

Beginnings to Present, Our Promise to our Clients

Brand Identity of The 24 Hour Secretary

In 1989, after being laid off from a government position, Sharon Williams found her 15+ years of real-world marketing, negotiations and administrative expertise were highly coveted by small businesses and entrepreneurs who needed practical help to promote their businesses and solve their administrative challenges, but didn't have a lot of time or large budgets to spend on agencies or full-time personnel.

Williams, who spent most of her marketing and negotiations time leading a large union and her administrative time supporting government department administrators, had developed a very practical, strategic approach to marketing and administrative support. Realizing she could leverage her expertise of government and small business marketing and administrative management to meet the needs and time constraints of busy executives and entrepreneurs, she founded The 24 Hour Secretary in November 1990, and began providing affordable, integrated marketing, planning and administrative services 24 hours a day.

As a result of redesigning the company's business model, **The 24 Hour Secretary developed into an administrative, secretarial, marketing and internet-based support firm, open 24 hours a day, that assumes tasks busy and often overwhelmed executives and entrepreneurs dislike or lack time to complete.** Our services leverage 100+ years of combined experience to provide real-world administrative and marketing tools that resolve challenges and exceed expectations.

From the beginning, the company has adhered to Williams' original vision:

- Create the East Coast's most trusted administrative and marketing support services firm
- Offer clients a virtual marketing team they can utilize for ala carte projects or packaged services
- Educate clients that proper office administration and record keeping is an integral element of strategic business growth
- Recruit skilled and experienced consultants and give them the tools and support they need to do great work

Today, the company's services include:

Best Practices Tools. A global team of administrative professionals using productivity technologies and the Internet to enhance business operations and facilitate efficient information processing.

Consulting Packages. Highly experienced on and offline marketing consultants offer market research, marketing plan/program development and evaluation.

Virtual Marketing Packages and Projects. A virtual marketing team executes strategic marketing plans, brand strategies, web sites, collateral, public relations campaigns, event coordination and management and direct marketing programs – available either ala carte or as one of our signature packages.

The Small Business Office Toolkit. This product includes templates and electronic documents with step-by-step instructions and samples to establish the best business planning and marketing model for your dollars.

Executive Dialogue Network. Intense coaching / mentoring / networking model covers all aspects of marketing and business development, providing both strategic and implementation guidance.

In our ongoing efforts to continuously provide superior service and talented, trained virtual work partners, The 24 Hour Secretary consistently reviews its business model and stays abreast of new technologies. Our goal is to exceed the needs and expectations of every client.