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Experts/VA Certification

Featuring the 24 Hour Secretary Fantastic Marketing Program By Alfred L. Gandee

On occasion I have the privilege of working with some fantastic Virtual Assistants. During this last month was one of those rare times. Sharon Williams, a Virtual Assistant and owner of the 24 Hour Secretary from Maryland, developed a unique marketing program for her newest division: Email Operator Maryland. She used this marketing program to expand her email operator business and share information about her other services to a very target rich environment.

When you as Virtual Assistants think about marketing programs include all those tried and true methods but also THINK OUT OF THE BOX and don't be discouraged. Think big and take the appropriate action. Let me tell you what Sharon did!

Sharon designed a plan to team with State Farm Insurance (sponsor of the Senior PGA Golf tournament) in Maryland, EmailOperator.com, the Fore Baltimore Foundation and the Maryland Special Olympics. She developed a plan which would donate 20% of the proceeds to the Maryland Special Olympics through the Fore Baltimore Foundation.

Sharon talked to the CEO of E-Comservices.com and developed as plan to prepare special phone to email prepaid cards and sell them to participants of the Pro-Am golf tournament. She then prepared a special presentation and arranged a meeting with the sponsors of the golf tournament. She presented her proposal to the sponsors of the tournament. State Farm agreed that this could be potentially a benefit to the charity and could help sponsor the Maryland Special Olympics. They allowed Sharon to proceed and participate in the tournament and place these cards in the participation package.

Sharon did not stop here. She prepared a 8 ½ by 11 cardboard backing, placed three prepaid email cards on each cardboard flyer. By doing this she has the potential to triple her sales by

Alfred L. Gandee (Fred) is a retired army Sergeant Major. Fred served in the military for 30 years before becoming a Virtual Assistant.

Fred started his career in the military in 1969 serving in Germany, Panama and the United States with numerous tours into the Middle East. Fred studied the Arabic Language at the Defense Language Institute at Monterey California and completed his education through attendance at Liberty University. Fred is also



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a graduate of the United States Army Sergeants Major Academy. Fred served in many capacities during his military career but always ended up in operations.

Fred has been the operations sergeant for engineer, infantry and logistics units culminating his career as the operations sergeant major for the 29th Infantry Division.

After Fred retired from the military he started a Virtual Assistant practice "Poteau's Virtual Assistant" in Poteau Oklahoma. Fred's practice focuses on web site design, eBook design and preparation and virtual administrative services for many clients. Fred is currently the CEO of IAVOA.com, a virtual assistant networking organization promoting the virtual assistance industry.

Fred is also the author of two books, "Virtual Assistant" and "How do I Become a Virtual Assistant?" as well as many articles about the industry, and the owner of A Virtual Solution.com, an Entrepreneurs Resource Center.

Fred along with Janet L. Jordan and Amy C. Whitmer teamed together to provide the Virtual Assistance

selling the first card to the participant and then have the new client give away to friends or associates the other two cards. She developed a special website through E-Comservices to support the effort.

She had these prepaid cards prepared commercially and attended the tournament wearing a special T-Shirt "EmailOperator.com" providing additional exposure for her new division Email Operator Maryland. This allowed her to talk to participants and inform them of all the other services that the 24 Hour Secretary performs. This is truly marketing genius at its best. Sharon not only did a great deed by donating a check at the tournament for \$500 to the Fore Baltimore Foundation and Maryland Special Olympics with the potential to add another \$2000 in post tournament sales. She advertised her business the 24 Hour Secretary and all the services she offers but also provided great exposure for the entire Virtual Assistance Industry.

Sharon saw an opportunity to market her new division through teaming with some very respectable associations, "State Farm Insurance, The Senior Classic PGA Golf Tournament, The Fore Baltimore Foundation, The Maryland Special Olympics and EmailOperator.com. Truly a fantastic accomplishment!

Congratulations to Sharon and the 24 Hour Secretary for a remarkable marketing program.

When each of us start to think about what is possible in our marketing programs. Think about what Sharon accomplished. She set a fine example for us all. Think out of the box and go for it.

Visit EmailOperator.com and click on the Special Banner at the bottom of the page. Senior Classic Golf Tournament and visit Sharon's special promotional website.

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Industry with the only industry wide Virtual Assistance Certification program. Fred provides the administrative oversight and daily operations for the program. Fred also serves on the Board of Directors of VACertification.com.

Fred recently acquired the exclusive rights for the promotion of EmailOperator.com in the State of Oklahoma. Exclusive rights distributorships are purchased through E-Com Services, LLC.

Note: Fred's work is his own. He maintains all the rights to his articles listed on this site. If you are interested in using any portion of his work please contact him directly.

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