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MEDIA RELEASE

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Brisbane-based SOHO Reaches Small Business Milestone

Brisbane-based SOHO, Executive Stress Office Support, reached a small business milestone today – 5 years in operation!

Manager, Lyn Prowse-Bishop, MVA, ASO – Australia’s first certified Master Virtual Assistant – said, “It’s great reaching that ‘magic number’! There’s a real sense of achievement, particularly when small businesses find this first five years the toughest.”

Lyn says her success comes from providing superior customer service, having a strong skill set, and keeping abreast of changing technology. “We provide our clients with cost effective, professional support services utilising internet technologies that they might otherwise not have access to.”

“It doesn’t hurt to have a supportive spouse either! Working from a home-based office means some changes for my family, but my partner and daughter have both been very supportive over this period. As a working mum, my practice has given me the flexibility to be home for my young daughter and feel like I am tangibly contributing to the family income. Plus it keeps my skills alive and current, and gives me a sense of self separate from my roles of mum and partner.”

eSOS currently services clients across four States of Australia, in the UK and on both coasts of the USA. David Beard, Director of Coastsure Insurance Agency at Nerang on Queensland’s Gold Coast is one such client. “Executive Stress is a business on which we can rely with absolute certainty, that we will receive efficient high quality service. I also appreciate the efforts they make to track down particular services through their international network in connection with some of our project requirements.”

Greg Cole, Research Director (GLORIAD) at the Oak Ridge National Laboratory, University of Tennessee agrees. “I’m so glad to be working with eSOS. It just amazes me how good the work Lyn sends back to me is. I really appreciate it more than I can say. Lyn’s assistance has been and will continue to be an important part of our project in connecting the US, Russia, China, Korea and Europe with high-speed advanced networks (for science and education). I’ve reached the point where I really consider (and speak of) Lyn as a member of our team. That’s as much a testament to Lyn – her abilities and her professionalism – as to the idea of remote virtual assistants.”

Grant Murdoch utilised eSOS’s services when starting up his own business. “I believe that partnering with eSOS made my transition so much easier. I find it difficult to imagine what it would have been like without Lyn. I really value the partnership and refer the service whenever I can.”

Virtual Assistants (VAs) provide an alternative, cost-effective staffing solution for businesses of all sizes, including sole operators. Lyn says VAs provide profound cost-saving benefits to the businesses and individuals they partner with, and have an important role to play in today’s business environment, as they form a large part of the growing trend towards home-based business.

“VAs can perform the same services as office-based employees but without the associated costs such as payroll tax, worker’s compensation, superannuation, sick and other leave, or training. In addition, the VA is available out of normal hours, on weekends, and public holidays, and has a vested interest in helping the client’s business grow.”

VAs offer a wide variety of office support services including secretarial support, personal and executive assistance, word processing, database management, transcription services, mail outs, bookkeeping, web design, desktop publishing, presentations, spreadsheets, and office services such as faxing, email and scanning.

So what's in store for the next five years? "I hope to grow the business to a point where I can outsource to two or three other virtual operators on a regular basis, and continue to increase awareness of VAs and what we can offer to businesses both here and abroad."

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