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## News & Info from ...



### Newsletter: Vol. 13, Issue 5 - October 2013

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#### WELCOME!

Welcome to our new subscribers.

If this newsletter has been forwarded to you don't forget subscribers receive for free a copy of our *Getting and Keeping Clients* audio as a thank you.

I meant to share it last newsletter but August got a bit big so I've included here a link to a (tongue in cheek) video one of my clients made called "Red Tape Nation". If you're a small business owner it will really resonate with you!

#### QUOTE

**"Why is there always so much month left at the end of the money?"**

- Garfield

It may only be October but it's now time to get your corporate gifts for clients and suppliers organised if you want pre-Christmas delivery. We've also shared some interesting figures on the value of employees, and got all excited about ASIC changing their rules to finally comply with privacy legislation ..... until we discovered they didn't.

Don't forget the usual links to blog articles, podcasts and our **What's App** section.

Till next time have a great couple of months!

Virtually yours

Lyn PB

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#### WHAT'S APP?

**Houzz** - This month's app isn't business-related but it's pretty cool! Called the "Wikipedia of interior and exterior design" by CNN, Houzz has the largest database of home design ideas on the net, with over 1,500,000 high resolution photos. Browse photos by style, room and location and save them to your virtual ideabook. But be warned! If you're thinking of renovating, you can be lost in this app for hours! Also available for [Android](#).

#### Red Tape Nation

In July one of my clients let me know about this video he'd done for Kochie's Business Builders. It's hilarious - and believe it or not, not an attempt to produce a serious rap song (though some of the banal comments on YouTube would make you wonder whether people thought otherwise) - but the content is very serious for small business owners and you'll be able to relate.

Check it out on YouTube here: [Red Tape Nation](#)

#### EVENTS

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

#### Webinars/Events:

**Cert 1 Virtual Business Admin**  
Oct 12/13 and 14/15 - Newcastle  
Oct 19/20 and 21/22 - Sydney  
Oct 21/22 - Adelaide  
Nov 2/3 - Melbourne (Watsonia)  
Nov 16/17 and 18/19 - Newcastle  
Nov 23/24 and 25/26 - Sydney

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

#### Ongoing Trainings/Workshops:

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

(Be sure to let them know you heard about the courses through Lyn

#### How do you value employees?

Recently I came across an article by Shannon Aspinall of Shannon Aspinall Bookkeeping & Accounting. Even though I don't employ people, I found it interesting because for me, some of the things Shannon said really reinforced what VAs have been saying for decades, and helped clarify the value a VA could bring to your business.

In her article, Shannon says there are four reasons why a business employs people:

- we can't carry the load ourselves
- we lack skill/expertise in a particular area
- to pass on our skills/knowledge (including succession planning)
- to make more money

All four are also reasons why businesses partner with a VA.

Her article focused on the last category and primarily in service-based industries and gives a

Prowse-Bishop when enrolling!

great example of the real cost of employees. It is reproduced here with permission.

[Read more...](#)

## BLOG

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

- [Outsourcing 'bad' for business?](#)
- [The 'truth' about the Internet](#)
- [Tips for Staying Motivated](#)
- [Seth's Blog - Reality is not a show](#)

## ASIC finally comes to the party

.... or did they?

For months home-based businesses like VAs have been lodging complaints with local ministers and industry bodies about the privacy violations inherent in ASIC taking over the business name registration and renewal process from the States. The main concern was that a physical address had to be used as the address for service of notices - which wasn't a problem per se but became one when ASIC insisted it would publicly display this address rather than a PO Box in the business listing.

After telling us "That's just one of the disadvantages of working from home" (seriously ... that's what I was told by one ASIC staffer at their contact centre), it seems ASIC have now done a back flip and actually listened to the concerns being expressed by the sector.

On 26 September ASIC announced that a postal address can now be used for a business name's address for service of documents.

"ASIC has responded to privacy concerns raised by home-based businesses by giving the option of using a postal address instead of a physical address as the address for service of documents. It also benefits rural and remote businesses where mail can't be delivered to a physical address.

Holders of new business names can provide a postal address as their address for service of documents when completing their registration application using ASIC Connect. Existing business name holders can update their details using the 'Change business address' transaction."

For step-by-step instructions you can download the ASIC user guide on [How to Update Your Business Address](#).

How exciting right? But is it? When you delve deeper you still need to provide a physical address for your business - a PO Box is not acceptable - and this address IS STILL publicly available on the registers. Net result: zero.

Thanks for nothing ASIC.

## Time to get gifts organised

OK it's only October but now is the time to get corporate gifts arranged for your clients and suppliers. Hamper companies are recommending that in order for pre-Christmas delivery (delivery between November and December) you need to get your orders in before 15 November.

If you're not sure where you can order from, [ask us](#) and we can help make arrangements for you.

## From the Archives

In September 2007 I [shared some research](#) on RSI and carpal tunnel syndrome. September 2009 it was [apostrophes](#) and a [second phone line](#)! And in September 2011 we explained [cloud storage](#). September 2012 included some [spring cleaning tips](#)!

In October 2009 [apostrophes](#) were still being discussed, and I had some content pinched by an overseas web person and [shared what I did](#) about it. October 2010 we recommended [never assume](#) when it came to GST and shared our [5 tips for being professional](#).

## 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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