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# eCareerCorner.com Newsletter

**Marcia Merrill, The Transition Chick**

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## Why I hired My VA--And, Boy, I'm Glad I Did

For over 16 years, I worked with an assistant who I adored. Of course, then, I was an employee, and she was the Career Center's admin.--and often, my boss claimed her time and rightly so! Fast forward to two years later, I resigned from my steady paycheck and benefits job, and took the leap--started my solo- entrepreneurial coaching business. Aside from marrying Clark, my supportive husband, this is the best decision I ever made! I revel in coaching my clients, teaching teleclasses, writing chapters, creating e-books, blogs and mp3s--don't I sound "techie"? J

The thing I really missed was having an assistant--someone to free up my time so I could do what I'm best at--not learning how to create a database!

I had two choices: resign myself to perpetually feeling overwhelmed by "doing it all" or--find a VA-Virtual Assistant! A virtual assistant does not come to your office, which is good. I really only have space for me and my purring "coworkers"--my two cats, Twinkle & Fidget!. Gloria, my VA, works from her own office. She handles my databases, does my shopping cart, creates my flyers, sends my blasts out and even this newsletter! I write-she sends out! J How cool is that?

I thought about stuff I had to do that I'd put in my "yuck bucket"! Those tasks you really don't want to do--I know, it's a very technical term! Imagine the peace of mind knowing it's being handled -even when I'm not there! Last week, I was gone from the 24-29<sup>th</sup>--she puts my email in folders (i.e., Business-Important, Personal, Blogs I read--considering I get 500+ every three days-- so, boy is it worth it!

### Think of the many benefits of having a VA--Let me count the ways

1. You don't have to share your computer-she has one of her own in her home office! J
2. You only pay for the hours you use--not for an office, paper clips or have her trying to "look busy"! J
3. I found my VA through [www.AssistU.com](http://www.AssistU.com). You can request a VA at the [AssistU Registry](#) (free for coaches), and you can request all sorts of special skills--graphics,



editing, HTML and web page development, accounting/bookkeeping software knowledge--you name it! I just wanted a fun person on the East Coast--of course, I couldn't say THAT!:)

4. My VA, Gloria, many of you met her at the Women's Expo-- she is great and fun, and only an hour away, and very skilled--I lucked out! J
5. VAs are independent contractors--solo-entrepreneurs, like the chapter I wrote in [The Spirit of Women Entrepreneurs](#)
6. VAs are not employees--I-99 in taxes, check out tax rules in your area! Having the IRS angry with you is not desirable!
7. VAs spare you headaches, worries, and give you peace of mind! J
8. VAs don't have to be costly! But, you get what you pay for--like the commercial--the sigh of relief--Priceless! 😊

## How Did I Know I Needed A VA & Get one!?

Solo-entrepreneurs believe they have to do it all! This can be stressful and overwhelming! You're so busy working IN your business--you can neglect working ON your business! If you do things you really don't feel passionate about and, what's more, is not your expertise--you start looking at your business as a love-hate relationship and may quit!

So, in order to STAY in business--doing what you love--it's often necessary to use an expert to help you!

I'm a touchy-feely Career/Life Transitions coach, and I enjoy writing & creating teleclasses, info-products & marketing. Yes, marketing! I'm also a networkaholic! J

How can I do what lights me up--helping midlife/boomer women discover the BEST is yet to come!?

Get help! VA to the rescue! OK, what if you think you can't afford it? As I say to my coaching prospective clients--how can you afford not to?! What is having this stuff to do costing you? If you're like most entrepreneurs (especially those starting out), you may say--I just cannot swing it! Know I did!

But add into your math the fact that having someone else do the stuff they love and are experts in, frees you up so you'll be able to generate more



income, design more products and services, even take time off-not working 24/7! J

You can trade some services--maybe something you do in your business that a VA might want! I trade my coaching services for some organizing--my computer, my office and my written materials! A dear friend trades radio spots on her Internet Radio Show for her VA to update her web page! Think of ways you could barter!

## What Do You Look For In A VA?

Like I said, I wanted a fun, caring person who I felt comfortable with & "got me". I talked to a few, and just felt understood, and that she would treat my "baby"--my business--as her own! That meant more to me than anything else!

It was a BONUS to learn she had 25+ years as an Office Manager, knew how to create databases, had great editing skills, very detail-oriented, was learning HTML and open to learning my shopping cart system (eCommerce-stuff!)

Folks stress "Professionalism". Yep--she has it! She follows-up quickly. I never have to worry about something not getting done or falling through the cracks! She helps me figure out what to delegate to her! I rely upon technology -emails, MS Word, shopping carts, autoresponders and an e-newsletter delivery system-- [Con stant Contact](#)--which brought you this ezine! How cool is that? J Gloria loads what I write, and it's delivered in your Inbox!

When she had a family emergency, Marlene, another VA took over--Got her to help edit my books and write sales copy. Check out [www.TransitionTriumph.com](http://www.TransitionTriumph.com) That's her handiwork--the copy, not the e-book [Turning Midlife Into The RIGHT Life!](#)--that's all me! J And, having a VA freed up my time so I can create!

## What I've Learned!

Finding the right assistant for you is critical. If you go the VA route, I'll be glad to share my "words of wisdom." If you want to pay for their coffee breaks & other overhead--there are others who can tell you all about that!

I also learned you two (your VA & you) should have



compatible software--so you can open the documents and not be a "victim of technology"!

Personally, I love the VA concept and both Gloria & Marlene are super! Gloria Henning ([gghenning@comcast.net](mailto:gghenning@comcast.net)). No, I'm not getting rid of either--NO WAY--but, I'll share! J

Marlene Oulton--my book VA. An accomplished writer/editor of her own + some of the biggies use her! [marlene@writechoiceva.com](mailto:marlene@writechoiceva.com)

You know that idea of my VA has to be in my time zone--Nah!

But, if your VA is close, she can boost your visibility and marketing at Trade Shows! Gloria stood in front of our booth, said hi to passersby and warmly asked "Have you met Marcia, the Transition Chick?" Gotta love it! ☺

## Marcia's Marvelous Mentions

**Spotlight on On Purpose Networking Sister, Patti Boyle:** Patti's new business [www.Newniqueredesign.com](http://www.Newniqueredesign.com) is really following her passion! Her talent is seeing things others don't-no I don't mean, "woo-woo." [Patti can take what you already have, and using consignment shop treasures and reasonably-priced items will create a home you love to come back to!](#) I am so jazzed-Patti has a great eye, and is super at design/decorating. [Talk to her about her consultations! Email Patti at \[boylepa@verizon.net\]\(mailto:boylepa@verizon.net\).](#)

I won Outstanding Leadership Award for the **Product Factory**-- that's the class I rave about where I learned to create info-products to sell in 90 days! The link is my affiliate link-use it & help me out! Won't you join me?

**Women's Community Update:** We'll be launching the Transitions Academy under the unique **Power Partnership University** in September. Stay tuned!

Just got my **"The Secret & Science of Getting Rich"** homestudy course in a leather briefcase with 10 CDs, an MP3 player to listen to while jogging/working out/walking the dog, and a 200-page workbook that fits inside! Cool. It's at [www.lawofattractionthinking.com](http://www.lawofattractionthinking.com), as well as a FR\*EE ecourse you can sign up for! Figure, I'm saving money as



now I don't have to pay for airfare, hotel and meals. I can learn in my own home or anywhere! How cool is that?

## Thinking Of Making a Career Change or Starting a Business?

Do you dream of a new job, a promotion or starting your own business? Make it reality in 2007 by getting the training, coaching and support you need now! [Womens Community.com](#) invites you to experience the power of [Partnership With Self](#) (TM), the foundation of living a life of joy and a successful career or business.

It is the introductory module of both our Transitions Academy (TM) and Entrepreneur's Academy (TM).

Partnership With Self (TM) will help you know and understand yourself in a way that empowers you to create a clear plan for your future. Learn from the wisdom of successful women entrepreneurs. Meet your mentors who will help you to realize your potential and build the life you want and business of your dreams.

Join us for an introduction to Partnership With Self

[Click here](#) to reserve your seat for this no cost teleclass today.

This is a program you do not want to miss!

## Promotions

### BY MARCIA MERRILL

*Inspiration To Realization, V. III* Real women reveal proven strategies for personal, business, financial and spiritual fulfillment. Compiled by Christine Kloser "Transitions" chapter By Marcia Merrill

Limited! \$13.00 Cinco de Mayo Special Olé!  
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[Marcia Merrill, the Transition Chick!](#)

**In Abundance!**

Marcia Merrill  
eCareerCorner.com

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email: [marcia@ecareercorner.com](mailto:marcia@ecareercorner.com)  
phone: 410-467-0811  
fax: 443-836-2402  
web: <http://www.eCareerCorner.com>

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