

**ATTENTION SMALL BUSINESS OWNERS & ENTREPRENEURS!**

## **5 Reasons You Need A Personal Assistant...**

**And How You Can Get One TODAY!**

**Congratulations**—you did it! You made the leap from the 9-to-5 life and are the owner of your own business and doing what you love.

**You are your own boss!**

There are very few things in life more satisfying and more rewarding than realizing *that* particular dream.

### **REALITY STRIKES.**

But *maybe* you're encountering some of those problems common to all entrepreneurs and small business owners. You envisioned being the principle creative of a thriving business—solving the problems and meeting the needs of your clients and customers with your unique product or service.

Perhaps reality has set in and instead of being busy about your business—what you're passionate about—you're stuck doing a lot of administrative chores.

### **DOES THIS SOUND FAMILIAR?**

Your calendar is a mess. Your email inbox is overflowing. Your voicemail is full. You haven't had a haircut in months. You are trying to service your clients, and even though you're working many hours a day, you just can't seem to get caught up.

You don't feel like a business owner, you feel like your business owns you. You're frustrated, you're tired, and some days you even feel like it might be easier to just to give up and go back to work for somebody else. **Your business**—that you dreamed of running for so long—**is sucking the life out of you.**

### **HELP IS AROUND THE CORNER.**

The answer isn't giving up on your dream and plugging back into the work-a-day matrix. It is **delegation**, and **smart** delegation at that.

**Delegating routine tasks to a personal assistant can solve many of those day-to-day issues**—issues like email handling, calendar management and distributing marketing & promotional materials, to name just a few—that have turned into administrative nightmares for the small business owner. Delegation can help **make you feel like a business owner again.**

## 5 WAYS A PERSONAL ASSISTANT CAN HELP

- **Email management.** Get control of your email inbox. Have a personal assistant (PA) filter only those critical emails that need your direct attention into your inbox. The PA then handles all the rest of your emails, answering and shifting those that don't need your direct attention, and dealing with spam and junk mail. You don't need to be the air-traffic controller of your email any more!
- **Calendar management.** Get control of your calendar. You are **one person** and should have **one calendar**. Have a PA keep your calendar—both business and personal—to gain control of your time. Need a haircut? A PA can schedule one every 5 weeks so it's already in your calendar. Dentist appointment? Kid's soccer practice? Somebody's birthday? That's all there too. Client appointments? Enough said. VIP appointment? Already set up. All you have to do is show up.
- **Time request management.** A PA can help screen and answer the requests for your time, both business and personal, allowing you to directly meet with only the requests you want to, while efficiently and politely handling the rest.
- **Responsiveness.** Timely response is critical to client satisfaction, and client satisfaction is vital to the continued growth of your business. Gain (or regain) a reputation as a responsive company with a personal assistant who responds appropriately and in a timely manner to all the various communications that cross your desk every day.
- **The Value of Your Time.** How much money is it costing your business for you to run to the dry cleaner? Wade through all your emails? Stuff envelopes? Manage your calendar? ***How much is your time worth?*** If you are spending your valuable time on tasks that can be better handled by someone else while you concentrate on those things—like serving clients and meeting with those who can help you advance your business—then it's costing you way too much. A Personal Assistant can take those tasks off your plate, freeing your time so you can make money and grow your business!

## TOO GOOD TO BE TRUE?

No. It is real—and it can be YOUR reality. A personal assistant can become your work-alongside partner and increase your productivity exponentially, by taking over some lower-payoff activities that are still vital and need to meaningfully be done, leaving you free to do those things that grow and build your business.

## WORK WITH ME!

If you want to gain control of those routine administrative tasks, start to grow your business, and become the owner of your business again—rather than having your business owning you—consider hiring a Personal Assistant now.

Contact me **TODAY** for more information!

contact information  
(insert phone number)  
(insert email address)

**What Others Are Saying:**  
(Insert testimonials)