



Online International Virtual Assistants Convention

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2012

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The [Alliance for Virtual Businesses](#) introduces the first ever “**Break-It-Down Series**” seminars, bringing together subject matter experts that, over a 2 or 3 hour period, break a topic into bite size segments. These aren’t your normal one-hour overview seminars that skim a topic and leave participants seeking much more... Instead, attendees leave the webinar with a thorough understanding of the tool, technology, service or process that will help them adapt, grow business and increase profits.

The 7th Annual Online International Virtual Assistants Convention is proud to present eight such **Break-It-Down Series** sessions hosted by extremely talented and knowledgeable Virtual Assistant facilitators:

[Donna Toothaker](#) is presenting her widely acclaimed “*Learn to Work in the Value-Based Business Model and Stop Trading Hours for Dollars*” in a 3-hour “**Break-It-Down Series**” session. Join Donna, and learn how to “move out of the dollars-for-hours model and in to working in a model that allows you to make money from your value (experience, expertise, etc.), not just time.”

[Jo Saunders](#) presents a 2-hour “**Break-It-Down Series**” session, entitled “*LinkedIn Leverage for VAs*”, where attendees have a chance to learn how to leverage LinkedIn and other social media tools like Facebook, to market your events, get brand exposure, grow your business and increase profits.

Cindy Greenway of [Hot Skills VA Training](#) hosts a 3-hour “**Break-It-Down Series**” session, entitled “*Everything You Need to Get Great Clients - From Scratch*”. During the session, attendees will learn: (a) how to select your target market, (b) the key details you must know about your target market, (c) how to confidently communicate with your target market and attract their attention, and (d) the key foundational items you must have in place to leverage your marketing efforts. At the end of this session attendees will know how to stand out and be seen and respected as the go-to VA for business owners.

Sit in with [Linda Anderson](#) as she presents “*Intro to Send Out Cards*” in a 2-hr “**Break-It-Down Series**” session. During this session, participants learn another way to market their business and/or produce an additional income. They’ll also discover how you can add these skills to the services currently offered.

Sharon Williams of [The 24 Hour Secretary](#) hosts a 3-hour “*Creating an Authentic Business Plan that Represents You*” “**Break-It-Down Series**” session intended to help attendees become clear,

critical and focused about their plans and develops an operating tool to manage the business, enabling them to achieve greater success.

Sharon Broughton of [The Techie VA](#) shares her expertise in a 2-hour “**Break-It-Down Series**” session, *Learn How Infusionsoft Can Help You Grow Your VA Business*. Attendees also discover the many ways Infusionsoft outperforms 1ShoppingCart! Also included in the session is an overview of the system, terminology explained, and resources to learn more about Infusionsoft.

[Tina Hilton](#) and Pam Sargant of Delaney Imaging share tips and tricks about *WordPress: An Overview, Plugins and Graphics*, during a 2-hour “**Break-It-Down-Series**” session. Areas covered include recommending what plugins to use and the advisability of backing up a WordPress site. They’ll also share information about WP themes and tips for using graphics and images on a WordPress site.

[Sharon Williams](#) leads a 2-hour “**Break-It-Down Series**” session on *Attracting New Business on a Shoestring Budget*. Promoting a business is an ongoing challenge and during this seminar participants will learn methods to increase brand awareness and strategies to connect with potential customers looking to purchase their services.

For more information and to register, visit: <http://oivac.com> or contact info@oivac.com.