



Innovative Tidbits for Business Growth

Innovative Creative Supportive

Are you Ready for a Web Page?

Have you been thinking that you want to market your business in the internet world? Do you have a product or service that could benefit prospective clients all over the world?

Then it might be time to create a web page. This will give people a chance to research your company and find the benefits that you have to offer.

Although putting together a web page is not that difficult, what you put into can be a little more work. You need a home page that will entice people to read further into your site. The content needs to contain key words to help the search engines find your site. All graphics should relate to the topics in the web page and should not be too complex.

But if you are up for it a web page is a great way to market your business.



THE WORLD OF A VIRTUAL ASSISTANT

There is an innovative and creative profession that is becoming a powerhouse in the support of small/ home based businesses and entrepreneurs all around the world. This is the profession of the *Virtual Assistant*.

A *virtual assistant* provides support while working from their home. With today's technology you stay connected and communicate via email, computer and phone, no matter where either one is located, next door or around the world. Some *virtual assistants* specialize in one field, while others offer a wide range of services.

Partnering with a *virtual assistant* is an important step to support you in creating the business you want. Your ideas to grow your business will become a reality. A *virtual assistant* has many resources to access through their associations to make sure your every need is accomplished. When you are working with a creative thinker who wants you to succeed your possibilities are unlimited.

"An invasion of armies can be resisted, by not an idea whose time has come."
Victor Hugo 1802 – 1885

Red Deer College, Red Deer, AB, offers a fantastic *virtual assistant* programme that gives their graduating students powerful tools to create their business in order to support their clients with top-notch and innovative services. This would be a great source if you are looking for someone to partner with to support you in growing your business. [VIRTUAL ASSISTANT CERTIFICATE](#)

I really believe that if you are in need of support to grow your business the *Virtual Assistant* is the way to go.



HOME-BASED BUSINESSES HAVE YOU PREPARED YOUR DISASTER RECOVERY PLAN?

Having a *Disaster Recovery Plan* is something that you need to think about. A *Disaster Recovery Plan* is a detailed plan of what to do in the event of a disaster; it has vital information pertaining to your business; and helps you get your home business back up and operating as quickly as possible.

Did you know that 39% of home-based businesses do not have proper insurance? With some insurance companies, if they are not aware of a home-

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Are you missing a piece of the puzzle? A Virtual Assistant could be that piece.

BENEFITS OF A VIRTUAL ASSISTANT

-  **FREEING YOUR TIME** You can be alleviated of the everyday tasks of running your business to allow you the time to grow your business. Scheduling is done, follow-ups are looked after, invoices can be sent and followed up, and bills paid. You have any information you need just a phone call or email away. All these little things that are still very important but take your time away from building your business.
-  **BRAINSTORMING** You have someone who can think outside the box. You can brainstorm ideas and once decided, you have someone with the ability to bring the idea to reality.
-  **COST SAVINGS** You only pay for the time spent on your business. There is no overhead when partnering with a virtual assistant. With all equipment and software available to support you in your needs, there is only the familiarization of your working procedures..



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based business and something happens, your house insurance may become null and void. You need to research the right insurance company for your needs. You need to make sure that you include in your business insurance coverage for emergency compensation to purchase equipment and supplies to quickly get your business up and running.

Every year 43% of people lose irreplaceable files, up to 13% of hard drives crash in their first year, there are more than 1 million viruses in circulation right now, and only 3 out of every 100 stolen laptops are ever recovered.



What about natural disasters? Thousands of home businesses are affected each year by fires, floods, and tornados, just to mention a few.

If something happened today, would you be able to get your business back up and running quickly? Would others know how to contact your clients if something happened to you? A *Disaster Recovery Plan* is essential for your home-based business. So start working on your plan today!

Statistics provide by:

www.canadabusiness.ca

www.ibc.ca

www.virtualwordpublishing.com/home_office_recovery



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