



# THE HELPING HAND REVIEW

Tips Too Keep Your Business Running Smoothly!



## November/December 2009



### THE COMPUTER IS YOUR FRIEND

#### Troubleshooting Tips for Microsoft Products

As much as we all like the products that Microsoft provides there are times that something doesn't function correctly. We want the quickest fix possible so we can get back on track.

Follow these basic steps to first try and correct your Microsoft program problems:

- Check for Microsoft Updates. Something may need to be updated in order for the program to function correctly with existing software.
- If the program is still not functioning correctly try to "repair" the program from the Microsoft disk you were initially provided with to install.
- If the program is still not working uninstall the program, restart (you may be prompted) and reinstall. *Be sure to back up your database if one exists first so it can be re-imported.*

**Microsoft Office 2007 Note:** When sending documents to people who may have an older version of Microsoft Word save in compatibility mode with 2003 and not as the default docx to save them time. "Save as Type" when saving in order to do this. *There is a program add-in from Microsoft available that people with the older versions can download to convert docx documents automatically.*

#### **New Year...New Business Resolutions!**

Use [Virtual Assistant Extraordinaire...Get On Target!](#)

*Your Helping Hand Does it All Virtually & On-Site As Needed!*

Need to Revamp Your Marketing Plan Or Revise Materials?

Time To Do Website Updates Or Create A New One?

Need To Develop Social Media Or Get Database In Order?

Need A Business, Creativity and/or Focus Coach?

### MARKETING ESSENTIALS

#### Where Should You Advertise Your Business?

It is that time of year where businesses are trying to get out and in view to kick off the new year. The key to successfully doing that is by placing your advertising with the right selection of publications without blowing your budget. Whether a new or well established business you will find yourself bombarded with "terrific opportunities you don't want to miss". Choose your advertising wisely!

Your necessary "Do List" should include:

- Passing up costly advertising opportunities that don't directly impact your desired customer base, or has a high mix of general readership if you have a specifically focused product.
- Research the circulation numbers and speak with other businesses that have advertised with the publication before committing.
- Provide some type of a coupon or reward system for the buyer if they purchase your products or services.
- Make sure your advertising clearly focuses on and demonstrates how you can fulfill your customers needs.



Tranquil Energy Healing

- Interactive Services
- Energy Healing
- Intuitive Guidance
- RoHun Therapy

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*Certified Master Metaphysician Practitioner,  
RoHun Therapist, and Reiki Master*

**"The destination is unimportant... It's the journey that counts."**



**Virtual Assistant Extraordinaire**

*Your silent helping hand!*

[www.virtualassistantextraordinaire.com](http://www.virtualassistantextraordinaire.com)

Phone: 704-746-7248

E-mail: [VAExtraordinaire@aol.com](mailto:VAExtraordinaire@aol.com)

#### Services

Administrative Tasks - Marketing Materials - Presentation and Training - Material Preparation - Accounting - Entry/ Spreadsheets - Invoicing /Billing - Industry Reviews - Internet Research and Results - Compilation - Event Planning - Unique Project Needs - Mobile NC Notary Public

## **MONTHLY SPOTLIGHT**



## **HINDS' FEET FARM**

... a place to grow ...

Hinds' Feet Farm is dedicated to serving persons living with brain injury. Their mission is to maximize the post injury potential of persons living with brain injury with integrated, unique and holistic programs; allowing members to pursue meaningful activities while developing a sense of belonging at home and in the surrounding communities. They accomplish this mission with several unique, person-centered, post-rehabilitation, community-based programs. The farm is located in Huntersville, NC.



PROJECT SPEAK OUT! has developed as a result of an increased push to re-develop the communication skills of those living with brain injuries. A number of directly related activities and helpful groups have been identified to help with this task. Funding is needed to enable these activities and groups to happen. Funds collected for PROJECT SPEAK OUT! will be utilized to:

- Pay for membership with a local Toastmasters International Club
- Cover the costs associated with transportation to speaking engagements where participants educate others about living with a Brain Injury.
- Cover on-site costs to include special communication presentations as part of our programming.

[Click Here For Donation Form](#)

([www.virtualassistantextraordinaire.com/Hindsfeetfarm/projectspeakout.pdf](http://www.virtualassistantextraordinaire.com/Hindsfeetfarm/projectspeakout.pdf))

## **THE CHECKLIST**

### **Press Release Checklist**

In order for a Press Release to be considered for publication it must have the following included:

- A personal contact and quick method to reach them.
- The first paragraph should have a short and easy to follow reason for the press release.
- Focus the body of the press release on further detail relating to the first paragraph only, and don't stray on tangent thoughts.
- Utilize a substantiating quote to strengthen the subject matter.

## **MARKETING MATTERS**



**A small business doing your own advertising? Work in marketing and need a sounding board? Looking for some new connections?**

### **Location for 2010 Meetings**

**Texas Steakhouse of Mooresville**  
140 Regency Center Drive  
Mooresville, NC 28117

### **Meeting Dates**

**2nd Tuesday of Each Month**

### **Time**

**6:00p.m. — 8:00p.m.**

### **January 2010 Focus**

**Ring In The New Year And Your Marketing**  
Speaker: Patricia Golden from *Our Team of Experts!*

### **February 2010 Focus**

**Keep Your Business Base Strong to Succeed**  
Speaker: April Gonzalez from the Small Business Administration

**For Information On How To Join  
And To RSVP For Upcoming Meetings**

**<http://www.meetup.com/Marketing-Matters/>**

## **Need a Speaker?**

Creative Planning Sessions—Create A Marketing Plan  
Motivational Speaking— Leadership Classes— Story Teller  
Create Your Next Fundraiser— Keynote Speaker

**More Details on my Website!**



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