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Release Title:

New Site for Virtual Assistants Offers Comprehensive Resources to Start a Career in this Growing Profession

Release Summary:

Hiring a virtual business assistant has become an increasingly popular, cost-effective alternative to hiring full-time in-house support. TheVAResource.com recently launched a new site offering a comprehensive collection of professional, easy-to-implement documents and tools for starting, growing and maintaining a successful virtual assistant business.

Press Release:

Northern Virginia, February 1, 2012 – Hiring a virtual business assistant has become an increasingly popular, cost-effective alternative to hiring full-time in-house support. TheVAResource.com recently launched a new site offering a comprehensive collection of professional, easy-to-implement documents and tools for starting, growing and maintaining a successful virtual assistant business.

Starting a new business, especially in the current economic market, can be a stressful undertaking. A profession that has been in demand through the difficult economic times over the last few years has been the virtual business assistant. Small businesses are realizing that hiring offsite support offers a money-saving alternative. With today's technology, a virtual assistant can provide seamless support for a variety of essential business functions from administrative to marketing to accounting and more. Equipped with an entrepreneurial spirit, minimal capital and the right tools, one can start a virtual assistant business that can be both financially and professionally rewarding.

Katie Bauer, developed the resources found at TheVAResource.com. She started her career as a virtual assistant in early 2008. Since then, she has become an invaluable asset deeply integrated into her client's businesses. She equates much of her success to a professional, positive attitude and having systems and processes that have sustained growth as her business has expanded.

"It has been crucial to the success of my business to stay organized and to be efficient. Once I had systems and processes in place that kept my daily operational and marketing tasks to a minimum, I was able to focus my time on prospects and billable hours. The documents and tools I depend on to run my business need little revision from client to client which saves valuable time and affords me the opportunity to continue to grow my business. Once I reached a point where I needed to hire subcontractors during busy months, I felt an incredible sense of accomplishment and knew I could help other virtual business assistants reach their goals as well."

Katie spent ten years working her way up in the corporate world. She worked at small and large companies holding the positions of executive assistant, financial analyst and program manager. Her attention to detail and organization skills often made her the "go to" person for documenting departmental tasks and procedures. That experience added to her confidence that the resources she had developed for her business were of high quality and could be essential tools for other virtual assistants as well. Therefore she launched TheVAResource.com in April 2011 to promote her comprehensive collection of virtual assistant startup documents, marketing tools and networking resources.

Back in May 2010, Katie successfully completed the Social Marketing Specialist Certification through [VAClassroom](#). This cutting edge, business-building program gave her the tools to develop current and competitive Social Media marketing skills highly sought out in today's market. Since completing the course, she has developed Social Media Marketing campaigns for her own business as well as for her clients. In order to maintain a consistent presence for multiple campaigns, she realized she needed to create new resources and processes for the Social Media Marketing efforts she was tasked with. Over the course of a year, as she improved her knowledge in the field of Social Media Marketing, she successfully developed a series of practical Social Media Management tools effective for every small business. In December 2011, Katie announced the launch of [SocialMediaSavvyVA.com](#) where she shares her unique collection of Social Media Management tools that will streamline and organize the overwhelming task of Social Media Marketing for any small business.



Since launching these sites, TheVAResource.com has transitioned into the main site where the suite of virtual assistant products developed by Katie Bauer can be found. Currently, VABizEssentials.com hosts virtual assistant startup documents and tools while SocialMediaSavvyVA.com hosts marketing management resources via both traditional and social media methods.

When asked why she decided to market her own business documentation to other virtual assistants Katie responded, “I understand what it’s like to start a business with a lot of hope and a shoestring budget. The virtual assistant industry is full of like-minded, motivated professionals and I have developed many friendships through my work. My hope is that by offering quality products at an affordable cost, other virtual assistants can achieve similar success and a sense of accomplishment as I have been fortunate enough to experience over the last four years.”

About TheVAResource and Effective Virtual Assistance, LLC

Katie Bauer is the owner of Effective Virtual Assistance, LLC where she provides professional administrative and marketing support to small businesses. She also manages TheVAResource.com, the best place on the web to find easy to use and extremely affordable startup, networking and social media management business documents and tools essential whether you are a new or experienced Virtual Business Assistant. For more information about Effective Virtual Assistance, LLC, visit <http://www.effectiveva.com>. For more information about TheVAResource visit <http://www.thevaresource.com>.

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