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News & Info from ...

eSoS
executive stress office support

Newsletter: Vol. 14, Issue 1 - February 2014

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QUOTE

"The phrase *'working mother'* is redundant."

- Jane Sellman

WHAT'S APP?

The Edge - Giving you coaching tips in sound bytes to change your life, your business and your management technique!

ED PSTConverter - A specialized professional PST converter to help you convert your Microsoft Outlook (Windows) PST file contents to common standard formats(EML(.eml), vCard(.vcf), iCalander(.ics)), which are supported by Apple Mail, Microsoft Entourage 2004/2008, Mozilla Thunderbird, Postbox and other applications. It also can help you export contacts, tasks, calendar out of Outlook PST file to Apple Address Book app and iCal app.

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.

This year I have been in business 14 years! Actually this month! For anyone interested, I previously shared some of my tips for staying in business in my **podcast** - specifically the *Getting and Keeping Clients* podcasts.

I do appreciate my clients who have supported me - and who keep me in business! - and my family for their support throughout the years. Working for yourself is never easy - especially with various governments who keep changing the goal posts - and can be extremely exhausting, but the benefits far outweigh the potential downside.

I hope this year you have some great plans for your business and your life. I'm hoping to do a bit more work on the podcast, and we also have some big plans on the home front so all up it should be an exciting - if somewhat stressful - 2014!

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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TL;DR

I could never be accused of writing briefly! I figure anything worth saying is worth saying in more than 140 characters! But unfortunately "too long; didn't read" is becoming more common particularly in the world of online news sites and in fact it was the reason why I stopped writing for our local paper. They had approached me asking me to write a business column for them. Originally it was to be about 400 words, but eventually because "our research shows readers want their info in 'bytes'", down to only about 150-200 words. Unfortunately you can't say anything of substance in that amount of words!

We are bombarded by spam, newsletters we don't ever remember subscribing to and we are simply overwhelmed by 'stuff'. However as Seth Godin recently said "Judging by length is foolish. TL;DR shows self-contempt because you're ignoring the useful in exchange for

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

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BLOG

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

- Don't Let an Opportunity Pass You By
- 8 Email Failures
- ASIC Address Suppression - NOT!
- ASIC Finally Comes to the Party
- How Do you Value Employees

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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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the short or the amusing. The media has responded to our demand by giving us a rising tide of ever shorter, ever more amusing wastes of time. Short lowers the bar, but it also makes it hard to deliver much."

Here's the rest of his insight into "TL;DR" and is worth a read: **The Fatal Arrogance of TLDR**

Microsoft Surface Pro 2 and Surface 2

If you're looking for a tablet and don't want to go the iPad route, then another option is the Surface tablet by Microsoft. But before you go and purchase the new Surface Pro 2 and Surface 2, check out this review by Business IT. They do a great review comparison of both models.

Microsoft Surface Pro 2 and Surface 2 Reviewed

My PC Finally Died....

.... and I used the opportunity to switch to an iMac.

Yes I did!

It finally happened on the Friday of the Australia Day long weekend. Turned on my PC and ..... nothing. Black screen with blinking cursor. Took me back to the days before Windows! (Yes Virginia, there *was* a time before Windows!) I used a different device to browse the internet for suggested solutions but it became apparent that the problem was (planned obsolescence?) more than likely a failed motherboard as opposed to a Windows installation problem. So I decided to use the opportunity to update my system to an iMac ... something I've been wanting to do for a while.

When you use computers, things are going to fail - system failures, software failures, blown motherboards, data loss, power surges - they're not infallible. A good risk management plan never goes astray and if you don't have one, plan one now! It's only a matter of time before you need it. I wrote an article about this a few years ago when something similar happened. **Read it here**

Because of my risk management plan, I had no downtime from clients at all - and given it happened right before the weekend I was able to race to the city, get the new system, and spend the weekend setting it all up so by Monday I was ready to go.

I have to say the whole process of switching was pretty painless. Macs are incredibly intuitive and I didn't have to do much at all except turn it on, answer a few prompts and away we went. I did need help installing my Office software because the new iMac doesn't have a CD drive but since my daughter has an older iMac model which does, I was easily able to pop the CD in her drive and access it wirelessly from my computer to load the software.

Probably the most difficult thing was with mail. The Office software I am using doesn't have Outlook and rather than setting up Gmail or similar to become my primary email client, I thought I'd use Mac Mail since it was right here on my desktop. It has some shortcomings but I was able to eventually get my backed up Outlook.pst file over separating contacts out into the Mac contacts book and calendar items in the iCal. The biggest problem was with the mail messages. Like most businesses I have a number of folders in Outlook, rules, kept messages etc. Outlook.pst files don't copy across well and you need to convert them first to either mbox or a Mac format. I found a brilliant app in the App Store that sorted this out for me quickly and easily: **ED PSTConverter** . At less than $8 it was worth it. I have to say it wasn't as simple to do as the info promised, but we got there in the end and I now have Mac Mail set up with all my original folders including the mail messages they contained.

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Having now been working on my 27" iMac for the past week I'm wondering what took me so long to convert! It really is brilliant and my fears about finding where things are were unfounded. Being so intuitive means it's perfect for people like me: drivers, not mechanics! What's more, networking between the other Mac, my husband's Windows laptop and the iPads was done automatically without me having to do a thing - it just picked up everything already connected to the wireless modem and synced all iDevices so my iPad has the same contacts, calendar and bookmarks as the iMac. Much easier than setting up a network on Windows-based machines: After 14 years I have STILL been unable to figure out how to do that! My absolute favourite feature has to be Mission Control (which takes the place of Alt+Tab on PCs. You click that icon and the Mac brings up in one easy to see snapshot what you have currently open on your desktop. Just click where you want to go. Love it!

And I've just now discovered I can scroll sideways with my mouse - SWEET!

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