

VIRTUAL TIDBITS

DOCU-TYPE - VIRTUAL ASSISTANCE, WEB DESIGN & HOSTING www.docutype.net 519-941-9523 jbyer@docutype.net



Volume 9, Issue 1

January/February 2007

In this issue:

- 1 Editor's Notes
- 2 What's New?
- 2 Spotlight
- 3 Ebooks to Build Your Business
- 4 A Little Bit of Fun!
- 4 Dates to Remember
- 5 Cool Links
- 5 New (or not so new) Ideas for the New Year
- 7 How to Find Time for Marketing
- 8 We Want to Hear From You.

Newsletter Archives on CD

Over 100 articles & 500 links, tips & resources.

www.docutype.net/news.htm

Don't forget to pass on this newsletter to others who need resources to help run their small business!

Business Building E-Booklets

- * NEW Easy to Understand and Implement Search Engine Optimization Techniques * Tips for Responding to
- * Tips for Responding to RFPs
- * Tips for a Successful Trade Show
- * Plus many more! Visit www.docutype.net/ business_ebooks.htm

Editor's Notes:

T A I elcome to the latest issue of Virtual TidBits and...



2006 sure flew by, didn't it? I can't believe it is 2007 already. I had to do a little reflection when I realized what the date was. Did you know we have been publishing Virtual TidBits for a full 8 years? That is quite an accomplishment (if I do say so myself...LOL). We hope you have found each and every issue informative & helpful. (See a Special relating to this in our What's New section on page 2)

At this time, we would like to wish everyone a very happy, healthy and prosperous 2007.

Happy New Year!

See you next time!

Sincerely,

Janice D. Byer, CCVA, MVA

Docu-Type Administrative & Web Services

http://www.docutype.net ~ http://www.docutype.org

Virtual Assistance, Website Design & Web Hosting

http://www.docutype.org/blog

Visit our new Web Design/Small Business Blog

DOCU-TYPE Administrative & Web Services

Phone: 519-941-9523 Websites: http://www.docutype.net & http://www.docutype.org Specializing in virtual office assistance, website design, web hosting + so much more! *The small business owner's virtual answer to a personal assistant*

What's New?

Besides all the new "stuff" that was had by all this past Christmas, I only have one new tidbit to share.

As I mentioned briefly in my Editor's Notes, we have been publishing Virtual TidBits since 1999. That's 8 years of sharing articles, tips and resources with other small business owners simply because we love to help entrepreneurs become successful and stay successful.

For a number of years we have archived our newsletters on our website but many have commented on how long it takes them to open and save each individual newsletter to their hard drive for future use.

Well, we listened and have come up with a solution. We now offer 7 years of archived newsletters on 1 CD. It includes over 100 articles and over 500 links, resources and tips to help run vour small business. We even include a listing of the newsletters [and which articles are included in I each issue so you can pick and choose what you want to read.

We invite you to find out more about Docu-Type's Virtual TidBits Newsletter Archives 2000-2006 at www.docutype.net/news.htm

r-----"Take a chance! All life is a chance. The person who goes the furthest is generally the one who is willing to do and dare." Dale Carnegie [1888-1955, Author and Trainer □

COME JOIN the Canadian Virtual Assistant Connection (CVAC); Canada's foremost organization uniting Canadian Virtual Assistants and the world. We provide a venue for VAs to network, share knowledge and skills, plan events and obtain valuable support from other VAs in various stages of business development.

The mission of CVAC is to connect VAs and clients globally. Canadian VAs possess among them the high standards of education, experience and professionalism required to provide exemplary business support services. Through a solid knowledge base, a growing network, and exchange of innovative ideas, Canadian VAs are making their mark on a growing profession. Come visit us at http://www.CVAC.ca

Spotlight - Caledon Centennial Skating Club - www.geocities.com/CCSC10

As the mother of a junior figure skater, I am really proud of the will all put their talents to work skating club that she skates with, the Caledon Centennial Skating friends and families of the club. Club.

friendly and the coaches truly volunteers to help with the believe in not only teaching the coordination and running of the skaters what they need to know to pass certain badges or levels of the Skate Canada programs, they also believe in making it enjoyable.

This coming March, the kids and do a Showcase for all the This is done every two years at Everyone is very helpful and the club and we rely on parent event.

> The kids all look wonderful in their costumes and it is a joy for everyone who attends to see how much fun the kids are having.

I know this Spotlight may not be relevant to everyone who reads Virtual TidBits but it is a reminder that skating is a lot of fun for both the skaters and the parents so, if you don't have your kids in some kind of skating program, you may want to consider it and see their eyes light up each time they advance to the next level!

www.geocities.com/CCSC10

Phone: 519-941-9523 Website: http://www.docutype.net & http://www.docutype.org Specializing in virtual office assistance, website design, web hosting + so much more!

Business Building Ebooks

- NEW Easy to Understand & Implement Search Optimization Techniques
- How to Respond to Requests for Proposals
- 25 Cost Effective Marketing Strategies (Plus 10 Tips to Make Them Successful)
- Step-By-Step: Hiring a Web Designer
- Tips for a Successful Trade Show
- Tips for Successful Networking
- Tips to Keep Your Computer Clean and Running Smoothly

** Order today and receive a FREE added bonus! **

SPECIAL - Order 3 and \$ave - Order the whole library and \$ave even more

For more information and to get your copies today at http://www.docutype.net/business_ebooks.htm

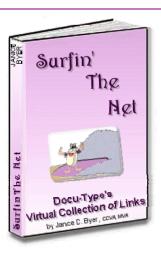
Upcoming Ebooks:

How to Make a Blog, Website Design for Mobile Devices, ...and more

Surfin' The Net Docu-Type's Virtual Collection of Links

Being a virtual company, I have spent many, many hours on the Internet since opening my company. During that time, I have saved quite a lot of links to sites I have been to many times; have been referred to by others; or just looked like I might need them sometime in the future.

As a way of saying thank you to my clients, contacts, associates, and the business community as a whole, I have managed to go through all of those links in my Favourites (IE) listing (wow... that was a fun job, let me tell you :-) and have compiled them into categories here just for you.



This Ebook is a compilation of the secret weapons of our success and is a must for all small business professionals!

Also included in this ebook are some of my articles. For many years I have been writing articles that have been published in many online and print publications. I wrote these articles from my experience... they are "been there, done that" articles on a variety of subjects. I wrote them to help others so what better content to include in Surfin The Net?

And... we are even throwing in a **FREE Bonus Ebook** - Organizing Tips Submitted by Experienced Virtual Assistants.

Find out more and order your copy at http://www.docutype.net/SurfinTheNet/linksebook.htm

A Little Bit of Fun - Canada

Now that Vancouver has won the chance to host the 2010 Winter Olympics, these are some questions people the world over are asking!!!! Believe it or not these questions about Canada were posted on an International Tourism Website. Obviously the answers are a joke; but the questions were really asked!

Q: I have never seen it warm on Canadian TV, so how do the plants grow? (England)

A. We import all plants fully grown and then just sit around and watch them die.

Q: Will I be able to see Polar Bears in the street? (USA)

A: Depends on how much you've been drinking.

Q: I want to walk from Vancouver to Toronto-can I follow the Railroad tracks? (Sweden)

A: Sure, it's only 4000 miles, take lots of water.

Q: Is it safe to run around in the bushes in Canada? (Sweden) A: So it's true what they say about Swedes.

Q: It is imperative that I find the names and addresses of places to contact for a stuffed Beaver. (Italy)

A: Let's not touch this one.

Q: Are there any ATM's (cash machines) in Canada? Can you send me a list of them in Toronto, Vancouver, Edmonton

A: What did your last slave die of?

Q: Can you give me some information about hippo racing in Canada? (USA)

A: A-fri-ca is the big triangle shaped continent south of Europe. Ca-na-da is that big country to your North...oh forget it. Sure, the hippo racing is every Tuesday night in Calgary. Come naked.

Q: Which direction is North in Canada? (USA)

A: Face south and then turn 180 degrees. Contact us when you get there and Contact us when you get there and we'll send the rest of the directions.

Q: Can I bring cutlery into Canada? (England) A: Why? Just use your fingers like we do.

Q: Can you send me the Vienna Boys' Choir schedule? (USA)

A: Aus-tri-a is that quaint little country bordering Ger-man-y, which is...oh forget it. Sure, the Vienna Boys Choir plays every Tuesday night in Vancouver and in Calgary, straight after the hippo races. Come naked

Q: Do you have perfume in Canada? (Holland)

A: No, WE don't stink.

Q: I have developed a new product that is the fountain of youth. Can you sell it in Canada? (USA)

A: Anywhere significant numbers of Americans gather.

Q: Can you tell me the regions in British Columbia where the female population is smaller than the male population? (Italy)

A: Yes, gay nightclubs.

Q: Are there supermarkets in Toronto and is milk available all year round? (Germany)

A: No, we are a peaceful civilization of Vegan hunter/gathers. Milk is illegal.

Q: I have a question about a famous animal in Canada, but I forget its name. It's a kind of big horse with horns. (USA)

A: It's called a Moose. They are tall and very violent, eating the brains of anyone walking close to them. You can scare them off by spraying yourself with human urine before you go out walking.

Q: Will I be able to speak English most places I go? (USA)

A: Yes, but you will have to learn it first.

(Note: The info in this piece may not necessarily reflect the opinions of Docu-Type but we can relate to some of the weird questions. It's amazing how many people think we live in Igloos here in Canada. You wouldn't think so if you were here in mid-July during a heat wave.)

" A at		f what	****		1	•	1: <i>ff</i> _	11010	20	ΤĻ	
Act	as 1	i wnat	you	ao n	iakes	a	ше	ren	ce.	π	
does	."										
						,	377-11		т		
							Will	ıam	Jan	ıes	
			1842-1	910.	Psych	ologi	ist a	nd A	Auth	ıor	
				,	5						
0 0 0			0 0 0	0 0 0							

Docu-Type is proud to offer Web Hosting for as low as \$7.00/ mth - www.docutype.org

Dates to Remember (for January/February 2007)

January:

1st - New Year's Day 7th - Orthodox Christmas 11th - Int'l Thank You Day

20th - Islamic New Year



February:

2nd - Groundhog Day

14th - Valentine's Day

18th - Chinese New Year

21st - Ash Wednesday

(These dates come from a variety of online resources and are correct, to the best of my knowledge)

DOCU-TYPE Administrative & Web Services

Phone: 519-941-9523 Website: http://www.docutype.net & http://www.docutype.org Specializing in virtual office assistance, website design, web hosting + so much more!

Cool Links

Email Encoder - www.wbwip.com/ wbw/emailencoder.html - We all know how much spam we get simply by having our email address on our websites. This encoder will provide you with code to put in your html document that will stop the harvesters from grabbing your email address from your website.

Captcha - www.captcha.biz - This is another way to help curb spam by adding a small extra step to your email forms on your site. It will ask your visitor to type in a randomly generated code and then they will be

software can't get through this extra - This is another great desktop step.

Remote Access - www.remotepc.com -This site has various plans to help you access your computer from any other computer and one plan is even free.

32Bit Email Broadcaster www.electrasoft.com - Are you looking for an email broadcaster to send correspondence to your contacts (not spam!) directly from your computer? Then you have to give this little program a try. It's great!

taken to the next page. Spamming Excuscribe - www.nch.com.au/scribe program. It allows you to transcribe various audio file formats.

> TraxTime - www.spudcity.com - One last little program. This program can help you with tracking the time you spend on different projects.

> And don't forget our Business Building Ebooks www.docutype.net/ business ebooks.htm and our NEW Newsletter Archives on CD www.docutype.net/news.htm

New (or not so new) Ideas for the New Year by Janice D. Byer, CCVA, MVA

Welcome to a New Year and a time for this year? new beginnings.

At the start of every year, most of us make resolutions or have thoughts about making some changes to our lives. From telling ourselves that we need to lose weight or eat healthier, to quitting smoking or any other life-changing task, we all wish we could profess these wishes and then actually stick to them.

Unfortunately, New Year's resolutions are one of the first promises that we make to ourselves that we inevitably seem to break. So we decide to either make tiny resolutions that we know we won't break, or we don't make any at all.

Well, why don't we make a resolution (don't worry, this is an easy one) to make our businesses more efficient, productive, and thus, more profitable

I know what you are saying to yourself, "But I am already doing that. What can you possibly tell me that I am not already trying?"

Well, these ideas may not all be 'new' ideas, but they may be ones that you haven't had a chance to implement yet. So let's get started....

Most of us sent our holiday sentiments to our clients and contacts in the form of greeting cards or gifts. But, how often throughout the remainder of the year do you make an attempt to keep in touch with these valuable business associates? This is one resolution that you should make this year to help increase your business. After all, these professionals have seen your work and know that you are worth recommending to others.

Try sending a monthly or semi-monthly newsletter to them and fill it with news about your company, any new product or service you are offering, short helpful articles that they will find useful, and plugs for your clients (they will love that!).

We at Docu-Type send out a newsletter every other month (read our archives and sign up at www.docutype.net/news.htm). It is usually an 8-page PDF filled with information to help build small businesses. It is laid out with an Index on the front, along with an introduction section. Throughout the newsletter, we include articles, links and helpful tips that may help our small business clients. And, we also include a little bit fun to help break up the monotony of a busy entrepreneur's day.

Continued on Page 6

Phone: 519-941-9523 Website: http://www.docutype.net & http://www.docutype.org Specializing in virtual office assistance, website design, web hosting + so much more!

New (or not so new) Ideas for the New Year Continued from Page 5

Somewhere in amongst all this useful information, we try to plug at least one of our clients or associates. It is either to announce a new client's website, announce an associates open house, or to rave about an association we belong to, we try to include our clients in our newsletter. When they read it, you just know they will be happy. Actually, we did a piece on our local Brampton Board of Trade in a previous issue and, a few days after it was mailed out, we got a call from the President to thank us for the mention.

If you are unsure as to how to set up your newsletter and what to include, it might be best to contact a professional who can guide you through the process.

Another new (or maybe not so new) idea to help boost your business is to try gaining free exposure. And, one of the most common ways to do this is to write articles. Write about what you know and submit it to online ezines that are related to the topic and printed publications as well. It may take a while to get noticed by those that you want to be your future clients, but this form of marketing will help you to be recognized as an expert in your field and, in turn, trusted by your audience and potential clients.

One word of caution, be sure to read and reread what you have written. If possible, have someone else read it to see if there are any errors that you may have missed. Also, if you are going to use statistics in your articles, be sure to include where you received your information (in the form of a bibliography or footnotes) and that it is from a reliable and accurate source.

Press Releases are another terrific way to gain exposure through the media. When you start your business, add a new product or service, win an award (see our Press Releases for our latest awards at http://www.docutype.net), or have any other newsworthy happening, be sure to let the media know and they in turn will let their readers (your potential clients) know.

And again, a word of caution with regards to Press Releases, make sure that it is newsworthy and does not come out sounding like an ad. Editors are very particular as to what is included in their publications. If you want to advertise, you will have to buy the space. But, if you truly have something worthwhile to say to the readers, then there is a much better chance of it being published.

Now, the final idea that we have (for today anyway) is to try to alleviate some of your workload. As small business owners, we wear all the hats when it comes to running a company. Unfortunately, some of those hats take us away from the tasks that actually generate revenue. We need to get back to the important aspects of our business... its success!

To accomplish this we need to be able to have an extra pair of hands when the workload gets to be too much. So, why not outsource some of your administrative tasks to a Virtual Assistant? These highly experienced professionals specialize in everything from general word processing to website design and can handle the more time-consuming tasks that take you away from building your business and increasing your profits.

These are just a few ideas that don't cost a fortune and can contribute to the success of your small business. I hope you will implement some of these ideas (if you haven't already done so). They are all wonderful ways of increasing the productivity of your business.

Janice Byer, CCVA, MVA, owner of Docu-Type Administrative & Web Design Services (http://www.docutype.net) provides professional, creative and affordable virtual office assistance and small business website design. She is also the author of several Business Building Ebooks – http://www.docutype.net/business_ebooks.htm and invites you to visit her Small Business/Web Design Blog at http://www.docutype.org/blog

How to Find Time for Marketing by Bernadette Doyle

A big challenge for every small business owner is the need to 'find time' for marketing.

I can relate. None of us are full time marketers. We're all providing services to clients. And when you're serving clients too, it's hard to fit in sales calls and marketing activity. It's hard to maintain momentum.

One thing is for sure, whatever shape our business is in right now, we all have the same 365 days in 2006.

Will you use that time to create a structure that supports you and brings in clients automatically, or will you still be complaining about 'lack of time' when 2007 rolls around?

Despite being one of the most disorganised people on the planet, and someone who was earning all my income from selling my time just 18 months ago, I have managed to create an 'autopilot' marketing machine, generate passive streams of income, and I now earn more than I ever have, whilst working less hours. I truly believe that you can do the same, so in this article I want to share with you a few ideas that may help if you've been having trouble 'finding time'.

1. If you don't enjoy it, you'll never 'find the time'

If the idea of marketing and selling your services leaves you with a yucky feeling in the pit of your stomach, then let me assure you, you'll never 'find time'. As long as you feel like this, there will always be a more attractive activity pulling your attention. Even if your fairy godmother gifted you with two whole weeks, you'd still find ways to avoid marketing and selling. It's called 'Creative Avoidance'. Is your problem is really a 'lack of time' or are you creatively avoiding marketing and selling?

2. If your business isn't structured properly, you'll never find the time

If meeting your revenue goals is dependent upon you working with clients 4-5 days a week, then it's going to be really hard to find time for marketing. You may need to take a closer look at your pricing structures and put together a business plan that includes time for marketing, administration, rest, and time to reinvest in yourself. E-Myth author Michael Gerber calls this

working 'on' the business, not just 'in' the business. My own experience was that I had to simultaneously increase my prices whilst slashing overheads to create a situation where I did have time to work on my business.

If you're working flat out just to keep afloat, then you definitely need to take a closer look at what you are charging.

3. If your only way of generating income is by selling your time, then you'll never 'find the time for marketing.'

Somehow you need to break this catch 22, and the way to do that is by 'productising' your services. Sharing your expertise through a book, an audio package.

I know, I know! You're too busy working with clients to have the time to create products. The good news is, there is a way to create revenue producing products that does not have to take hours of your time.

The first product I ever created was simply a recording of a day long seminar that I ran. That product brought in £7,000 additional profit over the next 12 months, with no extra work on my part. Be creative. Is it possible to package material and information that you already have in a way that creates value for your clients and customers? A little bit of effort right now could be repaying you over and over for the next twelve months.

4. If you aren't clear on what the next action is, you'll never 'find the time for marketing'.

Think about an area of your marketing that you're struggling to find time for. I'm willing to bet that you're thinking of it as a project as opposed to a single action: 'Sorting out my website', 'rewriting my sales letter', 'building my opt-in list'. These are projects, the success of which depends on a series of actions plus knowledge. It's hard to move projects along when you think of them in this way. It's your thinking that needs to change, not time!

Continued on Page 8

How to Find Time for Marketing Continued from Page 7

I learned this technique from time management guru David Allen.

He says 'often the simplest things are stuck because we haven't made a final decision yet about the next action.' What can happen is we think about the project and some part of us thinks, 'I don't have all the pieces between here and there'. We know something is missing, but we're not sure what it is exactly, so we quit. Or rather we don't quit, but we leave the project stuck on our psychological radar, for us to feel a little bit worse about every time we think of it.

Take an area of your marketing where you feel a bit stuck and ask yourself 'What's the next action?' So 'I need to sort out my website' may become 'I need to create a website which attracts visitors and converts them into customers' which may become 'I need to find 3 role models of successful business producing websites in my industry' may become 'I need to spend 30 minutes online researching websites'. It's much easier to find 30 minutes

to take the next action than it is to find time to 'sort out your website'.

In summary, you deserve to have a successful business and I promise you that whatever myths you've been fed, you can create that business without struggle, sacrifice or hours of extra work. If 'finding time' has been a problem for you, maybe it's your thinking that needs to change rather than your 'time management.'

(c) Bernadette Doyle, 2006. Reprint rights granted to all venues so long as the article and by-line are reprinted intact and all links made live.

Bernadette Doyle is dedicated to helping self-employed and small businesses become Client Magnets. Get her FREE report "7 Secrets of Becoming A Client Magnet and Attracting All the Clients You Want" by visiting http://www.clientmagnets.com



Couple of last minute tips...

- 1. Keeping the same theme as the articles in this issue, be sure to check out our ebook, 25 Cost Effective Marketing Strategies (Plus 10 Tips to Make Them Successful) at http://www.docutype.net/business_ebooks.htm
- 2. A new year... time to change the copyright on your website to 2007. If you are a client of Docu-Type, please send us a quick email and we will make the change for you.

We want to hear from you!

Now I would like to ask for more feedback and details. What do you like about the newsletter and what would like to see changed? Are the fonts good? Do the articles meet your needs? Does the newsletter, on a whole, help you and your business? What would you like to see more of? Etc. Send your comments to

TidBits_Feedback@docutype.net

Now It's Your Turn!

Send us your article ideas, tips, links, and special events! Email: jbyer@docutype.net