



An Informative, Educational,
Resourceful and Friendly Global
Online Community for Successful
and Aspiring Virtual Assistants

Ride the Insider Track to Virtual Success!



Tawnya Sutherland is reaching out to the media realm, looking for venues with public exposure to further bring awareness to the Virtual Assistant (VA) industry globally.

Be the first in your industry network to introduce this new work at home career to the public's eye!

Tawnya's business goal this year is to change Corporate America's current question from:

**What is a VA? to
WHO is your VA?**

Please read this package and insert the CD-ROM included (or find all documents on CD electronically at www.vanetworking.com/mediakit) to learn all about virtual assistance and how they will affect the way Corporate America does business from here on out in the new millennium!



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FOR IMMEDIATE RELEASE

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Virtual Assistants Are Making Their Mark in Corporate America on VA Day!

May 18th, 2007 Vancouver, Canada. It's here, and it's going to revolutionize the corporate office. Virtual Assistants or VAs as they call themselves are finally starting to make their mark in Corporate America uniting together to celebrate Virtual Assistants' Day on May 18th, 2007.

What is a Virtual Assistant (VA)? The Virtual Assistant Networking Association (VANA) VANetworking.com, the largest membership based network online for VAs states that "A *Virtual Assistant (VA) works independently at an arm's length, via the Internet, utilizing the latest technologies, to provide immediate professional support, services and skills to busy entrepreneurs and business managers. Partnering with a VA reduces stress, protects cash flow, eliminates administrative hassles, and enables business people to find the success they originally set out to achieve.*"

Although they have been around for over 10 years, the advent of the internet and the specialized services that VAs' can bring to the corporate client has made corporate America take a new look at this home based business. With the accession of the Virtual Assistant into mainstream business this new office alternative has recently been mentioned at:

- [NBC Today Show](#)
- [ACE Fitness Magazine](#)
- [Globe and Mail](#)
- [WNJC 1360AM Philadelphia Radio](#)
- [Readers Digest – May 2007 Issue](#)
- [Dr. Phil Show](#)
- [Time](#)
- [The Wall Street Journal](#)
- [CNN](#)
- Plus numerous regional magazines and [newspapers.](#)
- View more news on [our Media Page](#)

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In the past, companies have either needed to hire all the services they need in house, or bring in specialized temp workers to fill short term specialized need. Either way you look at this the company has needed to provide both work space and benefits to these employees. Enter the VA. Companies, thanks to the versatility of the internet and home office can now outsource specialized trades or services on a per issue or contract base. This allows them to hire just the right person for each specific task, and not have to rely on expecting their own employees to have to multitask or even retrain. They can hire the right person on a per task basis, and they don't have to cover any of the costs of having an in house person do the job. This means, no desk and computer to provide and it also means no in house employee, which translates into the need for a smaller office, which translates into less rent and more savings for the company. In addition, a company based in Australia could hire a US based VA. Why? Because at the end of the day the Australian company hits the send button and transmits their work half way around the world to their US based VA. Then while Australia sleeps, their US based VA is diligently working away on the project. When the Australian manager returns to work the next business day, the work is done and is sitting in his inbox. Everyone wins.

For four years now there has been a global meeting place on the web for the successful and aspiring VA, the Virtual Assistant Networking Association (VANA). FREE media passes to go in and look behind the scenes are available on the CD-ROM in this VA Media Guide.

Hosted by Tawnya Sutherland and her own VA business, Mediamage Business Solutions, the network now boasts over 5000 members. Not only do established VA's come to chat with others in the same business, but new VA's to the marketplace come to learn from more established VA's as the network has now become an incredible resource in its own right. VANA offers even more though and welcomes established companies looking for VA's. Here they can browse the VA Directory of over 850 VA Websites, read over 210 articles on virtual assistance, ask questions of VA's or even submit RFP's to hire a VA to fill their own needs all in one place.

In addition, Tawnya Sutherland has also created a Virtual Business Startup System (VBSS) that allows anyone who has a computer skill, whether they are the secretary at a large firm, a CEO looking to start their own business, or a housewife looking to make extra money while the baby sleeps, the VBSS takes you step by step in a 30 day program on what you need to start your own virtual business. Used by hundreds of people world wide, the VBSS allows you to take your specific skills and market them virtually to any business that's operates on or off the web.

Visit the Virtual Assistant Networking Association (VANA) for everything you will ever want to know about virtual assistance at <http://www.vanetworking.com>



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Virtual Business Startup System (VBSS)




If you are a person who disfavors lengthy reading and writing - be rest assured - this entire VBSS was designed with SIMPLICITY and PRACTICALITY in mind. An easy balance between short reading passages, writing exercises, helpful tips, over 130 templates and checklists will keep you both visually and intellectually stimulated on your journey to entrepreneurship.
[VISIT WEBSITE](#)

VBSS 3.0 Contains:

- [The VBSS Workbook](#) laid out in a 30 day step-by-step instructional format.
- 3 CD-ROMs full of over 130 templates you will use in the everyday workings of your VA business, resources, articles, tutorials, and audio mp3s on many different educational business topics to enhance your virtual business. Having this library of templates already made for you alone will save weeks of work.
- Completed Business Plan plus Financials
- Virtual Assistant Books and eBooks by Industry leaders: Diana Ennen, Kelly Poelker, Michelle Jamieson, Jeannine Clontz & Lauren Hidden Domain Name Registration for your website
- Website including hosting, domain name and submission to over 50 search engines
- Coupons for CVAC.ca membership, CandianVA.net membership, discounts on tuition at [www.VATP.ca](#) and Red Deer College in Alberta, British Columbia Plus many other Premier Partner discounts.
- Coupon for 1 hour coaching with Tawnya Sutherland
- 1 year VAinsider Club Membership and special VBSS forum area
- VAdala, the official wearable symbol for Virtual Assistants
- **Plus so much more!**

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Testimonials from Investors in the Virtual Business Startup System (VBSS)

My decision to invest in The VBSS System was easy as many well respect leaders in the VA profession, as well as an accredited college, endorse this product. Ms. Sutherland has filled The VBSS System with **effective exercises, essential information, and invaluable templates** that will ensure the success of System owners. Moreover, the System is enhancement with relevant readings from two prominent Virtual Assisting books. I have not had a moment of buyer's remorse over this one purchase and thank Ms. Sutherland for sharing her wealth of knowledge.

Tiffeny Russell, Victoria, BC, Canada
[Above & Beyond Virtual Assisting](#)

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When I decided to start my own Virtual Assistant Business, I had no idea where to start. I had over ten years of executive administrative experience ...yet no experience running, let alone starting a business. My decision to purchase the Virtual Business Startup System has proven to be an invaluable investment! In less than a year, **I have built a thriving VA business and have expanded to a team of seven assistants.** I am frequently asked how to get started in the VA business and I tell everyone the same thing – get the Virtual Business Startup System! You can't go wrong with it. Thank you, Tawnya, for creating such a fantastic resource!

Jennifer Rai, Stamford, CT  
[Today's Administrative Solutions](#)

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Starting a business can be an overwhelming process. However, with the Virtual Business Startup System, the process is streamlined, organized and very simple. I was able to follow the system step by step and launch my Virtual Assistant Company in an extremely timely manner. This system has become a valuable tool and resource for me and I HIGHLY recommend it to anyone who is serious about starting a VA business. I also want to commend Tawnya for her excellent communication and customer service. Her responses to my questions and emails have always been extremely prompt and thorough. She is an amazing business woman and mentor to all. Thanks so much, Tawnya!!!

Kiera Newnam, Wilmington, DW
[A Virtual Necessity](#)

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Read many more testimonials and success stories on the CD-ROM included in this media kit.

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## Who is Tawnya Sutherland?

**Tawnya Sutherland:** A long-time active member of the VA community, Sutherland founded [The Virtual Assistant Networking Association](#), the largest online global meeting place for successful and aspiring Virtual Assistants. Tawnya is also the creator of the internationally acclaimed [Virtual Business Startup System](#)—which provides all the information, tools, and resources for a VA or any person wanting to start a home business, to build a viable virtual assistance business in just 30 days.

Tawnya began her own administrative support VA business, [Mediamage Business Solutions](#), in 1997 but has since focused on providing Internet Marketing services helping her clients turn clicks into cash. Tawnya is a Certified Internet Marketing Business Strategist and Multimedia Usability Specialist graduating in 2002 from the University of British Columbia.

A true entrepreneur, Tawnya also owns, operates and markets her family's aviation companies [Mile High Customs](#), [The Aviation Black Book](#), [ALM Custom Carvings](#) and [Mile High Productions](#).

Tawnya's newest venture in the VA industry is hosting and producing the internet radio show, [The VA Talk Show](#) which informs, educates and entertains virtual achievers globally.

Sutherland and her "VAVirtuosos" are a team of highly successful VAs (most earning 6-figure yearly incomes), who strive to help others VAs succeed in their businesses by sharing their experience-based, motivational and "how to" information at The Virtual Assistant Networking Forum. [Read Tawnya's full bio online.](#)

Read Tawnya's full bio and more VA success stories [on the CD-ROM](#) included in this media kit.

## Tawnya's Story:

Excerpt from [Michael J Russer's NEW book](#), *The Obsolete Employee, How Businesses Succeed Without Employees – And Love it!*

And for some, becoming a Virtual Assistant means a way to bootstrap from just scraping by to thriving... **It Just Keeps Getting Better and Better!**

Each year my children would ask, "Is Santa going to bring presents this year?" And each year I would faithfully answer, "Only if you believe." Sometimes, believing that good things will happen is all you have.

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After experiencing a cross-country trek to accommodate my husband's new job and to refresh a troubled marriage, surviving a corporate work story that ripped the rug out from under me, and grabbing any job I could find (including mowing the neighbors' lawns), gave me meaning to the expression "overcoming obstacles." My story is a decathlon of perseverance and survival! We moved far from our Toronto home; in fact, as far away as the Canadian countryside would allow – 5,000 miles from the east to the west coast, Leaving family and friends behind was wrenching; saying goodbye to my parents was like cutting off a limb.

The marriage failed after just one year in our new surroundings. I was at a low ebb, trying to remain positive for the children and provide for them, at any cost. It's what any parent would do. I went to school and became a certified internet marketing specialist, taking advantage of every opportunity to find any sort of administrative work that I could do at home, preferable, to be there for the kids.

I worked part-time as an on-call secretary for the local school board. I worked for neighbors, looking over their business books. I had a bunch of small, part-time jobs that I'd run to at irregular times. It paid the rent. When I finally landed a solid job with a computer sales and service company, I was grateful for the stability it offered and, of course, for the steady income. Then, suddenly, that changed, too. One day, the president of the company just picked himself up and walked out the door and away from the business forever, leaving us all without paychecks. I couldn't afford to crumble. I became the "Jackie of All Trades," pulling the business together as best as I could, while remembering an unusual term I saw on the Internet – Virtual Assistant. People with this funny sounding job title were able to make lucrative incomes using very specific skills-and do it from the comfort of their homes.

Administrative support and Web design were my specialties. I decided to give the virtual world a spin. Luckily, the customers left behind in the corporate debacle I had just witnessed, followed me and soon became my first clients.

The best example of how my job as a Virtual Assistant has changed my life will culminate in a grand vacation in January. I have booked a family cruise to the Caribbean! It will be our first real trip together. For me, it is a milestone. A dream comes true!

My advice to anyone who is contemplating the benefits of becoming a Virtual Assistant is, **JUST DO IT!** Yes, it's scary at first, but take control of your own life! When you look back, you'll be pleasantly surprised and gratified.



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I know just how that will feel when I'm sitting on a tropical beach, sipping a tall island drink and tapping the keys of my laptop, in time to the sound a crystal clear waves creeping to shore...and back again

**Tawnya Sutherland  
VA Poster Child**

## **What's On the CD-ROM included with this Media Kit?**

Included with this Media Kit on CD-ROM is everything you need to know about virtual assistance to further help you with your due diligence in learning about the VA industry are: Private Tour of [www.VAnetworking.com](http://www.VAnetworking.com) with media password and Intro Package

- Suggested Virtual Assistant Q & A for the Media with detailed answers by Tawnya Sutherland about VAs in general that may be used in editorials, feature stories and for public interviews within the media.
- Hi-Resolution pictures of Tawnya Sutherland for print usage
- Current newspaper releases on virtual assistance being talked about today.
- Sample of the Virtual Business Startup System (VBSS) including full testimonials from investors of this VA startup system, sample chapters, sample templates and more. PLUS articles on How to Hire a VA, Top 10 Reasons You Need a VA and Time to Quit Your Day Job and SO MUCH MORE!



**Tawnya Sutherland is available for interviews and guest appearances on global radio and TV shows.**

Please contact her Media Representative for more details on how to book Tawnya for your event:

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