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Five Star Executive Starter Package, which includes five (5) hours of Virtual Assistant Services for only \$109.00. Newsletter subscribers save an additional 10% off this package. Now is definitely the time to find out if Virtual Assisting is right for you!

**Offer Expires: January 31<sup>st</sup> 2008.**  
Email  
[crystal@fivestarexecutives.com](mailto:crystal@fivestarexecutives.com)  
to get started.

## Dear Subscriber,

Happy 2008! What an exciting time of year and the best time for new beginnings! After designing, writing and mailing out hundreds of newsletters for our clients we have decided to start our **Success!** newsletter for small businesses like yours.

Our aim is to pass on information that will be useful to you, the subscriber, and with that in mind, I would welcome any feedback on the content.

Please take a look at the very last page for further information about the newsletter, ways to contact us and details to unsubscribe.

### **4 Surefire Ways To Bring New Year's Resolutions To Reality** By Marie E. Cavanaugh, D.C.

It is wonderful that as New Year's rolls around again we make commitments to improve our lives. Studies show that most New Year's Resolutions include achieving peak vitality, physical fitness or weight loss. Other examples include becoming more assertive, or becoming more economically or environmental responsible.

Sadly most of our best resolutions to lifestyle changes for a better quality of life are broken shortly after being set and mostly go unachieved. It then becomes common to resurrect the same resolutions every New Year and fail to live up to our promises year after year.

This year you could feel amazing as you not only make a great New Years Resolution and take the actions steps necessary to bring your resolution into reality. What could prove to be the big difference this year will be your asking for help, not having to do it alone and being fully supported each step of the way.

#### 1. Take a Better Inventory

Resolving to lose weight or exercise more when your body/mind is ill can be counter-productive. If you do lose weight you will quickly gain it back or your exercise plan will soon drop off. Taking a better inventory focuses you on what one or two resolutions is the real



## Out With The Old...

A quick list of things to do in order to wrap up the old year and get a fresh start for 2008.

- Update your contact list.
- Backup your files.
- Empty your email inbox.
- Organize your files on your computer.
- Organize your office.
- Finish your bookkeeping and accounting paperwork.
- Write your goals for the New Year.
- Get some help. Hire a Virtual Assistant to worker smarter not harder in 2008!

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## [Virtually In Focus](#)

Find virtual industry news, great tips for your small business and products and tools (some of them free) to help you succeed. All at the [Virtually In Focus blog](#), be sure to pop in and leave a comment or two!

priority. This insures success, as you will now be working towards what you really need.

### 2. Commit to a Plan of Action

Change occur the instant you decide to improve however, you will have to repeat and participate in activities that remind your body/mind of the decisions you have made. Making a realistic plan and sticking with it guarantees your success.

### 3. Hold Yourself Accountable

Keeping track of your plan is a surefire way to know when you are off course and what you need to do next. I have a small calendar where I note my weekly entrainments, my centering home practices, and my exercise and recreation activities. When I glance at my book and see a couple of weeks with no home practice notations or recreation notes I know exactly what I need to do next to feel better.

### 4. Celebrate Your Milestones

Let go of critical and reprimanding self-talk. Praise yourself with accolades like "I did it," "I finished," "I showed up" that reinforce your positive action steps.

Get excited and applaud yourself weekly for sticking to your plan. Reward yourself for bigger milestones.

Maria is the director of WISE Ways Wellness Center. She can be found at <http://www.wisewayscenter.com>

## **7 Reasons For Sending Out A Monthly Newsletter** By Crystal Redhead-Gould

Do you want to create an almost instant connection with potential clients? You can do so by creating a newsletter also known as an ezine.



**\*\*\*Stressed\*\*\*  
Is This You?**

Having a Virtual Assistant is an instant stress reliever, but if you are still thinking about it here are some silly distressing tips to tide you over...

- When someone says "Have a nice day," tell them you have other plans.
- Fill out your tax forms using Roman Numerals.
- Use your MasterCard to pay your Visa and vice-versa.
- Stare at people through the tines of a fork and pretend they're in jail.
- Make up a language and ask people for directions.
- Make a list of things to do that you've already done.

Having an ezine is one investment that will pay off big time. Here are a few reasons you should starting building and connecting with your own community:

1. Connect to everyone all at once.
2. The opportunity to offer interested prospects something valuable.
3. Stay on the forefront of your prospect's mind. That way when they need something that you offer, you'll be the first person that they contact.
4. Needs change, just because they didn't need your service last year, does not mean they won't buy later.
5. Get referrals. A subscriber may never use your service but because of the valuable information you provide they may refer you to someone who does.
6. Be known as an expert in the area that you provide products or services for.
7. A perfect opportunity to announce new products or services.

There you have it, seven great reasons for sending out an ezine! Don't you think that its time for you to get started? If you need help getting your newsletter started or finding content please contact us at [crystal@fivestarexecutives.com](mailto:crystal@fivestarexecutives.com)

**Choose the Right Keywords For Your Website.**

As important as having a website, having the right keywords is essential for getting found by prospects. Without the right keywords people may never find your site. Keywords also play a part in the way that your site is ranked in the search engines so improving your rank will help to bring the visitors in.

Here are some tips to consider when selecting your keywords:

1. I recommend [Wordtracker](#), it will help you identify the keywords that people are searching for and provide valuable nuggets that you may not have thought of yourself.
2. Search for phrases that set you apart from the competition. This will improve your ranking for that search term. Choosing phrases or keywords that everyone else is using may decrease your likelihood of being placed at the top.
3. Vary the way in which you place your keywords in your site content. The search engines ignore website copy and



## Recommended Resources

### Manage your daily tasks:

1. [Swift To Do List](#)
2. [Ta Da List](#)
3. [Stikkit](#)

### Accounting Tools:

1. [Dimewise](#)
2. [Saasu](#)
3. [Fluttervoice](#)

### Scheduling:

1. [Calendar Hub](#)
2. [Epointment](#)
3. [Schedule Book](#)



**Need a Virtual Assistant?** – Find one at The Caribbean Association of Virtual Assistants. Post your [request for services](#) today!

articles that are packed with keywords. Site visitors will also ignore content that is so focused on keywords that the copy does not make sense.

These are the basics to help you get started. The [Wordtracker](#) site offers tons of additional tips as well as a free course when you sign up for the trial version of [Wordtracker](#).

Sign up for the free trial by clicking [here](#).

Thanks for your time; hopefully you enjoyed this first edition of the Virtual Assistance Newsletter! If you have any comments or suggestions, or would like to contribute information to an upcoming edition, please [click here](#).

To unsubscribe, please send an email to [crystal@fivestarexecutives.com](mailto:crystal@fivestarexecutives.com) with an Unsubscribe headline.

If you like this newsletter and know someone that would benefit from this resource encourage him or her to sign up for his or her own copy at [www.fivestarexecutives.com](http://www.fivestarexecutives.com).

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Five Star Executives is a virtual assistant firm that assist business owners in managing their businesses and handling stuff that most business owners don't want to do and shouldn't be doing themselves.

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