' options.

The Edge is brought to you by Stephen Wren; Director at [Stephen Wren Consulting](#) who has provided developmental resources to the community since 1975.

Whether you're a team leader, a parent, in sales or service, or just want to avoid mediocrity and the regret it invites into your life, this could be the best 99 cents you've ever spent. You'll receive a buffet of audio sessions to start and new material is updated weekly.

We will include a link to the application once it is available in the App Store - watch our **What's App** section!

How to run Windows and Office on iPad or Tablet

From [Business IT](#) I'm sharing this great article on running Windows and Office on your iPad or tablet using CloudOn!

It sounds like the holy grail for mobile productivity - a truly portable tablet that runs Windows and Office. Well, it's here - sort of.

[CloudOn](#) has been around for a while but until now hasn't been available in Australia until now. It's now here, free from the iTunes App Store and Android Play Store. It works like this.

CloudOn uses your tablet - it can be either an iPad or Android device - like a dumb terminal. All the actual work is being done back on a server operated by CloudOn. Your tablet provides the screen and keyboard (the touchscreen acts as a mouse) so that you are running Windows remotely. Other than the CloudOn app, there's nothing installed to your tablet.

You can create, edit, save and share Word, PowerPoint and Excel documents and use the full collection of Microsoft Office features, including tracking changes in Word, manipulating pivot tables in Excel and viewing PowerPoint slideshows in full presentation mode. You can also view PDFs with Adobe Reader and there's a universal viewer for any image file, ranging from raw Photoshop images to everyday image files like PNG, JPEG and GIF.

You can use CloudOn to edit and share files using online storage services. Dropbox, Box, or Google Drive are supported and documents are automatically saved so that you can avoid losing changes. You can also open and send emails with attachments with a single tap.

We connected CloudOn to a Dropbox account. CloudOn doesn't launch with the Windows desktop. It launches with a file management system that connects to your online file storage. Then you browse your files and open whatever you want to view or edit. It's very

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simple and overcomes the problem of Windows not being touchscreen-friendly.

In order to use it you require a robust Internet connection as the service streams Windows over the Internet to your tablet. With a slow connection, the service feels laggy and unresponsive so we don't recommend it over a 3G connection. However, with a decent connection it works as advertised.

Is CloudOn perfect? No. But it's a viable alternative to other productivity suites and, as it offers true access to Microsoft Office for the best possible document compatibility.

Complaining Customers

As we enter the shopping frenzy in the lead up to Christmas - and then the inevitable post-Christmas returns - you're bound to come across one or two complaining customers ... at least! Here's an interesting take on the complaining customer from Seth Godin.

The complaining customer doesn't want a refund.

Seth Godin

He wants a connection, an apology and some understanding. He wants to know why you made him feel stupid or ripped off or disrespected, and why it's not going to happen again.

If you have a department that sends out form letters and refund coupons, what you've done is built the ability, at scale, to get rid of people who are giving you a second chance.

When the refund for the broken M&M's or the artificially flavored nuts that should have been delicious, or the \$20 inconvenience fee in exchange for the torture you put a frequent flyer through arrives, you've basically sent a form letter that says, "goodbye."

Which is your choice, of course, but if you think that this expression of goodwill is going to be seen as goodwill, you're wrong.

Try candor or inviting them to an online focus group. Perhaps try being human. Try giving them a chance to be a voice of the concerned, energetic customer, a voice that needs to be heard by people who actually make decisions.

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