

Salter Virtual Assistants

Your Business Support Team

Hello,

Thank you for your interest in Salter Virtual Assistants. As you are aware, more and more small business owners are choosing to utilize outside assistance rather than hiring on-site employees. Some advantages are: lower labor costs, no office equipment and the flexibility to assume new and challenging opportunities.

I founded Salter Virtual Assistants in 2007, and have had the privilege of working with some of the most amazing clients from across the United States and Canada. It's because of these clients, Salter Virtual Assistants grew at an enormous rate and by 2008 my business was overflowing. I had two options, turn clients away or take my business to an all new level. Being up for the challenge, I created Salter Virtual Assistants, a multi-VA business. Through a rigorous screening process, I've added some of the finest VA's and web designers to my business. This has allowed SVA the ability to offer clients more services, shorter time frames and access to not only one VA, but a team of Virtual Assistants and Web Designers. This ensures our clients can benefit not only from the experience their VA brings to the relationship, but also from the experience of all of our Associates.

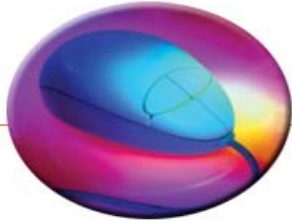
Enclosed in this information package is important information about how Salter Virtual Assistants can support you and your business. It will introduce you to the types of services we offer, how we work and information regarding our fee structure. In addition, I have also enclosed a very handy Client Needs Assessment that can be completed and faxed to me at 888-480-7583. This enables me to learn more about you assess your current administrative challenges and provides the framework for implementing the solutions that will relieve you of these challenges.

Please take a moment to complete the Client Needs Assessment, and take your first step to administrative freedom!

I look forward to connecting with you and helping your business grow!

Virtually yours,

Karen Salter
CEO
Salter Virtual Assistants



Salter Virtual Assistants

Your Business Support Team

Your Team

Karen Salter, CEO, Project Manager. I am **VAcertified** and was one of the first seven virtual assistants world wide to receive this certification. In 2008, I received the **VAccolade Business Entrepreneur Award** and the **Blog of The Week Award** from VANetworking. My experience includes over twenty years as an office manager and bookkeeper in a variety of different settings. I have a B.S. from the University of North Carolina at Greensboro.

Stacey-Social Media Marketing and Internet Marketing Specialist. Stacey is a Certified Internet Marketing and Social Media Marketing Virtual Assistant. She has 19 years of administrative experience in corporate office settings.

Andrea-Legal Virtual Assistant, Graphic Artist, Transcription, General Office. Andrea is a graduate of the Katharine Gibbs Secretarial School. She has worked in Real Estate firms and has over 10 years experience assisting in a law firm.

Jackie- Certified Internet Marketing and Social Media Marketing Specialist. Jackie is a Certified Internet Marketing Specialist. She has 20 years experience in the corporate business world with insurance and financial services companies. Twelve of those years were spent in Information Technology.

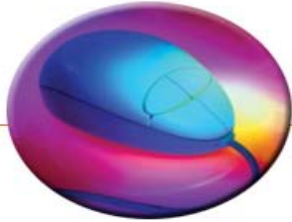
Kim-Website Designer. Kim holds a Master degree from the University of Texas, Austin. She has 15 years experience in computer programming.

Sue-Website Designer. Sue holds a Master degree from the University of Texas, Austin, and has been designing web pages since 1996. She also has professional experience as a published author and editor.

Cecilia-Virtual Assistant – Bookkeeping. Cecilia is a Certified Professional Bookkeeper and QuickBooks Pro Specialist. She currently holds a B.S. in Office Information Systems from Pace University and an A.A.S. in the Professional Secretarial Sciences from Berkeley College. She comes to us with a twenty-year tenure working as an Executive Assistant for several Fortune 500 companies in NYC (including two of the Big Four Accounting Firms).

Sheila- Certified Social Media Marketing Specialist and Virtual Assistant. Sheila has over 25 years experience in the administrative/secretarial field. Her background includes legal, medical and banking in both private and public business sectors.

Bubba – Customer Service Specialist. Bubba has over forty years experience in customer service. He is top notch when it comes to making your client feel like a VIP and getting you the results you need.



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CLIENT TESTIMONIALS

Karen is an absolutely a delight. We've worked together for about two years and we've done a number of projects together. One of our most successful projects was our Amazon Splash Campaign. The goal was to, obviously, have the book become an Amazon Best Seller and Karen, single handedly managed that Amazon launch and did a fantastic job. We did land on the Amazon Best Seller List.

In addition to that, Karen handles all of my administrative work including my newsletter, or any squeeze page work that I need or any communication that I might need for myself, my speaking engagements or my Time for mom-Me groups. Karen is really the one shop deal so she is my VA of choice. She is who I use for every single thing and I recommend that you do also. You're in great hands with Karen. She's been absolutely super. (View the full video testimonial here.)

Mia Redrick
Founder and Creator of Finding Definitions.com
www.findingdefinitions.com

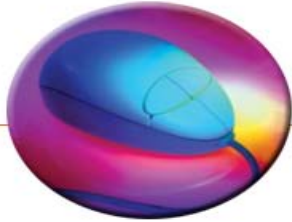
I decided in early April to do a book campaign before Fathers' (aka Dads') Day. I work full time and had poured tremendous efforts into the writing and rewriting of my manuscript, getting content editors and all of the steps involved as a first time full-length book author.

I needed hand holding to get to the next steps, the steps beyond writing and rewriting ...Karen agreed to work with me. Fully trusting her and her staff, I immediately asked for "best efforts" support, not "best seller" support. I am an experienced project manager and knew I had asked for her team to do a project with less than sufficient time. Furthermore, I wanted her and her team's creativity and dedication to help get my story out with the belief that each reader would spread the word.

With Karen and her team's support, we got that message out via a Karen-led Amazon campaign. However, in order to do that, Karen took the lead and got the website done, gave me social media presence, and perhaps a dozen other effective things I don't know how to appreciate yet.

Here are two I am aware of: Karen recommended Raven Davis as a Virtual Book Tour host, that recommendation was "right on"! Raven recommended Traci Campbell for a radio interview-again "right on"! How did I know these capable radio hosts existed? Karen Salter! I am very impressed and pleased and though still faced with financial limitations, I want to continue to work with her and her team.

Lance D. Shaw
Author "Parenting Dad (&/or Mom) Creatively Influencing Leadership Values"
<http://www.parentingdad.com>



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As a certified executive coach, I guide my clients to unparalleled successes. My expertise is in delivering models of action. In order to do my work, I need a team of experts who can deliver my action items. Karen Salter VA (salterva.com) and her team do just that for me. My business has doubled since I started focusing on my expertise and gave over my other tasks to Karen. Teamwork -all the difference.

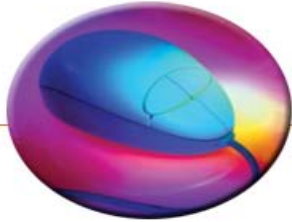
Kathleen Sculweiss
Business Coach
Confidence Connections
www.confidenceconnections.com

"Using Salter Virtual Assistants for ALL of my administrative needs allows me to focus on growing my business and helping my clients. I have used Salter Virtual Assistants for marketing my products, managing my data bases and web sites, as well as maintaining my personal calendar. Salter Virtual Assistants are professional, efficient, reliable, and possess great interpersonal skills. I never have to worry about something getting done, I know they are there to back me up and help me grow my business. I am constantly recommending them to my colleagues. Karen Salter, the owner of Salter Virtual Assistants is my personal assistant and I count on her for everything. She is awesome! She is professional, energetic, thorough and highly competent. My clients love her and so do I!"

Terri Levine
The Guru of Coaching
<http://www.terrilevine.com>

I have a credit education business and do live seminars. I recently decided to make some of my seminars available as MP3 downloads with the accompanying scripts so I started trying to transcribe the files myself. It was taking me hours! Just about that time I heard Karen Salter being interviewed on Kitchen Table Radio and she was offering just the service we needed. She and her team were able to transcribe my files and get them back to me within days. The transcriptions were accurate, and whenever they could not understand something on the tape they indicated that with question marks so I could easily identify where I needed to make edits. My husband and I have since asked her to do other projects for us and will continue to work with Salter Virtual Assistants for all our VA needs. Thanks Karen!

Linda Adams The Clean Credit Queen
<http://www.cleancreditqueen.com>



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Karen rescued me from drowning in a sea of technical issues. I was switching many of my systems that I use to run my business when Karen came into my life and I am so grateful that she did. By working with Karen and laying out a plan of implementation along with a time table, she got me up and running and most importantly out of fear. I have not missed a beat in my business and my systems have never run smoother.

Susan Birmingham
Relationship Coach
<http://www.secretsforasuccessfulmarriage.com>

Karen and her team are very professional and get the job done! If you are looking for someone who knows the in's and out's of the internet world, her services would be perfect for you. Salter Virtual Assistants can handle your online, design, and internet needs. Highly recommend.

Dominic Sembello
Author, Speaker, Business Development Consultant
<http://www.automaticprofitsolutions.com>

Karen is an excellent virtual assistant whose company meets many business needs, from computer skills to marketing to bookkeeping to social networking all under one roof. It is a relief to have one person to go to for help with my varied needs!

Delia Chiamonte, M.D.
<http://www.insightmedicalconsultants.com>

I've been working with Karen Salter for about six months now and have to say that I am so happy with the help I'm getting from her. I am one of these people who are completely overwhelmed by technical things and I also have very little patience for understanding how to put together web pages, registration pages and all those types of technical things. So she has really helped me immensely with all of this.

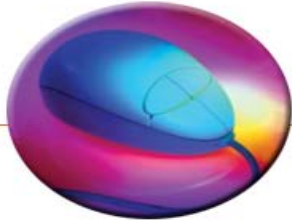
I have to also say that she has a lot of integrity that when there has been issues that have come up, because there always are when you're working with people, she has always stood behind everything that she's promised and I just really honor her for that and it makes me feel really safe and that I can really totally trust her.

So, I highly recommend Karen. I think that she will always work very hard for you and be very honest with you and fair. So thank you so much Karen, I look forward to spending many other projects with you together. (Listen to audio here.)

Sherri Nickols
Your Romance Coach
www.unleashyourself.com

www.salterva.com
karen@salterva.com

888-480-7583
Karen Salter, CEO



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Services

Calendar Management

Let us handle all your scheduling needs. We'll remotely access your calendar and do all your scheduling for you. We can manage your calendar, schedule your appointments and send you a reminder so you'll never miss another meeting again!

Email and Voice Mail Service

By forwarding your email to us we are able to answer the less important messages, and pass on those that require your immediate attention. Same with your voice mail!

List Management and Email Blasts

We can develop and maintain your clients contact and mailing information easily and effectively. Whenever you need an email blast done, we will professionally format, edit and publish to your list.

Social Media Marketing

The hottest trend in internet marketing can be confusing and time consuming! We have certified specialist that can set up and manage your social media presence.

Program/Class/Workshop/Teleseminar Management

We will track all participants in your program and give each the VIP treatment they deserve while keeping you on track with scheduled calls, document delivery and payment schedules. Let us do the administrative work so you can do what you do best – teach, coach or speak!

Consulting

If you are just starting your business or entering the world of the internet, we can advise and assist you on the best systems and procedures to implement.

Website Design and Maintenance

Our web designers have over ten years experience. From sales pages to complete websites, we can build it. We do traditional sites as well as WordPress sites. And we don't just build it and disappear; we can also handle on going maintenance.

Ezines and Newsletters

Whether you publish your newsletter weekly, monthly or less often we can edit, format and publish it for you. We can also create custom templates to match your branding.

Best Seller Campaigns

Let us help you become an Amazon Best Selling Author! Campaigns include everything from researching JV partners, through site design and marketing promotions.

Graphic Design

We can design your logo, website banner and promotional items essential to your company branding. We cover the basics from brochures to flyers, newsletters and forms.

Transcription

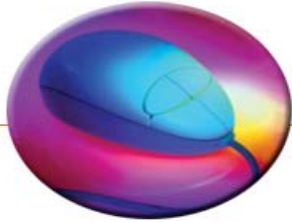
Minutes from meetings, voice mail messages, phone conversations, sales presentations, teleclasses and workshops.

Customer Service

Appointment setting, customer follow up and client relations.

Bookkeeping

Certified bookkeeper to take care of your bookkeeping needs: track expenses, pay bills, client invoicing, accounts receivable.



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Fee Schedule

Rates and Terms

All rates are based on the services provided. With the variety of services we provide, it would be difficult to state a "set" price for all levels. We prefer speaking with our client and finding out your needs and budget. We then offer you a package tailored for YOUR business. After all, does "one size fit all" ever REALLY fit?

Retainer Plans

Retainer Plans are based on the number of hours needed per month and the type of services provided. Plans are paid in advance at the beginning of each month. Any hours over and beyond the package plan will be billed at an hourly rate at the end of each month. Unused hours cannot be transferred from month to month. On going web design services are billed at the hourly rate and quoted on a per project basis.

Standard Hourly Rate: \$45.00
Monthly Retainer Rate: 6 prepaid Hours \$240.00
Monthly Retainer Rate: 10 prepaid Hours \$350.00
Web Design/Graphic Design Hourly Rate: \$50.00
Best Seller Campaign Hourly Rate: \$50.00
Ask Campaign Setup Rate: \$45.00
Rush or Weekend Rate: +20%

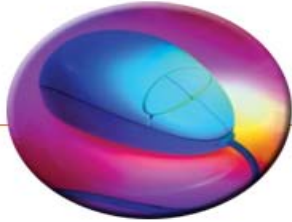
These rates are only a guideline and not binding. Rates are subject to change.

Retainer Plans do not include postage, courier, materials, etc. or any items purchased for project. Those costs are charged separately and will be invoiced monthly.

Project Base

Have a quick, one time project? Let us take care of it! We will give you a price for the total project with a time frame for completion. A deposit of 50% will be due before work begins and the balance is due upon receipt.

**Remember, with a Virtual Assistant, you only pay for the time on task by the minute! We use time-tracking software so no more paying for socializing, hour long lunches or frequent trips to the washroom.

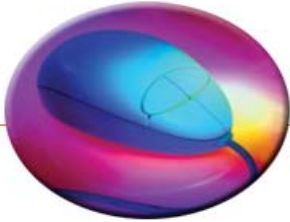


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Top Ten Reasons to Hire Salter Virtual Assistants

1. Avoid buying a computer, desk and equipment for in-house staff.
2. Avoid paying FICA (Social Security Tax), unemployment tax and worker's compensation insurance – legally!
3. Avoid paying for holiday, vacation, and sick time.
4. Pay ONLY for the time used/work produced – not several hours a week more.
5. Keep my business flexible so that, as a small business, I have efficiency advantages over the big guys.
6. Gain more time, which I can either use for my personal life or focus on other areas of my business.
7. VAs work behind the scenes allowing you the freedom to concentrate on building your business while all of your office support needs are being taken care of.
8. VAs will handle not only your business support needs but also many personal needs as well. (Dr. Appointments, anniversary reminders, etc.)
9. If your company relocates, you can still use the same VA - no need to hire, train and develop new relationships. Your location doesn't impact our ability to do our job.
10. You are finally able to run your business instead of it running you!



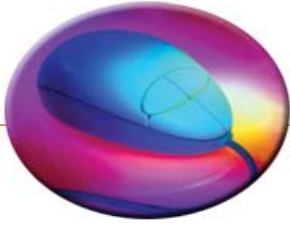
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Ethics of a Virtual Assistant (VA)

- As a Virtual Assistant, I will maintain the highest ethics and honesty in all dealings with clients, colleagues and the general public.
- I will seek to deal with colleagues, suppliers and employees in a fair and equitable manner, and maintain the highest standards of personal conduct to bring credit to the Virtual Assistant profession.
- As a highly ethical Virtual Assistant, I will only take on projects that are within my abilities. If a project is not within my ability, the client will be notified immediately and I will provide recommendations for other highly skilled Virtual Assistants.
- Client information will be held in the strictest of confidence and will not be shared with others or used for personal gain.
- I highly value each client relationship and will not place one client above another.
- I will make a commitment to possess and increase the required knowledge, skills and training to be proficient and relevant in the provision of services.
- I will be honest about my intentions and never misrepresent my skills, peers, or my profession as a whole, whether to networks or to prospects, clients, and the community at large (virtual or otherwise).
- I will not knowingly be a part of any illegal or unethical activity.
- I will promote the Virtual Assistance industry with the utmost professionalism and give of my knowledge freely to new and existing VAs and the general public.

*Source: [Assistant Networking Association \(VANA\)](#) VA Code of Ethics
The Largest Global Meeting Place Online for Aspiring and Successful Virtual Assistants



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Client Needs Assessment

Please print, complete and fax to 888-271-0786 or email to Karen@SalterVA.com

Contact Information

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____

Fax: _____

Cell: _____

Email: _____

Website: _____

Business Information

Please tell us a little about your business and the services you offer.

Additional Information

PC or MAC Computer _____

Operating System _____

Email Program _____

Internet Browser _____

Software Used

Word Processing (circle)

Word/WordPerfect/Works _____

Spreadsheet

Excel/Quattro Pro/Lotus _____

Accounting

Quicken/Quickbooks/Other _____

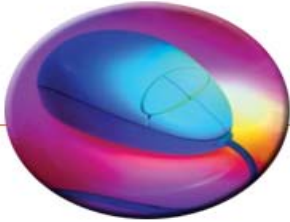
Shopping Cart

1Shopping Cart/Practice Pay/Other _____

Autoresponder

Constant Contact/Aweber/Other _____

Website Hosting _____



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Client Questionnaire

Answers to the following questions will help us better understand you and your administrative needs.

What administrative/technical challenges are you facing at the present time?

Regarding the administration/technical aspects of your business, what is it that you like doing the least?

If you could delegate two tasks to someone else, what would they be?

Do you send out standard responses to inquires? _____

Do you have a website that needs regular updates? _____

Do you have functions that are performed on a regular schedule? _____

Do you have tasks that are not getting done or not in a timely manner? _____

Do you miss important dates? _____

Do you hold regular meetings or events? _____

Do you send a newsletter/ezine to your list? _____ If so, how often? _____

What qualities and skills are you looking for in a Virtual Assistant? _____

Have you ever worked with a Virtual Assistant? _____

What is your preferred means of communication? (email/phone) _____

What else should we know about you or your business to help create a successful working relationship?
