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How to Build a Successful Virtual Assistant Business

New book taps experience, insight and knowledge to help aspiring VAs profit.

BARRIE, ON, October 08, 2008 **/24-7PressRelease/** -- Answering the call for help by aspiring virtual assistants (VAs) across the country, Janice Byer and Elayne Whitfield tapped into their more than 15 years of combined experience to write a comprehensive resource guide for the virtual assistance industry.

"How to Build a Successful Virtual Assistant Business" is an all-inclusive guidebook, leading readers from the first steps of starting a VA practice all the way through to growing the business into a successful, profitable venture. With more than 200 pages of practical advice, Byer and Whitfield show soon-to-be VAs how to determine if virtual assistance is right for them, explain how to build a business and marketing plan, provide guidelines for setting rates and services, and offer advice on purchasing the right equipment on a shoestring budget.

Byer has authored hundreds of articles on virtual assistance and is co-founder of the Canadian Virtual Assistant Connection (CVAC). Co-authoring "How to Build a Successful Virtual Assistant Business" was a natural progression for her. "My goal in writing this book was to help alleviate some of the concerns- "and even anxiety- "both new and established VAs experience during the various transitions of starting and growing a VA practice," Byer said.

"When I started my business I put literally hundreds of hours into research and educating myself about the virtual assistance industry and all aspects of starting a business," said Whitfield, also co-founder of the CVAC. "I hope this book cuts down on that learning curve for VAs just starting out as well as VAs who are ready to streamline their operation for efficiency, and ultimately, for prosperity."

As part of the growing market for business process outsourcing, virtual assistants provide various forms of help for tasks that are related to keeping a business running smoothly, including administrative, executive or creative support. VAs work from their own offices for more than one client at a time, and because today's technology allows for real time communication, VAs can have clients down the street or around the world.

Industry trends show that VAs who start their practices now are finding it easier to build a client base than those who began their businesses five or more years ago. This is because prospective clients- "from small business entrepreneurs to larger firms- "are starting to fully grasp the benefits of hiring a VA. Professionals are increasingly more open to outsourcing work to a VA as a viable business solution.

As a result of this trend, more and more administrative professionals are aspiring to launch their own VA practices in order to enjoy the freedom that comes with working from home as well as tackle the exciting challenges that come with being a small business owner.

"How to Build a Successful Virtual Assistant Business" fills an important need within the VA industry, answering questions and providing resources to build and grow a VA practice. It is the must read for those dreaming about launching their own business as well as established VAs who face the growing pains that come with expanding their teams.

About The Authors

Janice Byer launched Docu-Type Administrative & Web Design Services (<http://www.docutype.net>) in 1998 in an effort to provide small business professionals with virtual administrative and web design services. Janice is a Certified Canadian Virtual Assistant (CCVA), certified Master Virtual Assistant (MVA), and active member of numerous Virtual Assistant, Small Business and Web Design organizations. She is a co-founder and Executive Director of the Canadian Virtual Assistant Connection. Her desire to help VAs become successful is evidenced by the numerous business building e-books she has written, her bi-monthly newsletter, and her blog, among other publications she has developed.

Elayne Whitfield-Parr started Executive Assistance Business Solutions Inc. (www.executive-assistance.ca) in 2000. She is a Certified Canadian Virtual Assistant (CCVA), a certified Master Virtual Assistant (MVA), a Professional Real Estate Virtual Assistant (PREVA), a member of several related associations as well as a co-founder and Executive Director of the Canadian Virtual Assistant Connection. She now operates several businesses in which she supervises numerous contractors worldwide and offers her expertise to regular industry events while also mentoring VAs to new levels of success.

To learn more about Janice, Elayne and their new book which is now available for purchase or PDF download, visit www.howtobuildavirtualassistantbusiness.com/

About the Canadian Virtual Assistant Connection

CVAC (www.cvac.ca) was founded in 2001 as a place for Canadian Virtual Assistants to gather and share ideas and support with a focus on Canadian laws and requirements. The organization now offers over 700 members an email discussion list and resource packed website as well as a variety of special benefits to full members including Requests for Proposals, special rates on products and services, and even a comprehensive group insurance plan.