

TAKE THIS JOB AND LOVE IT



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You: Founder and acting CEO of a privately held, locally staffed LLC, single proprietor, partnership, franchise, or corporate subsidiary providing (_____) products/services) to a consumer market.

You: Fully committed to your firm's success, social values, and short- and long-term sustainability. Your dedication is demonstrated through an unwavering willingness to roll up your sleeves and work. Unconditional love for the work is never in doubt; your Range Rover is a dawn-to-dusk fixture; and, although not denoted with spray paint or a sign, your CEO spot is respected/protected by your small but dynamic staff.

You: This company has become your most significant purpose. Projections of a robust market suggest that your profit margins will continue to expand, and each time you see your company's brand in the community or hear positive client feedback, your ambition revs its she-cylinder engine. The company is your pride and joy, but you know that success can destroy.

You: Remember an article you read in an earlier issue of the *Bucks County Women's Journal*... who was it by? It stressed the importance of delegating certain work to...what were they called? VAs? Something like that. Before you know it, though, another week has passed, and it seems like the search engines are conspiring to drive you

Personal Touch Concierge Service® is a multi-VA company. We have 5 divisions: Administrative; Social Media Marketing and Management; Website Design and Maintenance; SEO Performance Management; and Bookkeeping Services. Please visit our website for a full description of all services we provide – and as always, please feel free to contact us!

down. You haven't been home at a decent hour, and suddenly you miss your family. You start forgetting to do things because you're too busy. Is this the start of burn-out?

Me: I hear that all the time from phenomenal business people. They are incredibly versed in every part of their business but forget that they can't possibly do it all. ALL successful CEOs delegate, and finding the right people to trust and count on can be difficult. That article you were trying to recall—the one about the importance of delegating. Remember reading it in last month's issue? VAs are virtual assistants, but not all VAs are the same.

I was just speaking with a new client who had been through 3 other VAs with "not a positive experience." I feel it's important that you work with an experienced, established multi-VA company that partners with business owners like you to learn their business as if they were sitting in the office next door. Like we do. The difference? You pay us exactly for the time we work. No employee on social media (unless we're doing YOUR social media, of course!), no payroll taxes, no benefits, no equipment to provide and maintain... just you paying us for the work we do for you whenever you need it.

So reacquaint yourself with your family and your hot tub. Pour yourself a glass of Pinot Grigio and relax. Sleep well past dawn, walk your dog, and chit chat. Working long hours is admirable, but it isn't always wise. Not when you're working on the wrong things vs. the things YOU as the business owner should be working on.

Admin Assistance

From managing your email and calendar, working directly with your clients/ customers, booking travel, handling mailings, newsletters, event planning—you need it, and we can do it.

Social Media

So many platforms changing all the time! Let us help you strategize; keep up to date on what your competitors are doing; monitor all of your platforms to respond to or alert you to questions, comments, or complaints; as well as manage all of your accounts – with or without you!

Website Design and Maintenance

Have a WordPress site yet? Who's maintaining it? Who's making sure the themes and plugins are updated properly and the site is backed up? Who's adding/changing content on a monthly basis?

If you don't know the answer to these questions, call us!

Search Engine Optimization

When we're doing SEO for you, we're using only white-hat practices, making sure the content is relevant and makes Google happy. Your vision is your company's main tool of navigation, but, if your tool is stuck in trying to figure out SEO, generating strategy, and running the day-to-day in your business by yourself, then you'll be lost at sea. Google won't send a search party.

Imagine instead hiring professionals who will focus their expertise on climbing those search engine rungs by implementing tried-and-true techniques. Professionals whose job it is to keep up-to-date on the constant algorithm changes. Professionals who know what works, such as adding content, optimizing all photos, and identifying keywords that not only maximize your visibility but also increase usage when they're transferred from being tucked into the prose and prominently placed in the title of each page. SEO for smart business people who know that true SEO takes time and isn't a dangerous "instant fix."

Regardless of the product, service, or skill set, all businesses need to be online and develop sound/ spectacular strategies for SEO content. The simplest goal of sound SEO is to move up, up, up that Google ladder of recognition.

Bookkeeping

I don't know about you, but this is not my thing. Yet our bookkeepers have this strange love of numbers and financial stuff. Our clients love that their books are always up-to-date and their CPAs have everything they need. Enough said.

The right VAs can help launch, grow, sustain, and evolve your business effectively. Learn to love your business like you did when you first started. Get the help you need—it's as simple as that. Really it is.



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