



The Daily Newsletter

“Either you run the day, or the day runs you”

Vol. I

How A Virtual Assistant Pro, LLC
Got Started

When the concept to launching my virtual assistant + business support company first dawned on me, my excitement was through the roof! I am (and still are) pumped with adrenaline, ready to embark on this new journey. With that of course, I set out in attempt in trying to do all things, all at once. I was running with a million ideas a minute and wanted to execute them all within a short period of time, and driving my husband crazy. Oh, the pressure!! Well friends, and family, let me be the first (okay, maybe not the first) to tell you to slowwwww down.

We quickly learned that our timeliness needed to be revisited and that our journey was not a race nor was it a competition. (Quality over quantity folks!). So, we assessed and made the best decision we could. We decided to take our time. Take our time with our branding. Take our time with our website. Take our time with our business.

It's been quite refreshing, as we take baby steps in the direction that best suits us. Slow and steady friends. Now a question for you...how are you working in your business to ensure progress? Are you trying to tackle everything as fast as you can, as much as you can or are you taking it one day at a time while still maintain productivity?

The skill set I have acquired over the past 20 years of working with executives in the legal field has given me the best opportunities in all areas of administration. From working as a guardian ad litem, representing the children that have fallen victim to the judicial system, working on a presidential visit, and fund raising event, assisting attorneys in estate and probate documents and filings, to assisting in the courtroom during hearings and trials. This has brought us to where we are today.

I've learned that developing a solid reputation that drives opportunity, requires three things besides hard work.

1. Be honest, and do your absolute best to set expectations. (If you can only do two out of three things really well, say so. And be honest about deadlines.)
2. Ask yourself "am I okay with this becoming a public story?" Being a woman of faith, I almost always try and remember to say "God's Hands." (Customer Service is an essential part of any successful business.)
3. Own the content in your space, so to become a trusted source of information. (Reputation is about trust.)

Does someone trust that hiring A Virtual Assistant Pro, LLC ("AVAP") will be the right decision? As the Manager for AVAP, I truly believe that one of the best ways to earn trust is by helping others.

However, your own capacity sometimes limits how much you can help people. There are only so many times I can get on the phone with a contact and provide information that really makes a difference. Here's what I mean...to overcome these limitation, you have to scale knowledge. By committing to being the source of information in your industry who values delivering more success to your clients is what you strive towards everyday, and you are able to speak trust.



Be Honest, and do Your Absolute Best to set Expectations!

Mary~

Well, that is our newsletter for this month. Looking forward to hearing from you soon.

Mary Wyatt

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