



# THE HELPING HAND REVIEW

Tips Too Keep Your Business Running Smoothly!

## September 2009

### THE COMPUTER IS YOUR FRIEND

#### Tracking Document Changes in Microsoft Word

Most of us have had to send a document to several people for editing, and gotten back something we just didn't recognize. Final edits can be time consuming, especially when you need to keep referring back to your original and the changes. I encourage you to utilize the tracking features Microsoft Word provides to keep your edits obvious and easy to read.

Are you are using Microsoft Word 2007? If so, note that it has some of the base tracking features as in older versions of the program, along with new features . It is located in the review menu. Some of these interesting features provided with document tracking include:

- A Basic option to track changes (customizable on how text is displayed).
- Options on how to view the document once edits have been applied (i.e. balloons or side panel).
- The ability to accept or reject changes as a whole or on an individual basis.

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.

### MARKETING ESSENTIALS

#### Research Yourself

The internet is a main source of gathering information on products and services we use on a daily basis. It is vital that your website and blogs are read correctly by search engines. Your business needs to be one of the first search results in your category to get customer interest. Periodically look yourself up in the various ways your customers would and see where you turn up. Find out if you need to resubmit your website or make some fine tuning edits.

*A powerful series  
to help you focus  
your business!*



*Get a coaching  
and marketing  
team for the  
price of one!*

#### YOUR COACHES

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**Part 1**  
Getting the Business & Marketing Strategy  
**Date:** Tues., Oct. 6th **Time:** 10a.m.-3p.m.

**Part 2**  
Knowing Your Product/Service & Marketing Well  
**Date:** Tues., Oct. 13th **Time:** 10a.m.-2p.m.

**Part 3**  
Social Networking & Utilizing Media  
**Date:** Tues., Oct. 20th **Time:** 10:00a.m. - 1:00p.m.

**ALL SESSIONS TO  
BE HELD IN THE  
COMFORT OF NIBLOCK  
HOMES LUXURIOUS  
MODEL HOME IN  
DAVIDSON...Just Minutes  
from Mooresville!**

Each Session \$90.00 per person. Discount for attending all three. Lunch provided.  
<http://www.virtualassistantextraordinaire.com/powerupyourbusiness.html>  
for detail and registration information, or call Jessica Keyes  
at 704-746-7248. Limited spots are available...reserve yours today!



**Virtual Assistant Extraordinaire**

*Your silent helping hand!*

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Phone: 704-746-7248

E-mail: 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

# T I C A

## PRINT SHOPPE

MOORESVILLE CHAMBER OF COMMERCE  
2009 BUSINESS EXPO SPECIAL  
ORDER YOUR MARKETING NEEDS NOW!

1 000 2-SIDED BUSINESS CARDS  
FOR \$60.00\*

1 000 SINGLE SIDED FULL COLOR FLYERS  
FOR \$140.00\*

\*PLUS TAX

ALL ORDERS MUST BE IN  
BY OCT. 12TH

REMEMBER,  
TICA  
(THIS I CAN AFFORD)  
IS THERE TO HELP YOU WITH  
YOUR PRINT PROJECTS.

BRENDA MICKELSON  
704-658-5226

OR  
BRENDA@TICAPRINTSHOPPE.COM

TICA (*This I Can Afford*) Print Shoppe was founded by Brenda Mickelson after working with another print shop for over 5 years. She heard from her customers requesting glossy business cards, postcards and flyers for an affordable price. Brenda started working out of her home to accommodate those customers. Since there is no store front, she is trying to keep her prices as low as possible. If TICA can't do the work, we will suggest other vendors for you to call. We want to satisfy YOU!

[brenda@ticaprintshoppe.com](mailto:brenda@ticaprintshoppe.com)

704-658-5226

<http://www.ticaprintshoppe.com/>

## THE CHECKLIST

### Capitalize on Event and Networking Attendance

Any time out representing the company products and services, it is important to track and take notice of public relations and marketing opportunities:

- Do you have your camera with you at all times in case a good photo opportunity arises?
- Do you have a notepad and pen for those inspired thoughts or to gather miscellaneous contact information?

### MARKETING MATTERS



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

#### Location for October 13, 2009 Meeting

**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.**

#### October Speaker

**Jessica Keyes On Using **Social Websites** Effectively for Business**

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

**Please Visit My Website!**

#### 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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