

Ms. Sharon Williams



Sharon Williams

Sharon Williams is the founder, President and CEO of Book Marketing VAs.com and The 24 Hour Secretary™. Her desire to develop a business model that would eliminate her dependency on an employer, and recognizing that authors and small businesses wanted access to non-traditional marketing and administrative support, led to the creation of Book Marketing VAs.com and The 24 Hour Secretary™. These companies provide reasonable, cost-effective and common sense solutions to a myriad of on-and-offline marketing opportunities Authors, Business Executives and Entrepreneurs encounter on a day-to-day basis.

As a small business owner, Williams understands the challenges and time constraints authors, businesspeople, entrepreneurs and professionals possess in performing marketing, promotions and administrative and associated tasks. She also recognizes that many lack knowledge of or the desire to develop and conduct a winning marketing strategy and program.

Her goal is to provide a knowledgeable and technology-savvy comprehensive marketing, virtual assisting and Internet-based services team that can partner with clients and assist them in fulfilling their passion and achieving their goals.

Sharon has served as keynote speaker and presenter at technology conferences, Virtual Assistant Industry conferences and seminars, and business expos sponsored by organizations supporting the global entrepreneurship model. She is the author of Marketing Your VA Practice, Nuts & Bolts of Branding, Racism in State Government (commissioned by the Maryland Black Legislative Caucus) and 24 Easy Ways to Create Your Amazing, Authentic Brand Identity.

Williams began her career as clerk typist and moved up the ranks to executive assistant. She's held positions as a program compliance officer, labor relations specialist and president of a 7,000 member union. Her business administration degree is from Antioch University; Master Virtual Assistant certification is from VACertification.com; Professional Virtual Author's Assistant certification from Professional Virtual Author's Assistant certification program; and Online Book Marketing Specialist from VAClassroom.com.

Williams is the founder and chairperson of the [Alliance for Virtual Businesses](#) a collaborative globally represented organization of Virtual Assisting organizations and members. She is also the visionary leader behind the annual [Online International Virtual Assistants Convention](#) as well as creator of Virtual Assistants Day, in recognition and celebration of the dedication and work ethic of Virtual Assistants, worldwide. Ms. Williams is also founder of Global Virtual Assistants Day. She can be reached at info@the24hoursecretary.com.