



The Small Business Checklist for Success

- ✓ **Business and Marketing Planning – You Need a Roadmap!**
- ✓ **Having a Professional Public Image Doesn't Have to Cost a Bundle!**
- ✓ **Inexpensive (even FREE) Marketing Solutions You Need to Know About!**
- ✓ **Affordable Answers for Managing Marketing and Sales Activities!**

An invaluable guide for small businesses and entrepreneurial start-ups. Identifies outstanding business and marketing solutions guaranteed to fit your pocketbook. Packed full of tips and suggestions that will help you to quickly get your business off the ground and on its way to success!

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INTRODUCTION

If you are starting a business, there are certain things you need to do to present a credible image, promote yourself and manage daily operations. And these are issues that must be addressed before you publicly launch your business.

For example:

- ✓ Have you prepared a business and marketing plan?
- ✓ How will you present your business professionally to the public?
- ✓ How will you promote your products or services?
- ✓ How will you manage your marketing and sales activities?

Along with answering these questions, ask yourself, "How much can I afford to get this business up and running?" If you are like most small businesses and start-ups, the answer is probably "Not much!"

Fortunately for you, I have compiled a list of the best FREE or low-cost tools to help you get your business off the launch pad and headed towards ultimate success. Rather than stumbling around, wasting time and money, you are going to benefit from a proven checklist that not only addresses these crucial issues, but does so in an economical fashion. So let us begin.

YOUR BUSINESS PLAN

People often rush into starting a business without having first done their homework. Launching a business - especially an Internet business - without first accomplishing upfront research and developing a realistic "go to market" plan is tantamount to playing the "Wheel of Fortune" in Las Vegas – you may get lucky but the odds are against it.

Formal business planning is a process that takes your "great idea" and subjects it to rigorous scrutiny. It either validates your premise or else shows you where the idea falls apart. Moreover, business planning forces you to identify costs and develop a sensible marketing strategy *before* you start spending money. Having a business plan will also help you to acquire funding, if necessary.

So what should an Internet marketing business plan address? At minimum, it should be a written document that covers:

Product/Service

- ✓ A precise description of the product or service you wish to market on the Internet. What is it, and what are its ingredients? What (if anything) makes it unique? Are you sure you can actually provide this?

Marketplace

- ✓ A clear definition of the target market(s) in terms of characteristics and numbers. That is, what need are you going to fulfill and who are your prospective customers? Is the market big enough to justify your investment? Is the market wide open or is it already saturated? Are there any entry barriers to prevent competitors from easily imitating your success? What industry associations, directories, agencies, clubs or events can be leveraged to reach your target market(s)?
- ✓ Are there any distinct prerequisites to participating in the target market(s), such as industry certifications or association memberships?
- ✓ Who are your competitors, and how are they addressing the market? What do their Websites offer and how are they constructed? How successful are they (check SEC filings if they are a public company)?

Strategy

- ✓ Given what you have learned about the market and the competition, how are you going to differentiate yourself? Is it through better service, lower pricing, more features, by offering different models for market segments, improved

convenience...what? Why should a customer buy from you rather than an established competitor with a proven track record? Unless it is a huge, unsaturated market, save yourself a lot of time and expense by stopping here if you don't have a good answer.

- ✓ What is the most effective way to reach your targeted audience on the Internet? Through niche directories or search engines? By search engine optimization? Advertising in targeted online ezines? Email marketing? How?!

Pricing

- ✓ What is the going price for the service or product that you wish to sell on the Internet? What will the market bear? Is this sufficient to yield the margins you need to have a profitable business?
- ✓ What will be your pricing by model or type of service?

Marketing and Sales Plan

- ✓ How will you market your products or services?
- ✓ What distribution channels (retail, direct sales, resellers, OEM, etc.) will be targeted?
- ✓ How will you support your customers?

Operations

- ✓ If you intend to market a tangible product, how will it be produced at the required volumes and turnaround times?
- ✓ How will orders be processed? By e-commerce, email, phone, or fax? Are merchant accounts necessary?
- ✓ How are you going to fulfill orders? Will you have orders drop-shipped or handle them yourself? Is electronic downloading required?
- ✓ Do you envision establishing a distribution channel, such as resellers or affiliates? If so, what is required and how long will it take?
- ✓ How will customer service be handled? What is your guarantee to the customer?

Costs

- ✓ What start-up investments are necessary (talent, hardware, software, outsource services, office space, etc.)?
- ✓ Where will the start-up funds come from?
- ✓ What are your production costs?
- ✓ What are your ongoing costs (Web hosting, PPC advertising, etc.)?
- ✓ What type of legal entity will your "company" be (e.g., LLC), and what cost and effort is necessary to make that happen?

Launch Plan

- ✓ Identify all the major steps that must be undertaken to launch your Internet operation and determine which steps must be accomplished before others (i.e., what are the prerequisites for each step). Use Microsoft Excel or Project to sequence these by time.
- ✓ Who is responsible for each step?
- ✓ Determine your "go live" date.

Expected Return on Investment

- ✓ Create a spreadsheet model to determine when you can expect to break-even on your investment costs and what your estimated profitability will be over the next two or three years (preferably on a monthly or quarterly basis). The major sections of your model will delineate:
 - Expected Revenues by model or type of service, taking into account a start-up curve. Construct it so that you can easily enter different variables (e.g., number of monthly sales by units) to ascertain the impact on expected revenues and variable costs.
 - Less Fixed Costs and Variable-Costs-per-unit or service (tied to expected sales).
 - Equals Gross Profits Before Taxes.
 - Then compute Net Profits after Taxes (taking into account allowable IRS deductions).

- ✓ When finalized, use standard Excel features to generate at least two graphs:
 - Line or bar chart showing the expected revenues, operational costs and anticipated gross profit on an annual basis.
 - A break-even chart, illustrating when profits are expected to exceed costs.
- ✓ If you are seeking funding, factor in future values using appropriate discount rates. If you don't understand this, get someone with a financial background to assist you.

Summary

If your "great idea" still makes sense after going through this sobering process, then by all means proceed. You are way ahead of someone who just jumps in to a business with no knowledge of where they are headed. Unlike those unfortunate souls, you will know your target, what you are doing (and why), and have a barometer against which to gauge your progress.

If you need help developing your business strategy or marketing plan, we at Pacifica Endeavors have been down this road many times. **Our 'real world' expertise and entrepreneurial attitude can ultimately mean the difference between your success and failure.** Check us out at www.smallbizsmartmarketing.com. You'll like our affordable consulting rates.

YOUR PUBLIC IMAGE

Many people today begin a business working out of their homes. With the Internet, you have worldwide access for marketing products and services on a 24x7 basis. In fact, it is hard to visualize a new business these days that does not leverage the Internet.

With that in mind, here are two low-cost tools that will give your start-up business the same marketing clout, image-wise, as major corporations:

Handle Inquiries and Calls with a Virtual PBX System

To present a professional image, attract clients, and conduct business, your start-up company needs a nationwide toll-free number for calls and faxes. It also needs a PBX

capability with a professional greeting and voice mailboxes. And it should have an automated call-forwarding feature (by ringing through to your home office, mobile phone or else sending you an email) for fast follow-up on sales leads and customer support issues.

"Whoa – sounds expensive," you say. Nope. Fortunately, there is a low-cost solution from [GotVMail](#) that allows you to be competitive without major upfront expense or long-term contracts. You get a nationwide, toll-free 866 or even a vanity 800 number. And the service can typically be set up and running within just a few minutes.

[GotVMail](#) is a virtual PBX or hosted phone system that can be customized for 1 employee or 30, and can be used anywhere, with any phone, and instantly administered online. There are no long-term contracts to sign, and no hardware or software to purchase. And pricing starts at under \$10 monthly!



I use it myself for my consulting business and strongly recommend that you [visit their Website](#) to review the online tour. You won't find a better deal anywhere!

Create a Professional Website to Promote your Company and Access Worldwide Business

In the next few minutes, you are going to learn a secret that web programmers and online services wish you didn't know. I am going to show you how to create a simple, professional-looking Website for as little as \$7.95 monthly.

If your budget is tight, tight, tight, this is the option for you. But there's a catch. You have to be willing to invest your time in doing the work to create and maintain your Website! Fortunately, this is an easy task today and one that will not consume an inordinate amount of time.

Follow the below steps to create a simple Website with four-to-six pages that introduces you to visitors, promotes your services and shows off a few of your listings. You will find that with a few hours of effort, you can have a professional-looking Website to introduce your company and its products or services to a worldwide audience.



Step 1 - Set up an account with iPower Web Hosting

iPower (www.ipower.com) is the premier Web hosting company. I use it myself and strongly recommend it to all. Set up an iPower Pro Account for just \$7.95 monthly (one year paid in advance) and you will get:

- ✓ **FREE** Domain Name
- ✓ **10 GB** of Space / **2,500** Email Accounts
- ✓ **Marketing / Content Package**
- ✓ **Host 6 Websites in 1**
- ✓ **Up to \$100 in FREE Advertising Credits**

But wait, there's more (I always wanted to say that!):

- ✓ UP to a 250GB transfer rate (makes your Website fast and visitors never have to wait).
- ✓ Online tools and templates that let you create a professional-looking customized real estate Website.
- ✓ A built-in HTML editor if you need one.
- ✓ Up to 2,500 email accounts, such as yourname@acme.com.
- ✓ Ability to forward your emails to your personal account or set them up within Outlook, plus the ability to access your iPower email accounts when you are traveling.
- ✓ **FREE** autoresponder to see up automatic replies to an email inquiry, immensely enhancing your productivity and creating more sales.

- ✓ Ability to create forms for collecting sales leads.
- ✓ FREE File Transfer Protocol (FTP) capabilities for uploading photos and other graphics, or a Website you have created on your PC.
- ✓ Sophisticated Website analysis reports, showing you daily how many visitors came to your site and quickly identifying any problem areas. With this information, you can refine your Website content until it becomes a self-generating sales machine!
- ✓ A variety of sophisticated plug-ins for those of you who are more knowledgeable about Website creation. Your initial iPower site is not a dead-end solution!

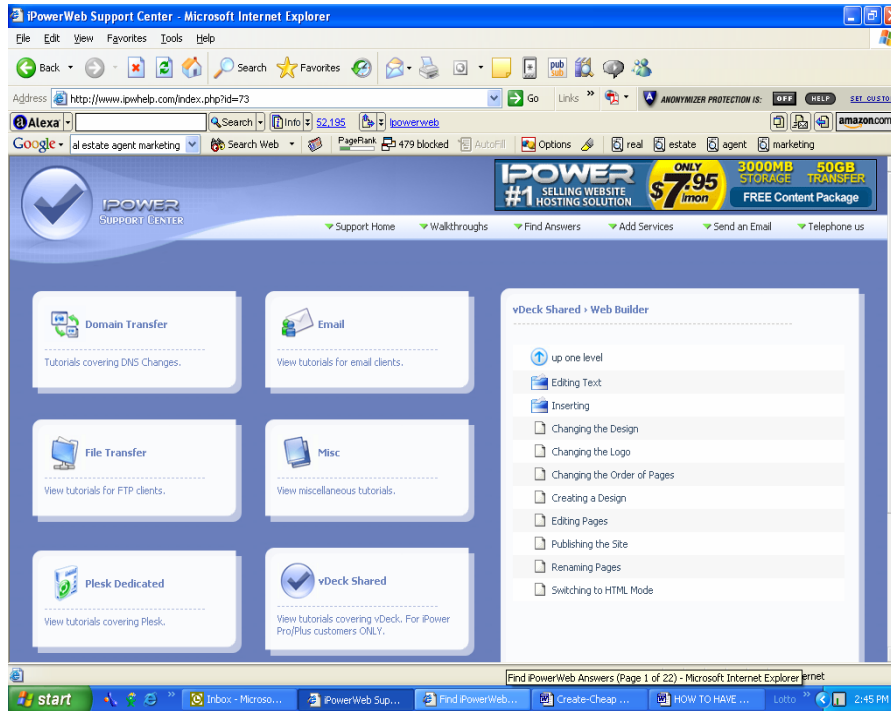
Once you have an account set-up – and there are no set-up charges with iPower – you can immediately begin creating your Website. iPower will automatically set up your file structure, including a Public directory where your Website will actually reside, so you don't have to worry about any of that.

And if you have any questions, their support organization is superb. Another thing I love about iPower is that you can call them and reach a live person who works with you. Any problems, check out their extensive Frequently Asked Questions (FAQs), or call them directly if you can't find an answer there.

With your file and directory structure in place, you are ready to create and publish your Website.

Step 2 - Use the iPower Online Tools to Create Your Website

The iPower Control Panel, labeled *vDeck*, provides all the tools you need to create your Website and set up your email accounts, forms and autoresponder messages. If you are familiar with Microsoft Word, then the *vDeck* toolset will be a snap for you. A powerful set of tutorials guides you through these processes and even the more advanced stuff (like plug-ins) that we won't discuss here.



Step 3 - Set up your Email Accounts and Autoresponder Messages

Using the iPower Control Center, it is easy to set up as many email accounts as you want. User friendly dialogue boxes lead you through the process.

You have the option of having your email forwarded to a personal account and setting up an automated email response for each email account. Some accounts, you might want to set up are:

- ✓ yourname@domainname.com
- ✓ moreinfo@domainname.com
- ✓ contactme@domainname.com
- ✓ Etc.

It is a good idea to set up different email accounts for specific purposes. That way, you can keep track of who is emailing you and why. With 2,500 accounts available, you can let your imagination rule.

Some emails deserve an immediate response. For example, if you receive an email at moreinfo@domainname.com, an immediate response with a canned email describing

your services and providing links to information on your Website may help you to get a new customer. The iPower autoresponder allows you to set up an automated reply for each email account.

You are Done!

Basically, that's all there is to setting up a business Website with iPower. This is an easy, fast solution for Websites having up to a dozen pages. It works particularly well for new businesses and start-ups and those who want a simple fast answer. With iPower's extensive array of user-friendly tools, your Website can literally be up and running within a few hours!

And who can argue with the cost. The \$7.95 monthly price works out to an average of about 26 cents daily for a professional-looking Website. Yes, you have to invest time and effort to get it up and going, but compare this cost to companies that charge anywhere from \$1 daily to \$10 daily for much the same result. With its broad array of tools, iPower is a super bargain – [check it out!](#) **We use iPower ourselves to host the Pacifica Endeavors Website, and I strongly recommend them to all my clients.**

Of course, if you want a customized Website or different template, you have to invest more. However, you would be surprised how inexpensive a broader site or one with added functionality is. Please contact Pacifica Endeavors at (866) 284-4955 or visit us at www.smallbizsmartmarketing.com if you need a unique Website or wish to enhance your existing one. We have helped a number of business and organizations to enjoy results-getting Websites.

Need a logo?

Having a logo "brands" your company. Over time, as you become well-known within your marketplace, your logo becomes synonymous with the product or service that you offer.

Large corporations spend up to a million dollars to develop a new logo. I know how to get you a unique company logo for just a wee bit less. ...how's \$99 sound? And all it takes is three easy steps.

Design your own logo in minutes with [LogoMaker's](#) easy-to-use online logo maker. You can change colors, fonts, sizes and icons. They have 1000's of full-color icons to choose from. You have full control over the logo design process. Creating a professional logo has never been easier. Here are some examples:



Put All your Information on a Business Card

Now that you have a nationwide toll-free phone and fax number, plus a kick-butt Website and business email addresses, don't forget to consolidate this contact information on an attractive business card.



The best pricing I have found for high-quality business cards is from [VistaPrint](#).

They even offer FREE business cards (but you have to pay for shipping). It's worthwhile to spend a few bucks more to get cards on high-quality stock. Just go online, pick your design, fill in your information and your new cards arrive a few days later in the mail.

[VistaPrint](#) also offers great deals on collateral materials, such as datasheets, brochures, direct-mail pieces, calendars, stationary and sales folders. Simply design them yourself (or pick one of their designs), convert to PDF and upload. Their printing

costs are way under anything else you will find on the Internet! **I use them myself and recommend them to all my clients.**

If you need help designing your collateral or creating its content, please contact Pacifica Endeavors at (866) 284-4955 or through our Website (www.smallbizsmartmarketing.com).

INEXPENSIVE WAYS TO PROMOTE YOUR COMPANY, PRODUCTS OR SERVICES

Once your company is off the ground, the real work begins. Until you promote yourself to your target market, you are invisible. What's the use of having the world's best mouse trap if nobody knows you exist?

Does it cost a lot of money to make possible customers aware of your offering? No, but it does take a lot of time and sweat. Again, this is where [Pacifica Endeavors](#) can help you, by allowing you to focus on what you do best – finalizing your product or service, organizing your new company and closing your first sales. Simply outsource the marketing to us - we'll put your company on the map and start generating a steady flow of qualified sales leads.

But let's look at some inexpensive things you can do to gain attention in your target market.

Put Out a Online Press Release

One of the easiest ways to make your market aware of your existence is to put out a press release. And the best way to do this is to release it through an online service which in turn distributes it to all the major news outlets. By including a link back to your Website, every online posting (and it will grow very quickly!) has a means for interested readers to go directly to your website. Thus, press releases are an excellent means of generating qualified sales leads.



[PR Web™](#) distributes press releases for many Fortune 500 companies and currently stands as one of the largest overall online press release newswires. And you can benefit from their marketing clout for very little expense. The free publicity generated from your news release is all the better because the media has given its stamp of approval which adds credibility and value to your company or organization. And the really great thing about doing an online press release is that you can also print it out and mail it to your local newspapers or industry periodicals. Think of it as "free" advertising.

PR Web can assist you in developing your press release, or you can contact [Pacifica Endeavors](#) for help. Either way, you can't go wrong.

Free Local Online Listings and Economical Local Pay-Per-Click Advertising

Google and Yahoo both offer online promotion programs that are especially beneficial to small business people and real estate agents. Taking advantage of these inexpensive programs is an excellent means of promoting products and services to your local marketplace.

To begin, all small businesses should have an online presence. And if your market is primarily localized, you should run (not walk) to both Google and Yahoo to leverage programs created for people just like you.

Let's take a look at Google first. They offer a real bargain – a free local listing! In style and content, this is similar to what you pay for in the Verizon Superpages. Just go to their Local Business Center at www.google.com/local/add/login. If you don't have a Google account, you will have to establish one (it's free). After that, simply enter your company (or agent) information and select a category for its classification. Google will mail you a postcard with a confirmation pin number that must then be entered online to

activate your listing. Once your local listing is active, people within your community who perform searches within your category using Google Local search have a good chance of discovering your business. Your listing includes all the information necessary to contact you (even a map!).

Next, take advantage of Google's AdWords pay-per-click (PPC) advertising for local searches by specifying that your ad(s) only appear for searches originated within your city or region. Google provides a lot of flexibility in selecting when you want your ad to appear. Go to <http://adwords.google.com> for more information.

Yahoo offers some good stuff too. They provide a free basic local listing, but you are better off signing up for the *enhanced* local listing, offered for \$9.95 monthly. Go to <http://searchmarketing.yahoo.com/local/ll.php> for details.

Rather than PPC ads, Yahoo offers a *local sponsored listing*. This appears on the search results page as a highlighted listing when your keywords match a search initiated within 25-100 miles of your location. Much like PPC ads, you are only charged when someone actually clicks on your listing's link. Yahoo doesn't offer as much flexibility as Google AdWords in allowing you to modify a listing, but a Yahoo local sponsored listing is nonetheless a good deal that can send qualified prospects your way. See <http://searchmarketing.yahoo.com/local/lis.php> for details.

As with all online promotion, it pays to carefully construct your ads or listings. Just remember – choose your keywords wisely and write your ads so that you only get click-throughs from qualified prospects. Otherwise, you could see your advertising budget quickly wither away without achieving any sales. Fortunately, both Yahoo and Google have good tools to assist you in this endeavor.

Both the Google and Yahoo local promotions are easy to set up – all you need is a credit card and some idea of how much you want to spend monthly. Both have good monitoring tools to help you measure your keyword and effectiveness. Google also

provides free centralized tracking for Yahoo ads as well, so you can monitor your advertising results all in one place.

One last thing. The Verizon Superpages offers a free listing too. Go to <https://my.superpages.com/spweb/portals/customer.portal> to sign up. Definitely take advantage of this. Verizon also offers an enhanced listing, but it's expensive. Hence, be sure you will benefit from it before committing yourself.

Localized online promotions are a real bonanza for small businesses and Realtors. They provide local advertising in an economic fashion, offering a cost-effective means of reaching your target audience. If you need help in setting up your PPC campaigns or online advertising, please keep [Pacifica Endeavors](#) in mind – we're experts at getting the best results for small businesses and start-ups.

Optimize your Website for the Search Engines

How would you like your site to appear on the first page of returns when someone enters germane keys into a search engine like Google or Yahoo? That's like free pay-per-click advertising, but with much more credibility!

Aside from attracting traffic with solid content, optimizing your Website for the search engines primarily involves:

- ✓ Keyword research and entering the right information in the Website Meta tags.
- ✓ Optimizing the use of keywords in your Website content and internal links.
- ✓ Achieving links from complementary sites that drive qualified traffic to your Website.
- ✓ Submitting your Website as necessary to the major search engines and making sure it is entered into relevant online directories.

"I'm no technical guru," you say? Well, [Pacifica Endeavors](#) can help you with this or even perform the entire task for you. Alternatively, if you have the time and inclination,

there is a wonderful product designed just to help you optimize your site and build high-ranking links – [IBP9](#).

[IBP9](#) is now the best SEO tool that you can get for link popularity building, inbound link optimization, Webpage optimization, search engine submission, search engine ranking



checks, and all other search engine optimization tasks. And they make it so easy - [sign up](#) now for a FREE 30-day trial. IBP's Top 10 Optimizer tools are proven tools that help you to get top 10 rankings in Google, Yahoo and all other major search engines.

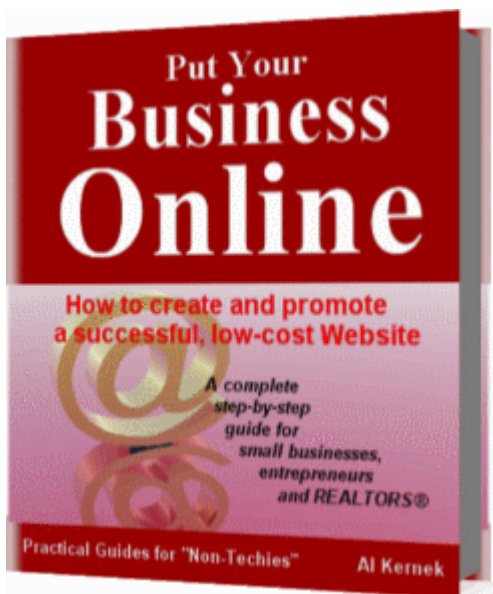
Other Online Promotion Secrets

There are a myriad of very effective ways to promote yourself online without spending a lot of money. These include:

- ✓ Putting out a monthly email newsletter is easy and costs next to nothing, yet allows you to drive promotions directly to your customers and prospects.
- ✓ Writing and distributing free articles, each with a link to your Website, for others to publish in their newsletters or on their sites yields a high-volume traffic flow from interested readers.
- ✓ Setting up affiliate programs to quickly expand your sales coverage.
- ✓ Using autoresponders for productivity and increased sales.
- ✓ Enhancing revenues by reselling complementary products and services.

You can learn these and a variety of other techniques for online promotions in an excellent guide written by yours truly, entitled "[Put Your Business Online – How to Create and Promote a Successful Low-Cost Website.](#)"

This practical guide is **written for non-techies.** If you can operate a personal computer and are familiar with basic applications like Microsoft Word and Internet Explorer, you can create, manage and promote a Website.



I have walked in your footsteps. Every bit of wisdom contained in this book has been verified by personal experience. Believe me, I have created many, many Websites and overcome the challenges of online marketing. The knowledge gained from my successes and mistakes is presented here for your benefit. By spending a few dollars to get this insightful book full of real world tips and the best bargains found on the Internet, you will save mucho money and avoid the frustration of costly pitfalls. This "real world" guide offers a **blueprint for**

your online marketing success. [Download it now!](#)

MANAGING YOUR MARKETING AND SALES ACTIVITIES

Once you're up and running, accomplishing promotional activities, and the sales start to happen or increase, here are some low-cost tools that will make your life easier.

Establish a Virtual Intranet for Online Collaboration

HyperOffice is the perfect alternative for a small business or start-up to acquiring expensive and troublesome inhouse servers in order to have a company Intranet. Now you can enjoy the same collaborative benefits without installing any equipment or having to hire expensive techies to support an inhouse Intranet. And it can be up and running within one day! It works across any platform - PC or Mac. Plus, HyperOffice offers free support, training, & upgrades for life!

Small businesses benefit from hosted collaboration solutions because there's no software to install, no servers to maintain...ever! HyperOffice's cost-effective online collaboration solution is a carefree alternative to the anxieties and costs inherent with

supporting complex collaboration software. Its fully integrated collaboration suite boasts powerful collaboration tools that businesses can't live without. Here are some features that can help you manage your business:



[Convenient Online Calendar](#) - An online calendar keeps your business connected to critical appointments, meetings, and events. Share calendars with your employees, customers, and remote workers from any Web-enabled device in the world!



[Online Contact Management](#) - An effective online contact management solution allows you to store and manage your contact list in a secure, central location. With our contact manager, you can import and export contact lists, organize each contact by category, and share contacts with others through an online interface.



[Share Your Outlook Contacts with Others](#) - Do you need to share your Microsoft Outlook contacts with your company, but don't have the budget to invest in an Exchange Server? Built into HyperOffice at no extra cost,

[HyperShare for Outlook](#) will let you keep using Outlook - and **share Outlook calendars, Outlook contacts, documents, tasks and more** with colleagues, partners and customers. The ability to share Outlook contacts is beneficial to any company with two or more people who need to effectively manage their contact lists.



[Online Document Management](#) - Streamline your document management processes with document sharing and file storage capabilities. Store any-size document or group of documents online through a secure, central repository. Manage your document collaboration process with document

version control, overwrite protection, commenting, and document locking. Through online document management, files can be stored, organized, viewed, and modified with just an Internet connection.



[Total Email Solution](#) - An effective, affordable and secure business email service that allows you to focus on your business rather than worry about managing an email system. HyperOffice provides a complete, reliable email solution without expensive hardware or complex software. With its business email service, you can send and receive email, access advanced email tools, and stay connected to your business with just an Internet connection.

Use Virtual Assistants to Expand Resources without Overhead

Many small and home-based business owners as well as large corporations have found great success with virtual assistants. At no additional charge, [Team Double-Click](#) can assign you a professional virtual assistant who is specifically trained and certified by them in how to assist you virtually.

Increasingly, small businesses are turning to virtual assistants, graphic designers, and web developers in order to stay on top of those tasks, while eliminating the need to support a full-time staff. As USA Today wrote, "The savings come from being able to concentrate efforts on building the business instead of balancing the checkbook and typing envelopes."

With many excellent administrative assistants on board, [Team Double-Click](#) is fully capable of performing day-to-day administrative tasks. Virtual assistants only "clock in" when they're working on your tasks. Anything you can assign to an administrative assistant sitting in the next room, you can assign to your virtual administrative assistant: "Send this letter, call John and reschedule lunch, enter this data into the spreadsheet, etc." It's just the manner of delivery of those requests that's a little different. Instead of buzzing him/her on the intercom, you'll need to call him/her. Instead of walking a file to his/her desk, you can email it to him/her or even upload it to a server and instruct him/her to access it there.

- ✓ Answer the telephone
- ✓ Forward calls
- ✓ Take messages

- ✓ Create websites
- ✓ Make appointments
- ✓ Fill out necessary forms
- ✓ Deliver information and forms
- ✓ Make and deliver copies of public record
- ✓ Write and place advertising in newspaper and other forms of publication
- ✓ Type forms
- ✓ Perform company bookkeeping
- ✓ Arrange for and oversee repairs
- ✓ Collect demographic information
- ✓ Solicit interest in engaging the services of your business
- ✓ Make cold calls
- ✓ Make follow up calls
- ✓ Organize meetings
- ✓ Perform clerical duties
- ✓ Hand out preprinted information
- ✓ Distribute company information
- ✓ Deliver paperwork
- ✓ Contact management
- ✓ Drip marketing campaigns
- ✓ Personal tasks such as ordering groceries or making flight arrangements
- ✓ Many other duties too numerous to mention here

Each client is assigned one virtual administrative assistant (more if needed); you are never "juggled" from one virtual administrative assistant to another. This approach allows your virtual administrative assistant to get to know the people you deal with on a regular basis and allows the necessary personal touch to keep the human element in your business.

Automate your Online Marketing

Getting everything synchronized and running smoothly on your online marketing site can be a daunting task. There's different software to acquire, implement and then make it all work together. Sometimes, believe me, you feel like screaming, "Why isn't there a complete package that can do ALL this stuff?" Well now there is.

1AutomationWhiz.com has the complete e-commerce automation solution for online marketing. Now you can automate your shopping cart, email marketing, autoresponders, digital delivery, ad tracking and affiliate program...all by using a low-priced online service!



- Imagine an *ecommerce shopping cart* that automatically handles your online orders!
- *Smart autoresponders* that follow up on new sales and leads to builds trust and repeat business.
- Our *Affiliate tracking software* boosts profits and our "*digital delivery system*" makes selling ebooks, mp3 files or any other digital product super simple.
- And there is *NO programming required* or complicated software to install!

Set Up Conference Calls and Remote Demonstrations

Conducting up a conference call with clients or team members can be both a time consuming and costly experience. Likewise, travel expenses can prevent you from demonstrating software to clients outside a local sales area. Now there is a solution to these obstacles, one that overcomes the cost and time issues.

GoToMeeting is a low-priced online service that is ideal for those whose business involves conference calls, sales into remote areas and/or software demonstrations.

Especially for sales – imagine giving a PowerPoint presentation remotely to a room full of decision-makers. [GoToMeeting](#) is the perfect sales productivity tool.



Online Meetings Made Easy

Improve Productivity and Sales.

Easily hold on-the-fly or scheduled presentations, perform live demos and collaborate on documents in real time. Clients and coworkers don't need your application to view your files. Even files created with specialized applications, such as CAD drawings, are viewable.

Start Meeting in Minutes.

Just use the [GoToMeeting](#) icon in your system tray, an email or an instant message. There are no complicated logins or setups. It takes just 2 minutes to set up and a few seconds to start a meeting. That's it!

Increase Flexibility.

Meet as often as you want, for as long as you want – for one low rate. Try [GoToMeeting](#) for FREE and experience the simplest and most cost-effective online meeting solution on the market today.

Automate Customer and Contact Management

To grow your business, it is critical that you stay organized and get more sales by centralizing detailed customer contact information. Before you know it, you outgrow Microsoft Outlook and find that locating critical information, a summary of your last conversation or an important sales document begins to take a lot of time. The best solution for this problem is [ACT!](#) contact and customer management software.

[ACT!](#) is the #1 best-selling contact and customer manager that helps you make contact, build relationships, and get results. [ACT!](#) enables you to instantly access



complete contact and customer information, manage and prioritize activities, and track all contact-related communications so you can grow productive business relationships.

- ✓ Organize your contact data in one place.
- ✓ Stay in touch to grow key relationships.
- ✓ Prioritize your work.
- ✓ Forecast and track sales opportunities.
- ✓ Get a complete view of customer interactions.
- ✓ Take critical information on the go.

Structure and Manage your Sales Pipeline – Enjoy Insightful Reports

Manage your deals and prospects in simple easy to use notebook format. Organize your files, notes, people, documents, and everything else you can think of for your prospects and deals.

[Pipeline](#) allows you to keep track of everything in your sales pipeline. Accessible from anywhere - just securely log-in to your online account. Forecast cash flow through use of probabilities. Enjoy easy to understand - and easy to explain - graphical reports. All at the touch of your fingertips.

How Can [Pipeline](#) Help You?

Organize Your Deals - Keep all your contacts, files, documents, notes, maps, directions for a deal in one place.

- ✓ Create & Share Documents - Easily share and collaborate on documents with co-workers.
- ✓ Create ToDos & Reminders - Get more productive, create todo lists for each deal. Simple reminders will ring your cell phone and alert you.

- ✓ Easily Track Status of Deals - Review simple dashboard reports focusing you on the most important deals to work on.
- ✓ Organize Your Contacts - Keep all your contact info in one place. Use tags to leverage the power of your contacts.
- ✓ Backup Important Files - Always have your files available from anywhere on the web. Never forget that important PowerPoint presentation.

Save Time and Money – Print U.S. Postage Directly From Your PC

If your business does a lot of mailing, you know how much time it takes to address packages and letters, then go to the post office and wait in line. There's a better way.

Stamps.com is a service that allows you to print official United States Postal Service postage directly from your PC and printer. No special hardware is needed. Once your mail or package is ready to go, simply hand it to your mail carrier. It's that easy!



Think of it as a bank account for postage. The postage that you print will automatically be deducted from your Stamps.com account. You incur no surcharge on postage.

Print stamps. Print shipping labels. Print directly on envelopes to create professional looking mail. Add Stamps.com insurance to protect your valuable items. Use free Delivery Confirmation™ on your Priority Mail®. Keep track of postage spent with client codes and easy reporting. You can do it all.

Access your PC from Anywhere

If you or your sales people travel a lot, you can enhance productivity by being able to securely access documents, spreadsheets, PowerPoint presentations, email, etc., on your office or home PC while you are on the road. [GoToPC](#) is the perfect tool for this!

[GoToPC](#) allows you to remotely access your computer from any other Internet-connected computer in the world with almost any operating system through a secure, private connection. Increase your work flexibility and productivity. Access your files, programs, email and network from anywhere.



Need a Dental Plan for your Office?

I know that you start a small business, it doesn't come with benefits. Unless you're looking enough to be able to umbrella under someone else's coverage, having an economical dental plan that provides discount rates from your participating dentist is really nice...especially when you wake up during the night with a tooth that just went nuclear.



Here is a broad discount dental plan that you may want to consider for your self or even offering to your employees:

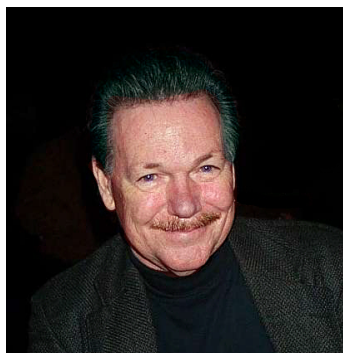
DentalPlans.com.

Employers and Groups, large and small, can now offer our **Discount Dental Plans** as a benefit. For businesses, these **Discount Dental Plans** can be purchased for all employees as part of the total benefits package or as a payroll deduction option on a

voluntary basis. For groups, discounts on published plan costs are available. There are no minimum participation requirements! Monthly membership fees are also available!

ABOUT THE AUTHOR

Al Kernek is the Principal Consultant and owner of Pacifica Endeavors LLC, a consulting firm dedicated to bringing affordable Internet marketing and sales consulting to small businesses and start-ups. The firm specializes in companies with real-estate or high-tech products and services. Learn more at www.smallbizsmartmarketing.com, email Al at akernek@smallbizsmartmarketing.com, or call him at (866) 284-4955.



Al also has thirty years of hands-on marketing experience in both Fortune 500 firms and entrepreneurial start-up companies. He has a technical, sales and marketing background. His marketing roles have included positions at the Director and Vice-President level with complete responsibility for the launch and management of high-tech products and services. There isn't anything about marketing in which he does not have hands-on experience. Al holds degrees in mathematics, business management and real estate. He is also a licensed real estate broker.

He has extensive marketing experience within the corporate business world, for which he has received numerous awards. This includes the creation of company Websites, managing e-commerce operations, and implementing successful Internet marketing activities. Al has authored two books that translate this experience into beneficial roadmaps: "[Creating E-Mail newsletters - A Practical Guide for the Real Estate Community](#)," and "[Put Your Business Online - How to Create and Promote a Successful Low-Cost Website](#)." These helpful guides are guaranteed to save you hundreds of dollars by assisting you to jump-start or enhance your Internet marketing campaigns and boost sales while avoiding frustrating pitfalls.

Among his many interests is a passion for bike riding along the California coastline, good mystery and horror novels, and charitable works. Al resides with his wife and an assortment of critters in San Diego, California.