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## ***SOHO Support Solutions LLC***

***Supporting Your Business is Our Business***

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## **MEDIA KIT**

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## FOR IMMEDIATE RELEASE

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### SOHO Support Solutions Offers Free Webinar on Virtual Collaboration

(Avon, OH), February 23, 2006 – A growing number of small business owners are increasing their business capacity through outsourcing and collaboration with virtual professionals. SOHO Support Solutions LLC ([www.SOHOSupportSolutions.com](http://www.SOHOSupportSolutions.com)), a Full-Service Copywriting & Virtual Assistance Firm, is offering a free online seminar, “No Entrepreneur is an Island: Putting the Virtual World to Work for You,” on Wednesday, March 8th at 7PM EST and Thursday, March 16<sup>th</sup> at 2PM MST. The Webinar is designed to educate small business owners and independent professionals about the availability and benefits of virtual assistance. Virtual Assistance entails working with skilled professionals, in a variety of fields, who are independent contractors, via email, phone, fax, instant message and mail.

“Many small business owners are completely overwhelmed by all of the administrative and marketing duties necessary to make and keep their businesses profitable,” Roxanne Ravenel, president and owner of SOHO Support Solution explains. “This seminar will inform small business owners about the tremendous resources available to them through outsourcing and new, user-friendly and economical technology applications.”

“The Virtual Assistance industry has been around for several years now; but it is still relatively unknown to many people. The collaborative partnerships virtual professionals form with small business owners enables them to grow their businesses much more quickly – without committing to costly, permanent employees. This is a huge advantage for small business owners,” Ravenel asserts.

The firm already serves businesses in the Midwest, but is now expanding its focus to small business owners in Arizona, New Mexico, Nevada, Georgia, Texas and Florida. “There are many entrepreneurs and independent professionals who either have no idea this option is available to them; or they feel uneasy about working with someone virtually,” Kellie Wren, the firm’s Client Services Coordinator remarks. “This online seminar is a great way to open the world of virtual collaboration up to them. They will get an opportunity to learn about the virtual assistance industry; the basics of how it works and the practical benefits that they can begin realizing - almost immediately.”

“Virtual collaboration is the way of the future,” Ravenel declares, “Whether they need a little marketing or PR support or someone to run their day-to-day operations, virtual collaboration gives small business owners access to knowledgeable, highly-experienced professionals who can make it happen – right now.”

Entrepreneurs and independent professionals can register for “No Entrepreneur is an Island: Putting the Virtual World to Work for You” at [www.SOHOSupportSolutions.com](http://www.SOHOSupportSolutions.com). Attendees will receive a downloadable gift, the **Productivity Power Pack**, created to help small business owners recognize ways to boost their productivity and efficiency immediately.

SOHO Support Solutions LLC is a Full-Service Copywriting and Virtual Assistance firm which partners with small business owners, non-profit organizations and independent professionals to offer services ranging from complete administrative support to copywriting and marketing support. Call 440-210-1452 or visit [www.SOHOSupportSolutions.com](http://www.SOHOSupportSolutions.com) to learn more about their services.

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# No Entrepreneur is an Island

## Putting the Virtual World to Work for You

SOHO Support Solutions LLC presents *No Entrepreneur is an Island – Putting the Virtual World to Work for You*, an exciting, free Webinar on **Wednesday, March 8<sup>th</sup>** at **7PM EST** that will show you how to:

- Get an extra work week out of each month while reducing the amount of time you spend in the office
- Double, triple or even quadruple your manpower without hiring a single employee
- Increase your marketing and public relations capabilities without investing a fortune
- Raise your credibility by operating like a major firm on a small business budget
- Determine just how much your efforts to save money might actually be *costing* you

Small business owners, entrepreneurs, independent professionals and future entrepreneurs are invited to **register** for the highly-informative, free Webinar, *No Entrepreneur is an Island – Putting the Virtual World to Work for You* on **Wednesday, March 8<sup>th</sup>** at **7PM EST** to discover how easy it is to:

- Identify and connect with experienced professionals in a number of essential business fields
- Establish a dynamic virtual business relationship
- Increase your revenue by concentrating on doing what you do best and delegating the rest

**Register** now for *No Entrepreneur is an Island – Putting the Virtual World to Work for You*. Spend one hour learning how to reclaim forty hours a month, or more, of your time which you can use to increase your revenue capacity. This is a seminar you can't afford to miss.

Register for *No Entrepreneur is an Island – Putting the Virtual World to Work for You* by clicking [here](#).



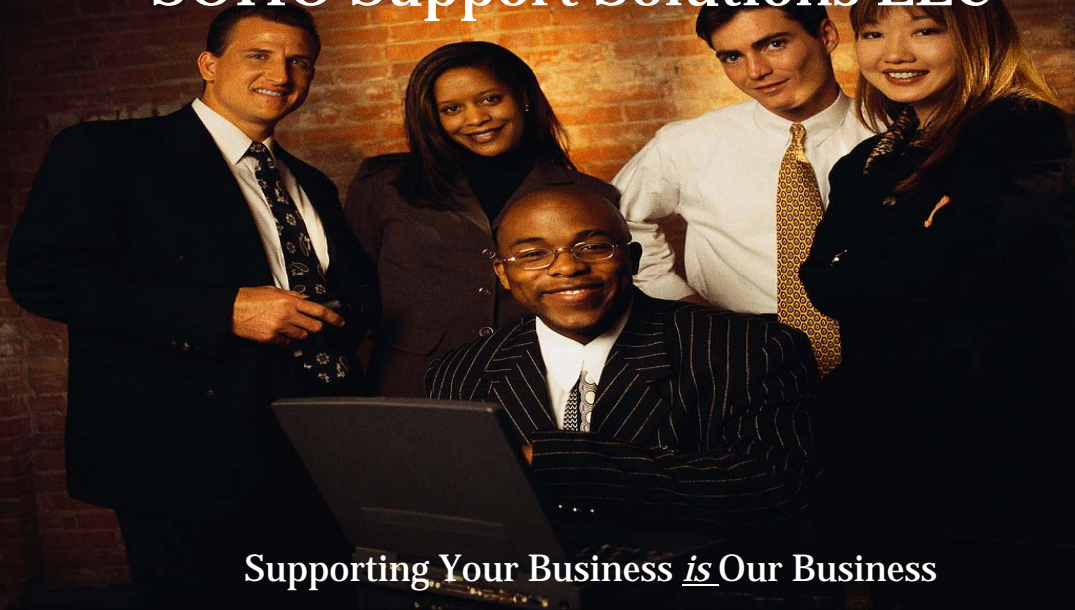
Each attendee will receive a free downloadable gift—our *Productivity Power Pack*—full of information and resources that no savvy entrepreneur should be without.

*This Webinar is brought to you by  
SOHO Support Solutions LLC  
Your Full-Service Copywriting &  
Virtual Assistance Firm*

*Supporting Your Business is Our Business*

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***How much more could your business or practice accomplish if you had access to an experienced administrative support staff to manage:***

- Important administrative tasks
- Vendor and customer relations
- Project management
- Marketing support
- PR Support
- HR Support
- Mailing projects, etc.

***These vital business tasks inhibit your ability to engage in high leverage, or revenue-generating activities including:***

- Servicing your clients
- Networking
- Marketing your business
- Speaking engagements
- Spending time with friends and family

***Would your business be more profitable if you had access to our Virtual Support Team to:***

- Respond to time-consuming voicemail and email?
- Negotiate and follow-up with vendors?
- Manage your database?
- Manage your mailing projects?
- Coordinate meetings, events and travel?



**SOHO Support Solutions' *Virtual Support Team* helps entrepreneurs and independent professionals to achieve their business goals—without hiring staff. Contact us today and breathe easier tomorrow.**

***Call for your free consultation***

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**Why are corporate communications and marketing collateral so important? It's simple. First impressions are lasting.**

- Well-written, well-designed marketing collateral can quickly capture the attention of your target audience—impelling them to visit your website or pick up the telephone and call you.
- Effective web content can turn browsers into buyers.
- Poorly conceived collateral may leave your readers more confused, than convinced.

**SOHO Support Solutions offers the following Copywriting & Ghostwriting Services:**

- Brochures
- White papers
- Business articles
- Website content
- Press releases
- Sales letters
- Company profiles & bios
- Media kits
- Corporate information packets
- Case studies
- Promo sheets
- Blog entries



**SOHO Support Solutions' team of copywriters will help you connect with your target market.**

**We work closely with you to develop a clear understanding of your organization. This enables us to clearly communicate your message, in *your* voice.**

***Call for your free consultation***

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Supporting Your Business *is* Our Business

Trying to run an entire office by yourself can seriously compromise your ability to “do what you do best” whether that is consulting, public relations or fundraising. How can you convey a professional image while also getting everything done efficiently and cost-effectively?

Enlist the services of our ***Virtual Support Team***. Our knowledgeable and experienced professionals will give you the advantage of an instant virtual office....the solution to your problems.

### ***Available Services:***

- An executive assistant to handle all of your administrative tasks, follow-up with clients, manage vendor relations and your personal calendar
- A customer service rep to respond to calls and emails
- Marketing collateral design team
- Press release specialist & PR support
- Event and meeting planners
- Mailing project management
- Phone specialist to follow-up with leads, make sales calls
- Contact management
- Weekly brainstorming / strategy sessions
- Concierge services (travel planning, appointments & reservations)
- A company intranet and database
- An 800# with dedicated fax and several extensions
- Additional customizable options



SOHO Support Solutions' ***Instant Virtual Office Solutions*** help entrepreneurs and independent professionals to get off and running —without hiring costly staff.

***Call for your free consultation***

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Fax: 888-252-0020  
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<http://www.SOHOSupportSolutions.com>

## **Hire a Virtual Assistant**

*by Blanche Evans*



Building a real estate business can turn into an exhausting treadmill if you aren't careful. The more business you do, the more administrative tasks you have; the more time you spend on administrative tasks, the less time you have to generate new revenue.

The only sensible solution to growth is to multiply your manpower. Yet, you may have a multitude of reasons that prevent you from hiring a personal assistant, even though it's obvious you need one. Wouldn't it be great if you had an assistant that was always ready to work for you, but only when you need him or her? Meet the virtual assistant, a creative new labor force that provides practical solutions for small businesses and job growth potential for outsourcers.

### **Hire an entrepreneur**

The virtual assistant takes the role of the temp and elevates it to the status of entrepreneur. Because the virtual assistant is self-employed, bills only the hours worked or by tasks completed, and is dependent on referrals and steady work flow from existing clients; s/he can be the perfect solution for a busy agent.

A virtual assistant offers several advantages over a paid employee. When you hire a virtual assistant you get all the benefits of outsourcing - no employee tax and benefits issues, coupled with the loyalty and steadiness of a company employee.

If you have found that traditional staffing solutions don't work for you there may be many reasons. Temps are a transient solution, and they can be expensive. If you need someone only a few hours a day or week, a temp can prove more costly in terms of training than s/he is worth. Most are also looking for full time employment, so as soon as you find someone you like, s/he has left the temp service for greener pastures.

Paid employees come also come with a host of issues. You not only must provide tech equipment and furniture for them, you also have state and federal obligations, and employer compliance and unemployment liabilities. Then there are the benefits packages - sick leave, vacation time. It is estimated that the true cost of an employee is over double and sometimes triple the cost of their annual salary in terms of benefits and liabilities. Significant for some is also the loss of privacy and personal issues - you are sharing your small space with others. Do they make good roomies?

### **How practical is a virtual assistant?**

As more agents move their marketing and communications to the Internet, virtual assistants become more and more the obvious solution to staffing problems. Agents can take advantage of professional assistance and a variety of skills at the click of a mouse.

Virtual assistants are already computer trained, and can assist with your specific needs from traditional office support services to highly specialized areas including Web page design. Call upon your virtual assistant for basic word processing, phone answering, bill paying, appointment scheduling and calendar maintenance. You can train your virtual assistant to go beyond administrative support to client development and marketing support.

There is no need to share space or even for the agent and the virtual assistant to live in the same city. Work assignments are communicated through e-mail, phone, fax, "snail mail," or diskette. The agent can take advantage of Web-based tools such as instant messengers, like ICQ, and online calendars and planners are often used as a means of keeping in touch. Schedule changes, project reports, or customer-service alerts such as new listings for a client can be performed

immediately. The virtual assistant can lend "size" to your company, which will impress potential clients.

"As cable Internet, wireless Internet, and other broadband solutions grow in the marketplace, the VA will be well-placed to leverage the additional communications tools and grow even closer to the small business or startup client," says Christine C. Durst, president and CEO of [Staffcentrix, LLC](#).

### **How to find a virtual assistant**

There are several effective ways to find a virtual assistant. Simply enter "virtual assistant" in your favorite search engine. Another solution is to search the directory at [www.staffcentrix.com](http://www.staffcentrix.com). Staffcentrix is a resource/support company for virtual assistants. You can search the pool of virtual assistants manually, or use the free referral service to search the database for those who most closely match your needs. In the directory, you can learn the virtual assistant's experience level, services provided, software and hardware capabilities, and his/her email, URL address, and other contact information. [The International Virtual Assistants Association](#) also has a comprehensive directory of virtual assistants.

Contact the virtual assistant who most closely matches your needs via email. Most virtual assistants are used to proving themselves with small projects of an hour or two. Any more than that and they should be paid for their time. You can set up payment arrangements by time or task.

*Published: August 11, 1999*





## Virtual assistants gain popularity

Doresa Banning  
 SPECIAL TO THE RENO GAZETTE-JOURNAL  
 8/19/2002 10:15 pm

Liz DePalmer, owner of Reno-based Business Elf, has clients she's never met face to face, most of which are located out of state.

"Everything that I do is through e-mail," the 32-year-old said. "Virtually everything is online. I've even done chat sessions with one of my clients as opposed to doing a phone conversation."

She offers business writing, desktop publishing, document scanning, file conversion, editing/proofreading, graphic design, graphic scanning, spreadsheets, Internet research, real-estate agent support, resume writing, Web site design and hosting, and word processing.

Raquel Nilson, owner of Lake Tahoe-based Executive Assistance International, has mostly overseas clients. Eighty percent of communication with them is via the Internet.

Her skills are similar to DePalmer's but also include accounting, database management, database design/ programming, desktop publishing, interpreting, import/export support, Internet commerce, mailing services, marketing/advertising, market research, multimedia presentation, nonprofit support services, office management, programming, public relations systems management and technical writing/editing.

DePalmer and Nilson are two of a new breed of administrative assistant — virtual assistants — independent entrepreneurs who offer business support services in a virtual environment.

Virtual assistants work off-site, use their own equipment and software, and provide services to home-, Web- or storefront-based small businesses, executives and individuals.

Virtual assistants began to appear around 1995 because of a combination of factors, including Internet growth, corporate downsizing, the evolution of telecommuting relationships and increased virtual services in general, according to the International Virtual Assistants Association.

"What gave the industry a shove is that it's more acceptable to work at home now," said Terri Romine, IVAA president and virtual assistant.

The main advantage to using virtual assistants is the cost savings to the employer, Romine said.

"There's a lot of savings to be had with the employer not having to pay benefits and employment taxes," she said. "The virtual assistant is only paid for the actual time spent."

DePalmer charges \$30 an hour. Nilson charges by the hour or by the project, the cost depending upon the type of work performed.

Most virtual assistants have a broad skill set, Romine said. They try to be a partner to their clients.

"The virtual assistant is very interested in their clients' success," she said. "If their client is not successful, they don't have a client."

Romine said she anticipates the virtual assistant industry will continue growing.

"It is not a trend," she said. "I believe it is very much here to stay."

In fact, since 2000 the IVAA has grown from 60 members to more than 500.

"Again, it's people learning more about it," Romine said. "There are just so many people who want to work at home and not rely on a company to employ them."

The career of a virtual assistant is not without its challenges. DePalmer said she struggles with landing new clients and finding the time to market her business. Nilson, on the other hand, said adjusting to working with clients in different time zones has been difficult, particularly when she's had to work in the middle of night and during the day.

Nevertheless, both said they find being a virtual assistant rewarding. DePalmer said she's thrilled with being able to work from home.



**Marilyn Newton/Marilyn Newton**  
 Liz DePalmer's office is the dining room table in her south Reno home. DePalmer, 32, conducts the vast majority of her work over the Internet.

**For more information:**

**AT A GLANCE**

**What:** Business Elf

**Owner:** Liz DePalmer

**Phone:** (877) 808-3334

**What:** Executive Assistance International

**Owner:** Raquel Nilson

**Phone:** (888) 270-8038

"I can have a family life along with my professional life," she said. "I get to be here with my little ones. I can work pretty much the hours I want to as long as I'm getting everybody's deadlines met."

Nilson said she enjoys being able to work anywhere and the flexibility that allows her. She also likes the variety in her workload.

"It's not just one thing that you do over and over," the 38-year-old said. "You get exposed to different kinds of businesses, too. You get to learn a lot, which is quite interesting."

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# Client Testimonials

## What Do Our Clients Have to Say?

### Instant Virtual Office Solution Client

*Ever ask yourself how things in the office got so confusing, cluttered and complicated? That was the situation for CIFKIDS, and I felt there was no solution in sight when I found an online advertisement for I a practical solution - SOHO Support Solution's professional Virtual Support Team. I had never heard about a virtual office before; now I not only understand how it works, but I also appreciate the virtual relief I have knowing that they are handling anything and everything that my organization needs to move forward. Thank you, SOHO Support Solutions, for providing a viable solution to my office confusion.*

**Margot Hyland**  
**Founder/President**  
**CIFKIDS**  
[www.cifkids.org](http://www.cifkids.org)

### Copywriting Client

*My clients and I have gotten really great results working with SOHO Support Solutions. Roxanne and her Virtual Support Team really get to know the client's business and target market and what's important to them. They write in the voice of the client; yet, they will share their honest opinions about what works and what doesn't – then let the client decide. They are the first call I make for any of my writing needs.*

**Beryl Powell**  
**President/Founder**  
**The Completely Virtual Group**  
[www.CompletelyVirtualGroup.com](http://www.CompletelyVirtualGroup.com)

# Client List

Members of our freelance writing team have lent their services to companies, periodicals, online newsletters and several others. Check out a small sampling of companies that have repeatedly used our services.

[Completely Virtual Group](#)

[Mahogany Magazine](#)

[Catherine's Inspiration for Kids](#)

There are several other clients that use our services exclusively as Ghostwriters, so naturally we keep their names top secret. However, if some of our style seems vaguely familiar to you, perhaps you now know why. Clients of our ghostwriting services include:

**Supplemental Health Companies**

**Human Resource Consultants**

**Productivity Consultants**

**Real Estate Professionals**

**Marketing Specialists**

**Virtual Assistants**

**Business Coaches**

**PR Specialists**

**Screenwriters**

**Publishers**

**Authors**