



Editor's Note

Caroline Jarzabek

CMJ Virtual Office Manager

Well, it's finally here the fall issue of the newsletter. If you feel that you can spare a few hours four (4) times a year to help me put our newsletter together please drop me an e-mail at: Caroline@clickawayva.com.

I hope that you enjoy the mix of inspiration and encouragement that is in this issue. It is always our hope that you will find something to help you grow and promote your business.

Have a safe and happy holiday season. ❖

Founders Note

Elayne Whitfield, CCVA, MVA, PREVA

Executive Assistance

Janice Byer, CCVA, MVA

Docu-Type Administrative and Web Design Services

A lot of exciting things are happening at CVAC (some are mentioned further in this issue of the newsletter). First, we have been receiving a record number of Requests For Proposals in the last few months. As more and more people realize the benefits of working with VAs and as more and more business professionals hear about CVAC, the more RFPs we will be getting and that has been evident in the last couple of months. Congratulations to everyone who landed new clients through the CVAC RFP system. We have been hearing some great stories from the members and are glad this is helping so many to build their businesses.

Also, as you know, we launched our new Member Directory on the CVAC website. This is an automated directory that not only allows visitors to search for a VA in a specific area or by a specific skill, it also makes it much easier for our members to update their own Member Profiles. Here is a recap of the links and info you need to know:

To view the member directory, go to <http://www.cvac.ca/members.php>

To get into your Profile to edit, go to <http://www.cvac.ca/members>

Enter your Username and Password, click on My Profile and then click on Edit to make any changes.

If you don't have your username and password, there is a password retrieval on <http://www.cvac.ca/members> (under the text boxes). Your password will be emailed to you. Your username is generally your first initial and then your last name.

We want to thank everyone for their patience while we work out the kinks on the new system.

And, last but not least, let us be the first to wish everyone a happy and healthy holiday season! ❖

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Check Your Thoughts
Author: Nan Russell

It was clear she was having "one of those days." But to be truthful, I didn't care. I was too nervous about my surgery to pay attention to Doris, the nurse grouching about how overworked she was that Thursday. But by the time I was wheeled back to my same-day surgical room, she was even less hospitable and entrenched in complaining.

So, I was surprised when a young nurse introduced herself and said that she was called in to help. You'd think it would have made Doris happy to have assistance. But to the contrary, it exacerbated the situation. She barked at me when she discovered "that other nurse" had taken out my IV, as if I had directed the action.

Doris was focused on Doris. It was her routine, her systems, her hospital wing that was disrupted by too many patients and a new staff member. It was her day that was complicated by additional help. And it was her to-do list that I was on.

My Doris experience got me thinking. It wasn't poor customer-focus that caused her behavior. It was deeper than that. It was poor thought-focus. Doris viewed the additional nurse as a hindrance, not a help; a burden which only added to her thoughts of being a victim. Constrained by woe-is-me thinking, she concentrated on the disruption to her, not the bigger purpose of enhanced patient care. No amount of support would have changed Doris' day. It was her mind-set, not her work-load that triggered her reaction.

There are plenty of overworked people. It's the norm in workplaces to have more to do than time to do it. That's not going to change. But how you approach your mountain of work is a choice. Do you water your frustrations, irritations and "poor-me" thinking, like Doris, or do you yank out those thoughts, replacing them with a commitment to tackle each task, one at a time, offering the best of who you are to the issues confronting you?

You see, it's not the work that drowns us, it's our thinking. Our thoughts determine our reality. As American philosopher William James put it, "The greatest discovery of my generation is that human beings, by changing the inner attitudes of their minds, can change the outer aspects of their lives."

It may have been the greatest discovery of his generation a hundred years ago, but we need to rediscover it for ours. People who are winning at working understand the correlation between what they think and what they get. They're aware of their thoughts, consciously choosing ones that work for them, not against them.

Continued on page 4

A Warm Welcome to our new CVAC Full Members:

- Leslie Adams
- Delena Behan
- Jacqueline Beteau
- Kelly Crothers
- Linda Chamberlain
- Deborah Clark
- Patricia Fairfield
- Jeanine Foisy-Gogal
- PJ Grant
- Danielle Guerin
- Sarah Hare
- Karin Howland
- Julie Kaldenhove
- Rashida Keshavjee
- Maureen Kort
- Regina Minger
- Lynn Moore
- Lisa Rosa
- Peggy Reavie
- Lorelee Schyven
- Lisa Simpson
- Anji Williams
- Candace Zwaagstra

Welcome to all of the new partial members, we hope to see you become a full member soon so that you can take advantage of the ever-growing RFPs that are coming in ❖

Shake It Off and Step Up

A parable is told of a farmer who owned an old mule that fell into the farmers well. The farmer heard the mule braying but decided after carefully assessing the situation that neither the mule nor the well were worth saving.

He enlisted the neighbours to help him haul dirt to bury the old mule in the well and put him out of his misery.

Initially, the old mule was hysterical! But as the farmer and his neighbours continued shoveling and the dirt hit his back....a thought struck him. Every time a shovel load of dirt landed on his back...*he should shake it off and step up!* This he did, blow after blow "shake it off and step up...shake it off and step up!" he repeated to encourage himself. No matter how painful the blows, or distressing the situation seemed the old mule fought 'panic' and just kept right on shaking it off and stepping up!

You're right! It wasn't long before the old mule, battered and exhausted, stepped triumphantly over the wall of that well! What seemed like it would bury him, actually blessed him....all because of the manner in which he handled his adversity. That's life!

If we face our problems and respond to them positively, and refuse to give in to panic, bitterness, or self-pity...the adversities that come along to bury us usually have within them the potential to benefit and bless us!

Anonymous ❖

Volunteer Benefits

Do you have the time, talent and ability?

BE A VOLUNTEER!

Volunteering is a rewarding experience. Being able to help others, a sense of belonging and helping to create a successful association are only some of the reasons people volunteer.

10 GREAT REASONS TO GIVE YOUR TIME AND TALENT

1. Show clients and competitors that **YOU** are an “expert” in your field and lend credibility to your business!
2. Give back to the community that is giving you a “head start”
3. Sense of accomplishment and pride in what VA’s are all about!
4. Volunteering looks good in a portfolio or on a resume
5. It gets your name **VISIBLE**
6. Volunteering = **SHARING YOUR VA SPIRIT**
7. Make new friends and business connections
8. Learn new skills or keep your skills updated
9. Promote the **CVAC** and help grow the Association
10. It opens doors to a world of possibilities

To learn more or to lend us your time, contact:
Tanya Beaudoin tanya@officeondemand.ca

COMMITTEE POSITIONS AVAILABLE!

Blog Committee

Web Committee

Mentoring Committee

Teleclass Chair & Committee

Public Relations Committee

Event and Planning Committee

Advertising/Sponsorship Committee

Newsletter Committee ❖

FEATURED CVAC MEMBER AND

VOLUNTEER ~ LISA IVALDI



Forestview Business Services was formed in 1999 by Lisa Ivaldi. Lisa has over 25 years administrative management experience, a B.A. in Environment and Resource Management from the University of Toronto, and a Business Management Certificate from George Brown College. Lisa also holds the Master Virtual Assistant designation.

Forestview is a Canadian owned business located in Guelph, Ontario.

What does Lisa have to say about volunteering?

“I have been the CVAC’s Executive Board Secretary since the inception of the Steering Committee in April of 2003. It sounds pretty impressive but I really only take the minutes at the monthly Committee meetings. CVAC is a great group. I’ve been a VA for eight years now and I still turn to the group for answers. It’s like leaning over the cubicle to ask a colleague for their opinion or advice. Volunteering for CVAC helps me give back a little for all the help I have received. There are some volunteers that give a lot of time and some, like me, who regularly give a little. That’s the great thing about volunteering, you can choose how much time you give and to what. Contact volunteer@cvac.ca if you want to find out more about volunteering with CVAC.”

Lisa is amazing and her position on the Steering Committee is greatly appreciated by all the members. She always has the minutes typed and distributed to the Committee Members in record time.

You can find out more about Lisa by visiting her website at: www.lisaivaldi.com❖

MEMBERSHIP RENEWALS

Remember that your membership with CVAC has a yearly renewal date. If you are unsure of your renewal date, please contact founders@CVAC.ca. You can renew your membership at: <http://www.CVAC.ca/renewal.php>.

We will send out several reminders and if we fail to get a response, our system will eliminate your email address from the full member's announcement list (where the RFPs are sent), disable your password for the member's only area of the website, and delete your contact information from the member directory.

DON'T FORGET TO RENEW YOUR MEMBERSHIP! ❖

A successful person is one who can lay a firm foundation with the bricks that others throw at him

David Brinkley ❖

CALENDAR OF EVENTS

Newmarket Lunch

1st Wednesday of every month

The Buttery – North East Corner of Davis Drive and Yonge Street.

17565 Yonge Street, Newmarket – 905-836-0300
12:00 p.m. Noon.

GTA VA Breakfast

3rd Saturday of every month

Perkins Family Restaurant (Holiday Inn)
Dixon and Martingrove

600 Dixon Road – 416-240-9741

Durham CVAC Luncheon

4th Thursday of every month

Kelsey's – Brock Road and 401
In Pickering.

Please let us know of any events in your area contact Caroline@clickawayva.com ❖

Check Your Thoughts ~ continued from page 2

Author: Nan Russell

It may have been the greatest discovery of his generation a hundred years ago, but we need to rediscover it for ours. People who are winning at working understand the correlation between what they think and what they get. They're aware of their thoughts, consciously choosing ones that work for them, not against them.

If you think yourself a victim, you'll act the part. But if you think yourself a problem-solver, you'll figure things out. If you think your work is difficult, you won't be disappointed. But if you enjoy a challenge, you'll find yourself engaged. If you think your boss is an idiot, she'll live up to your expectations. But if you find her thought-provoking, your perception alters. You decide what thoughts fill your day. Want to be winning at working? Check your thoughts.

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ABOUT THE AUTHOR:

Receive a copy of 21 Winning Career Tips (a free download) at <http://www.winningcareertips.com>. Nan Russell has spent over twenty years in management, most recently with QVC as a Vice President. She has held leadership positions in Human Resource Development, Communication, Marketing and line Management. Nan has a B.A. from Stanford University and M.A. from the University of Michigan. Currently working on her first book, *Winning at Working: 10 Lessons Shared*, Nan is a columnist, writer and speaker. Visit <http://www.nanrussell.com> ❖

JOIN CVAC

BECOME A MEMBER



CVAC is by Canadian VAs, for Canadian VAs. Members of CVAC are in a variety of stages of running their Virtual Assistance businesses in Canada. Some have just started, while others have been at it for some time. By being in these different stages, we can share the do's and don'ts of running your business. Veteran VAs have "been there and done that" so they can enlighten others as to what works and what doesn't. New VAs have a fresh perspective and brings new ideas to the group.

Whether you are already established in the VA industry, just opened your virtual business, or are in the research process of setting up your own VA practice and are seeking guidance, CVAC is for you!

Read more about the benefits of joining CVAC at http://www.cvac.ca/member_register.php ❖

CVAC SHOP – Support CVAC and the VA industry with these cool, high-quality products sporting the CVAC logo. You will be amazed how many people will ask you, “What is the Canadian Virtual Assistant Connection?”, or “What is a Virtual Assistant?” and then you can tell them the benefits of working with a VA, such as yourself.

Visit <http://www.cafepress.com/cvacshop> to get your t-shirt, hat, mousepad and more! ❖

CVAC is proud to have acquired special rates for benefit plans for our members. As a full member of CVAC, you can now get health insurance and more at wonderful rates for full members at <http://www.cvac.ca> and go to the full members’ page. ❖

Don’t want the expense of a fax machine? CVAC and MyFax have teamed up to offer an Email-based fax service for our members. Click here for more information <http://www.cvac.ca> ❖

CVAC now has an exclusive arrangement with I’m InTouch to offer their remote access solution to our members at a discounted price and extended length of usage. Read more and download your 30-day trial version at <http://www.cvac.ca/imintouch.php> ❖

CVAC Mentoring Program - The CVAC Mentoring Program is a full-member benefit and it is meant to assist both newcomers and existing VA’s in their search for sustainable self-employment, by matching them with mentors who have greater professional experience. If you would like to be matched up with a mentor or can offer your help as a mentor, please visit <http://www.cvac.ca/mentoring.php> ❖

For more exiting benefits, offers and E-books go to the full members’ page at <http://www.cvac.ca>.

Not a full member yet? Why not join now and take advantage of all these exciting benefits! ❖



CELEBRATION



March 2007 will give us all an opportunity to celebrate the fifth (5th) anniversary of CVAC!

We are looking for ideas to help in planning events all over Canada for this landmark occasion.

All right CVAC members put on your thinking caps and get those creative juices flowing!

Start sending in your thoughts, ideas and comments on how we can make this a great anniversary celebration.

Send your ideas to: founders@CVAC.ca ❖

WEBINARS

We are seeking a dedicated person who can lend some time to Chair the Webinar Committee. We are also looking for some dedicated people to help out on this committee.

Please apply to:

**Tanya Beaudoin
tanya@officeondemand.ca**

Serious enquiries only please! ❖

CVAC Is Looking For Your Feedback

- **What is the CVAC Website missing?**
- **What types of resources would you like to see on the website to help you build your business?**
- **Any other comments or feedback?**

Please e-mail founders@CVAC.ca with your ideas and comments. ❖

Canada's Virtual Industry Comes of Age!

By: Jef Keep

[Daily Planet Virtual](#)

As 2006 draws to a close, exciting news is in the making for virtual professionals throughout the country. For the first time, Canada will proudly host an event for virtual professionals – ***The Canadian Conference for Virtual Professionals (CCVP)***.

Michelle Medd of [Administrative Essentials](#) has taken the helm to oversee the coordination of this first-ever event.

With a dedicated team of virtual assistant professionals, Michelle hopes to have plans for the conference in place by the end of this year (details will be announced as they become available). "The number of talented individuals working virtually in Canada is burgeoning," said Mrs. Medd. "We hope to be able to provide these dedicated people with a venue to explore their chosen fields; network with others to expand their knowledge and skill-set; and learn all there is to know about working virtually."

What is the conference about?

The CCVP will connect virtual professionals with dynamic networking events and relevant training sessions that will help them develop their business to the full potential. To be held in Toronto, Ontario, this two-day interactive event will challenge you to grow your business in ways you hadn't thought possible.

Who is the conference for?

If you're a virtual professional wanting to connect with others in the virtual industry and access the best tools for developing your virtual business, this conference is for you.

"A virtual professional (VP) is a suitably qualified individual who works from the comfort of their own office, but provides business support worldwide. Source: www.virtualprofessionals.com

Why should you attend?

"The virtual industry is rapidly gaining momentum not only in Canada, but worldwide." Join other virtual professionals at the conference and you could:

- § Increase your client base
- § Network in a dynamic setting
- § Enhance your productivity
- § Experience diverse workshops and seminars
- § Discover the latest technology
- § Connect with cost-effective service providers
- § Learn how to grow a healthy business

Watch for more information on the Canadian Conference for Virtual Professionals (CCVP) in the months to come! We hope to see you there!"

If you are interested in volunteering a little time or would like more information about this great event, please contact: Michelle at: [Administrative Essentials](#) ❖

Follow Your Dream

A man wrote:

I have a friend named Monty Roberts who owns a horse ranch in San Ysidro. He has let me use his house to put on fund-raising events to raise money for youth at risk programs.

The last time I was there he introduced me by saying, "I want to tell you why I let Jack use my house. It all goes back to a story about a young man who was the son of an itinerant horse trainer who would go from stable to stable, race track to race track, farm to farm and ranch to ranch, training horses. As a result, the boy's high school career was continually interrupted. When he was a senior, he was asked to write a paper about what he wanted to be and do when he grew up.

That night he wrote a seven-page paper describing his goal of someday owning a horse ranch. He wrote about his dream in great detail and he even drew a diagram of a 200-acre ranch, showing the location of all the buildings, the stables and the track. Then he drew a detailed floor plan for a 4,000-square-foot house that would sit on a 200-acre dream ranch.

"He put a great deal of his heart into the project and the next day he handed it in to his teacher. Two days later he received his paper back. On the front page was a large red F with a note that read, 'See me after class.'

"The boy with the dream went to see the teacher after class and asked, 'Why did I receive an F?'

"The teacher said, 'This is an unrealistic dream for a young boy like you. You have no money. You come from an itinerant family. You have no resources. Owning a horse ranch requires a lot of money. You have to buy the land. You have to pay for the original breeding stock and later you'll have to pay large stud fees. There's no way you could ever do it.' Then the teacher added, 'If you will rewrite this paper with a more realistic goal, I will reconsider your grade.'

"The boy went home and thought about it long and hard. He asked his father what he should do. His father said, 'Look, son, you have to make up your own mind on this. However, I think it is a very important decision for you.'

"Finally, after sitting with it for a week, the boy turned in the same paper, making no changes at all. He stated, 'You can keep the F and I'll keep my dream.'"

Monty then turned to the assembled group and said, "I tell you this story because you are sitting in my 4,000-square-foot house in the middle of my 200-acre horse ranch. I still have that school paper framed over the fireplace." He added, "The best part of the story is that two summers ago that same schoolteacher brought 30 kids to camp out on my ranch for a week." When the teacher was leaving, he said, 'Look, Monty, I can tell you this now. When I was your teacher, I was something of a dream stealer. During those years I stole a lot of kids' dreams. Fortunately you had enough gumption not to give up on yours.'"

"Don't let anyone steal the dreams God gives you. Follow your heart, no matter what."

~By Jack Canfield~ from "Chicken Soup For The Soul" ❖

8 EASY STEPS TO YOUR MARKETING PLAN FOR 2007

By: Trudy Van Buskirk

I know you've heard this lots of times – from me and from others. It is important to write things down because you are more likely to get them. I even wrote about a short marketing plan before in this ezine.

So I've made it simple and quick for you. Everyone should do a written marketing plan as part of their life and their business planning. Do it by writing on paper or type it at the computer but remember to print it out. Remember you can change it later – but start.

OK let's go.

1. Goal(s) What do you want? You can have one or more goals. You could want a certain number of clients, monthly or annual sales, to work 4 days a week from 9 to 5 or to have your business online rather than offline.

These are SMART goals and as such should be Specific, Measurable, Achievable, Results-Oriented and have a Time you want to spend on it AND when you want to have it. An example is to have 5 new clients in the next 60 days by February 1. Don't be hard on yourself. Make the goal something you can do. Don't say 20 new clients if you know 5 is a stretch but you can do it.

(I have 15 questions to ask yourself about the goals you're setting and to act as a guide for you. I'd like to send them to you. Just send me an email and they're yours. <mailto:trudy@smallbizbuilder.com>)

2. Clients – Who buys from you? What is your niche or target market? Who do you want to have buy from you? This will show up everywhere – in your elevator speech when you're networking, to whom you send your email newsletter, on the home page of your web site, in the talks or trainings you say yes to and where you place your ads and the articles you write.

You can change these now or later. Just remember all the places you put this information and all the people you told.

3. Uniqueness. What is your USP or unique selling proposition? What benefit do you offer that's different?

Think about this because it's important. Don't just put down the problems you solve like most people do. What is it about you and therefore your business that makes you unlike any others? Why do clients buy from YOU? It may be a quality or a type of service or the way you market or even a product you sell. You may already know this but if you don't yet or want to change your USP, you can.

4. Budget. How much do you plan on spending on marketing next year?

Is it the same as last year, less or more? Is your marketing budget a percentage of sales?

People forget how important this is. It's right up there with who buys from you. It's BEFORE the things you will sell. It affects what and how you sell. Choose a budget. You can always change it.

5. Products and Services. -What will people buy from you?

Will you have one thing you sell like coaching or will you have multiple products and/or services? Assuming your product or service is helpful to people, they will come back to buy over and over again. You're building trust and that's what you want.

Everyone can have more than one product or service. As a matter of fact, you should. By having a second and a third object, you will increase your revenue sometimes by doing the same thing. You may go networking to sell your photography and your book. People buy books easily and get to know you so they later think of you and buy your photography service. See how it works?

6. Marketing Materials. What will people get?

Develop yourself or have a writer/ graphic designer do these for you based on the products you choose.

Each piece you write can be re-purposed or recycled. These may include a business card, postcard, bookmark, list of testimonials, one page sales sheet, brochure, ads and others.

Put your logo at the top so people get used to seeing the same thing and think of you (that's what branding is and does for you) and how people can reach you at the bottom. This includes your company name or web site address (that's why you use your company name for your web site name), company phone number, and your email address. Every item you produce has this on it.

7. Marketing Activities. How will you be found?

This could be the longest part of your list. What are you going to sell? (see #5) Think about and look at last year's marketing. Do more of what worked. Change that which may not have worked the way you wanted it to. Remove that which the results and your instincts say are wrong for you and your business.

Write down what you plan to do and when. Be as specific as you can.

An example is networking. That worked well for you to sell books. Do more and different groups and always tell people about your books, have one to show them and others so they can buy. Make the buying easy – make the book an even number like \$20 or have change. Have a credit card machine if you can take them.

You will attract clients you want in the way you want when you're clear.

8. Marketing Follow up. How and when will you do the marketing and did it work?

This is where a spreadsheet is helpful. Keep track of what you will spend on a certain marketing activity and whether it gives you the results you want – both number of clients and sales. Total what you intend to spend on marketing and how many clients will buy how much.

At the end of a year, put the actual. Did you get what you wanted or more? If it did, keep it. If it didn't, get rid of it OR do it differently the next time. Write what you're doing next year and how.

Do what works repeatedly and know that at the end you'll have what you want.

Keep learning, ... and until next time.

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VA QUESTION AND ANSWER TIME



Q. Okay here's a challenge, I've created a Word form using a table. There is a box in the first column that's designated for inserting pictures. When the form is unprotected it's easy to use Insert – Picture. When the form is protected, it won't allow the Insert – Picture feature. It jumps to the next form field and skips that box entirely. Is there a way around this?

A. With regards to inserted pictures in a Word table, try this.....

Click on the picture...
Click on Format and then Picture.
A box will come up...
Click on the Tab called Layout
There are 5 boxes
Click on "Square" and then OK

Click on the Picture in the table column. You will see that the outline has changed appearance. If you point to the picture you should be able to drag it to anywhere on the page in that table and it will stay there.

Q. Has anybody tried Unyte from Skype?

A. Unyte is a desktop sharing plug-in that helps to share documents, application and even the entire desktop. If the client uses Unyte they can give control to you to access their desktop and work on their application. I recently came across this site and haven't used it much, but seems to be good.

Q. Ok, so I have a group that is allowing me to advertise on their website (which is a part of my target market) and they have asked if I can give them a link, how do I create on that will have my logo imbedded in it and has keywords too?

A. You will need to create an HTML page with your logo on it (the logo has to be hosted on the web) and the keywords can go in the coding as well as in the text (content) that you are going to put on this page. Do you have a website? Easiest would be to give them a link to your website.

Q. Is there anyway to stop Outlook from automatically adding email addressed to the contact list?

A. look under:
Tools – Options – Preferences – Email Options – Advanced Email Options.

Uncheck 'Suggest names while completing To, CC and BCC fields.

Q. I am working on a document which contains numerous tables - most of it is working just fine, however I am having trouble with a few rows that do not display on the same page, making for huge gaps within the document. I have gone through and tried to add another row beneath (it's worked in some cases, but not all), I've gone in and ensured that 'allow row to break across page' is checked. Is there something else that I'm missing??

A. Have you tried on the outside of the table on the far right side to place the "blinking cursor"|" You can do this at the end & outside edge of the table. When you hit enter it will automatically add another row and follow the format that you have set in place.

Q. Can anyone suggest a good free survey option - online or email?

A. there is a couple:

www.surveymonkey.com

Basic Membership is free. The only thing with free membership is that basic subscribers are limited to a total of 10 questions and 100 responses per survey.

www.zoomerang.com

www.advancedsurvey.com

www.questionpro.com

Q. One of my client wants a business projection done in excel using information provided in QuickBooks. Is it possible to import information from QuickBooks to excel?

A. Open the report that you want to export in the Report Finder. Click Export. QuickBooks will ask you if you want to create a new spreadsheet or open an existing one. When you choose open new - it will open Excel and transfer the data to the spreadsheet. The information in Excel will look just like it does in QuickBooks. In the Export Report window - click the Advanced tab. In the Advanced window you can choose the formatting option you want. ❖

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