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News & Info from ...



Newsletter: Vol. 12, Issue 2 - April 2012

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"We are either worrying about things that should be, could be or were. The 'should be's' and 'could be's' haven't happened yet; and the 'were's' have happened and can't be changed, so why waste time worrying - enjoy the blessings of the moment."

PODCAST

Don't have to time read articles? Prefer to download podcasts to listen to in the car or at the gym? Then check out the shows at the Virtual Business Show ? Click the titles to be taken to the latest shows!

- [What do I Charge?](#)
- [A Question of Ethics](#)
- [Carbon Tax - Small Business Has a Voice](#)
- [Multi-VA Practices](#)
- [Q and A with Ken Phillips](#)

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WELCOME!

Welcome to our new subscribers!

Autumn is here and in my town it's a great time of year as the London Plane Trees and our Liquid Amber change colour and drop their golden leaves all over the ground. There's a nip in the morning air but it's still warm enough for short sleeves outside.

It's been a couple of months of highs and lows for me - starting with the surprise I got when I was told I had won an iPad in a competition I didn't even know I'd entered - thanks to [Friendorse](#) for the wonderful surprise - all I did it seems is be a good neighbour and answer a few questions in aid of local people looking for local answers! The business also turned 12 in February! Woo hoo! [Read my article about our birthday here.](#)

And then things kind of took a downward slide, ending with the parting of the ways between myself and a favoured client - sometimes you just can't avoid the inevitable. Partings are disappointing - more especially so when they are based on misinformation. But you live and learn and move on.

"Heavy thoughts bring on physical maladies; when the soul is oppressed so is the body." - Martin Luther

Too true - I've been terribly sick these last 4-6 weeks but look forward to better things ahead. You can't always win - even when you're right. That's just the nature of people. The support I've received from industry colleagues really helped and solidified my faith in VAs as a group and an industry. I've shared what one told me in this issue's quote in the left side bar!

Apart from autumn, it's also Easter! So time for rejoicing, renewal and rebirth! And any excuse for more chocolate!

I hope you and yours have a great Easter break!

Virtually yours

Lyn PB

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Do You Brand Your Car?



Berguiat Gothic Medium

is uploaded!

BLOG

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

- [VA Industry Awards - Nominate Now!](#)
- [Happy Birthday eSOS!](#)
- [Do You Brand Your Car](#)
- [Risk Management - Don't Overlook It](#)
- [Year of the Co-Op](#)
- [New Year Changes to SME Regulations](#)
- [Question of Ethics](#)

Do you brand your car with your business name and/or logo? Do you brand your clothing? What about your staff? Are they out advertising your business?

If you do then it is imperative that you remember your business is **always** on show. That means your behaviour and the behaviour of your staff is going to be a direct reflection on your business.

Whilst advertising your business on clothing and motor vehicles is a great way to passively advertise your business, you must remember your actions - and those of your staff - will be on constant display. Here are some examples of how the message isn't always a positive one!

[Read more....](#)

Interrogation!

I was recently interviewed by Simon Johnson of the [Virtual Business Advisor](#). He called it an 'interrogation' - but either way it was loads of fun! Simon provides a unique program that gives you expert advice from world class leading entrepreneurs and thought leaders. He 'interrogates' experts from all over the world, getting to the truth about what works and what doesn't when it comes to being successful in business. [Sign up to access the recordings](#) and Simon donates \$1 towards a new ambulance for NETS (Newborn and Paediatric Emergency Transport Service).



You can [listen to the recording of my 'interrogation' at the link here.](#)

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Conference Season!

We're heading into conference season for the VA industry! Two events you won't want to miss:

[AVAC](#) - 4-5 May 2012 - This in-real-life conference is for Aussie VAs and is being held again this year in Melbourne. Check the site for program, speakers, costs, sponsorship opportunities, accommodation deals and more etc.

[OIVAC](#) - 17-19 May 2012 - The **premier online** event for the VA industry now in its SEVENTH year! The event actually crosses 18-20 May for Australians and there is so much on I couldn't possibly say it all here - so check out the site for special pricing between now and the convention and for topics and presenters. Plus don't miss [International VA Day](#) which takes place as part of the convention on the Friday (Saturday morning for Aussies), and also [Global VA Week](#) 14-19 May!

New Facebook Pages

If you have a business page on Facebook - and as I've written about before, if you're in business and you don't then you're limiting your advertising potential - Facebook have now changed business pages to the new timeline format. What this means is you need to have a whizbang banner for your page's header.

To this end I'd like to introduce Kirsty Wilson of [Interim Business Solutions](#) who has handled the Facebook banners for a number of the pages I own or administer. Samples of her work for me appear below. These were nailed in just one draft! If you're after a punchy, stylish, professional and cost-effective banner for your Facebook page, Kirsty's your girl!

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