

Monday March 10, 2008

Doreen,

RE: The Virtual Assistant's Guide to Landing 12 Clients in 12 Months

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I wanted to take a moment to thank you for writing "The Virtual Assistant's Guide to Landing 12 Clients in 12 Months". You have created an amazing resource for new, and established, VA's looking to expand their practice.

I have been in business for one year now, and I thought I had done all the planning I needed prior to opening. In fact I thought my marketing plan was fantastic! This e-book re-energized that plan, and has inspired me to become more active in the marketing process, on a more regular basis.

Since reading your e-book this week, I have:

- Created a to-do list (in fact I started creating tasks for myself while I was reading).
- Created a new marketing package for prospective clients.
- Started a direct mail campaign.
- I am in the process of creating a new client information form, using some of your ideas from networking, specifically asking the question about their ideal client, and a "next steps" area for brainstorming.

Thank you again for taking time out of your busy VA practice, to share the ideas that helped take your business to full time. Many VA's will definitely benefit from "The Virtual Assistant's Guide to Landing 12 Clients in 12 Months".

Sincerely,

Cheryl Richardson