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News & Info from ...



Newsletter: Vol. 10, Issue 1 - February 2010

Quote: "I have yet to hear a man ask for advice on how to combine marriage and a career. "

- Gloria Steinem

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WELCOME!

Dear [subscriber-firstname],

Welcome to 2010! I hope everyone is now back in the swing of things!

As mentioned last newsletter, I'll be sending a shorter newsletter out every second month beginning with this issue.

Big news this month is the business has reached a milestone: **10 years!!!** This would not have been possible without the support of our most loyal clients - many of whom have been with us the entire time. Thank you - and they receive a special mention later in this newsletter.

Additional news is that I will be speaking at the first [Australian VA Convention](#) in Melbourne in late March, I'm back on the Steering Committee for [OIVAC](#) in May, and all but completed my certification as a [Virtual Author's Assistant!](#)

I'm looking forward to a big year ahead and wish everyone a successful and prosperous 2010!

Virtually yours

Lyn PB

PS: Don't forget: [click here if you want to be unsubscribed](#). 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](#).

FEATURE ARTICLE: Never Stop Marketing

Having just clocked 10 years in business I'm often asked what's the secret to longevity. The key, I believe, is an understanding that business goes through a series of peaks and troughs and you need to learn how to not only ride the wave of success, but plan for the inevitable slow down. I blogged about this in July 2009 ([read the article here](#)).

Of late I've noticed a number of small business owners asking whether anyone has felt the pinch of the economic downturn and if not, why not. A number of VAs in particular have indicated a drop off in work or loss of clients and are blaming the downturn. I've not noticed any change at all in my practice - in fact a few more enquiries came in towards the end of the year.

A slow down in workload is a good reminder that marketing of your business



and networking activities should never stop, and now is a good time to renew your commitment to marketing in 2010.

Whilst losing clients is never fun, as business owners we are responsible for ongoing marketing. Unfortunately many small business owners - and virtual assistants especially - let this aspect of their business go as they get more paying clients because they simply "can't fit in" networking events with income-generating work which tends to take precedence. However, if you fail to continue to network you will definitely end up in a situation where clients drop off but you have no one to fill the gaps and you have to start again from scratch.

... [read more...](#)

WE'RE 10!!



February 2010 marks the 10th Anniversary of [Executive Stress Office Support!](#) I feel so blessed to have been able to work from home for such a long period of time - particularly given the statistics that the majority of small businesses fail in the first 5 years! - and 'live the dream' of being my own boss, being available for my daughter and work my own hours.

But it wouldn't have happened without one key ingredient: my loyal clients who have not only been with me since the beginning, but use my services on almost a daily basis and have referred me to other happy clients. I want to formally acknowledge my gratitude to them here and congratulate them on being some of the first business owners to realise the benefits of partnership with a VA. A token of my appreciation is on its way to you - hand wrought by my talented husband who runs [DMB Enterprises Ironwork](#).

So, my sincere gratitude and thanks for being instrumental in my success goes to:

Annemarie Cross - [Advanced Employment Concepts](#) - January 2002
Greg Cole - [GLORIAD](#) - January 2002
Susun Weed/Justine Smythe - [The Wise Woman Center](#) - September 2002
Dr Camile Farah - [Oral Medicine & Pathology](#) - May 2003
Dr David Weissman/Dr Chris Grant - [Millswyn Clinic](#) - September 2006
Mike Palmer - [Preslane](#) - November 2007

I would also like to acknowledge the following clients who, whilst they do not work with me daily, do continue to send work and have partnered with me for a long time:

David Beard - [Coastsure Insurance Agency](#) - March 2002
Rana Jewell - [Beneath the Surface](#) - December 2003

No Upgrade Pricing for Office 2010

From Office for Mere Mortals - Vol.11 No. 2

For as long as anyone can remember Microsoft Office has a cheaper 'upgrade' price option - but not for Office 2010.

Microsoft has confirmed that there will be no upgrade pricing offers for existing Office users. Everyone, existing customer or not, will pay the same prices for Office 2010 with no 'reward' for customer loyalty.

Over the years the 'upgrade' offer has been gradually limited. Many moons ago there was a 'cross-grade' or 'competitive

upgrade' price to encourage people to switch from rivals like Word-Perfect.

With each new Office version the rules on upgrade/cross-grade were tightened. The rival products were dropped from the list, then upgrades were limited to the past two versions. And now the whole concept of upgrades is gone from Office.

No more version hopping

Some Office users would 'version hop' - upgrading every second release of Office to maintain their entitlement to upgrade pricing. There's no reason to do that anymore. Stick with the version of Office you have until there's a compelling reason to change.

And if you do decide to get a new Microsoft Office suite, you'll pay more.

In addition there is no psychological encouragement to stick with Microsoft Office by getting a cheaper price for sticking with Microsoft. Some might decide that instead of paying full price they'll look at OpenOffice or Google Docs instead.*

Presumably Microsoft figures that most people are so attached and familiar with MS Office that they stick with it regardless - and they may well be right.

***eSOS Note: If you decide to go with Google Docs or other browser-based solutions - even Microsoft's own Office Web Applications SkyDrive - make sure you read the Terms of Service and remember you use these at your risk. No web-based facility is 100% secure.**

2010 AVBN Webinar Schedule

The 2010 AVBN webinar series is now online with some excellent topics and presenters this year:

Utilising Google Tools	Working from Home with a Family
Podcasting	Screencasting for Profit with Camtasia
Multi-VA Practices	Creating Outstanding Copy for Your Website
What's In Your Media Kit	Digital Security
10 Reasons Businesses Fail	Getting Your Business on Radio
Dreamweaver Basics	

Be sure to [register](#) and get the dates set in your diary now!

There has been an awesome response to the webinars with overwhelmingly positive feedback from attendees - and from those who have listened to the recordings. You can check the feedback on the [AVBN Facebook Fan Page](#).

Recordings will be available on the website for just \$5 forever so if you are interested in any of the topics but can't make a session drop by and [complete the registration form](#) answering 'Yes' to the "Recording Only" question.

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