

## Caledon entrepreneur offers global assistance

Amy Ewart, President of Secretarial Solutions, has created a new twist on the office assistant. She is a virtual assistant. The Caledon resident stated that "our economy is in an adjustment period and business owners are seeking ways to economize - I am helping my clients to meet their bottom line."

Many companies are trying to reduce their output and in an attempt to cut costs, they are reducing the amount of employees and downsizing. So what about those caught in the corporate re-shuffle? Some of these laid-off employees who used to work as 'underlings' in the office are now setting up shop for themselves and calling the shots! This new trend of solo-entrepreneurs has Amy Ewart, virtual assistant, very busy. She has become a great asset to small businesses, large corporations and solo-

entrepreneurs who cannot manage all the tasks on their own, yet cannot afford to bring on staff. Ewart says that her new business "allows business owners to meet their financial constraints and yet integrates seamlessly with the new virtual trend. Everything now is done on-line." Most of her assignments are communicated through e-mail, voice-mail, on-line conference rooms, or couriers. Ewart has clients in Texas, Arizona, North Carolina and locally in Caledon and Brampton. Unfortunately she has never met some of her clients in person, but technology allows her to communicate virtually anywhere - globally, whether in person or from a behind a computer screen. But the greatest asset to her clients is that they are saving thousands of dollars and still receiving reliable administrative and market-

ing support.

There is no need for the client to supply computer equipment, software, work space, supplies or even payroll and benefits. These are simply costs incurred by the virtual assistant or VA, as they are known. VAs specialize in word processing, creative writing, desktop publishing, database creation and maintenance, time management solutions, bookkeeping, travel and event planning, internet research, bulk mailing, transcription, power point presentations and much more.

So if you live in Caledon, Bolton, Brampton or Hawaii, and you seek productivity and freedom from your paperwork, then be assured that Secretarial Solutions is on-line and at your disposal. For further information, visit her website at [www.secretarialsolutions.ca](http://www.secretarialsolutions.ca) or phone her (905) 838-5848.