

My Clients Thought They Couldn't Work Virtually

When I started my own business as a Virtual Assistant, it seemed like a perfect fit. As I talked excitedly to one of my colleagues one day about the growth of the Virtual Assistance profession, I saw his eyes glaze and eventually he asked, "Yes, but what do you actually do?" I soon discovered that 50% of my potential clients were not aware of the full potential of the Internet and e-mail. That was when I realized that to reach my potential clients in an industry where the 'glue' is personal communication; I had to find a different way to describe my business, my work, and the way I earn my living. Knowing that my clients are exceptionally talented and busy in their fields, the challenge became finding a way to explain the concept of Virtual Assistance and demonstrate my services to them without scaring them away.

By definition, VA means the delivery, in other words, Virtual Assistance describes the way I work not the work I do. For instance, a client calls and asks me to find and purchase a particular product or service for his business. I use the Internet to research it. Then, I fax, e-mail, or phone the most appropriate supplier, make the arrangements including online payment, and report back to my client by phone or email.

I wanted to find a way to bring the best practices to people who do not think of themselves as business people, but who are truly entrepreneurs. When I watch a movie, I don't want to see "how it's done"; I just want to see the final product. It is the same with my clients; they just want support in the most efficient and cost-effective way possible.

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