



Creative

A·S·S·I·S·T·A·N·T·S
technology meets creativity

"I juggle a lot of balls doing what I do. Without Cindy they would not be in the air! Having virtual assistance is invaluable and Cindy is the best!"

(C.L.)

YOUR VIRTUAL TEAM

Is Your Business Growing?

Are You Overwhelmed?

Do You Need More Time?

Our team is your partner in business, working with you to free your time and help you grow your business.

888.808.5009

www.CreativeAssistants.com



What Do You Need?

- ✓ Office Management
- ✓ Email & Calendar Management
- ✓ Bookkeeping, A/P and A/R
- ✓ Payroll Support
- ✓ Virtual COO
- ✓ Sub-Contractor Coordination
- ✓ Document Preparation
- ✓ Website Maintenance
- ✓ Internet Research
- ✓ E-Newsletters
- ✓ Data Analysis
- ✓ Copy Writing
- ✓ Virtual Computer Training
(SharePoint, MS Office, etc.)

PLUS!

Social Media Setup,
Training and Maintenance:

- Blogs
- FaceBook
- Twitter
- LinkedIn
- MySpace
- YouTube
- Social Bookmarking

...and more!

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Need Help?

...Go Virtual!

Vir·tu·al (*adjective*)

Existing in essence or effect though not in actual fact.

Ex·ec·u·tive (*noun*)

A person or group having administrative or managerial authority in an organization.

As·sis·tant (*noun*)

A person who contributes to the fulfillment of a need or furtherance of an effort or purpose.

Virtual Executive Assistant - A remote business partner increasing the success of your business!

Got Help?

Virtual Assistance for Technology Professionals

888.808.5009
www.CreativeAssistants.com



About Our Team

Creative Assistants is a Virtual Assistance company with a **team of experts** and **experienced administrative professionals** at your disposal. **We pair you with a Virtual Assistant** that fits your personality, industry, project needs and schedule. Your VA will help coordinate projects requiring the **specialized skills of our experts** in Graphic Design, Bookkeeping, Website Creation, Database Creation, Editing, Copywriting, and more.

President Cindy Opong is passionate about customer service and giving you the most bang for your buck. She is actively involved with every client and encourages regular communication!

Cindy is a Colorado native with a degree in Music Therapy from Colorado State University. After working with Alzheimer's patients for several years, Cindy decided to put her business, organizational, and creative skills to use in the corporate world. She worked as an Executive Assistant at Hewlett-Packard for several years before getting caught up in the downsizing of the technology industry and discovering the world of Virtual Assistance.

Cindy is very active in her local business community and has recently spoken to business groups and the Chamber of Commerce on "Networking Productivity" and "Social Media for the Savvy Business Owner". Cindy is currently the President-Elect of the Board of Directors for the International Virtual Assistants Association (IVAA) and oversees both the Annual Live IVAA Conference and the Annual Online IVAA Educational Summit.



How We Can Help

Creative Assistants provides Virtual Assistance for every aspect of your business:

- Office Management, Virtual COO
 - Sub-Contractor Coordination
 - Bookkeeping, A/P, A/R, Payroll Support
 - Document Preparation
 - E-mail & Calendar Management
 - Website Design & Maintenance
 - Internet Research
 - Database Creation & Management
 - Data Analysis
 - Copy Writing
 - Virtual Computer Training (MS Office, SharePoint, etc.)
 - ***PLUS Social Media Setup, Training & Maintenance***
(Facebook, Blogs, Twitter, LinkedIn, YouTube & more!)
-



Our Code of Ethics

Creative Assistants is your partner in business! We are invested in your success and work with you as you grow and expand.

Creative Assistants abides by the
International Virtual Assistants Association's (IVAA)
Code of Ethics:

- We shall always exercise integrity, honesty and diligence in carrying out their professional duties and responsibilities.
 - We shall safeguard the interests of their colleagues and clients, and shall not knowingly be a party to any illegal or unethical activity.
 - We shall enter into no agreement nor undertake any activity which may be in conflict or give the appearance of conflict with the legitimate interest of their client, or that would prejudice their capacity to perform their professional duties.
 - We shall protect any confidential information obtained in the performance of their duties, and shall not use such information for personal gain nor in a manner that would be detrimental to their client or any other party.
 - We shall continually ensure the currency of the knowledge, skills and technical competencies required to perform their professional activities.
 - We shall be mindful at all times of their responsibilities as professionals toward the community at large.
-



What Our Customers Are Saying...

“Cindy has great ideas, and takes the time to understand MY business so we can find the best results! I feel more in control of my growing business!!” -W.Q.

“I juggle a lot of balls doing what I do. Without Cindy they would not be in the air! Having a virtual assistance is invaluable, and Cindy is the best.” -C.L.

“I only had to tell her once and Cindy “got it”. She literally saved my business. She has allowed me to be able to concentrate on strategy while still delivering on the core client work. She saved me a ton of time and headaches.” - T.J.

“Cindy has been a tremendous asset to our programs and I highly recommend Creative Assistants and Cindy Opong. In working with Cindy over the last 2 years, I have found her to be extremely professional, diligent, and thorough in her interactions with my team and our clients. Cindy... has been a great asset to our team! Because of Cindy’s strong work ethic and commitment to conducting business with a high level of integrity, I without reservation highly recommend her.” -D.N.



Some of Our Clients

CNM Consulting
(Business Process Management Solutions)

Jackson Consultants
(Pharmaceutical Call Center Support)

1-800-Ding-Guy
(Automotive)

Outer Office, LLC

Home Video Studio

Accurate Business Support

Send Out Cards Director

Pre-Paid Legal Associate

Professional Speaker



Products & Services

General Administrative Services

Pay As You Go Plan: \$50/hr

- Call or email us with your project or task, along with a timeline, and we'll get started as soon as time allows.
- Great if your workload is unpredictable or seasonal.
- No long-term contract or commitment.

Monthly Retainer Plan:

10+ hrs: \$45/hr

20+ hrs: \$40/hr

- Pre-pay each month to reserve our time for your projects. You'll get top priority in our schedule!
- Great for on-going general assistance or large projects.

All services are billed in 15 minute increments.

Specialized Skills & Projects:

Website Maintenance: \$50/hr

Website Creation and Setup: \$60/hr, package plans available

Graphic Design: \$60/hr

Database Creation: \$60/hr

Blog Setup/Maintenance & Article Submission Packages are also available!



Products & Services

Social Media Packages

Social Media Starter: \$249

- Setup account & profile on LinkedIn, Facebook & 1 other site of your choice.
- Profile setup includes uploading picture, profile & business descriptions, help connecting with 50 friends.
- Free E-book *Using Social Media for Your Business*
- 1 hour of training on using and maintaining the sites.

Social Media Pro: \$399

All of the above PLUS:

- Setup on Twitter & 1 more site of your choice (a total of 5 Social Media sites!)
- Help connecting with 100 friends
- 1.5 hours of training
- Setup of integration services such as ping.fm & Twitter alerts

Social Media Max: \$599

All of the above PLUS:

- Creation & promotion of a Facebook Pages site for your business
 - 10 postings across selected sites
 - Post up to 5 recommendations for your colleagues
 - 3 hours of training
 - Setup of RSS feeds and searches for keywords
 - Search LinkedIn Answers for up to 10 relevant questions
-



How We're Different...

- We work with you to discover what your unique administrative needs are.
- We specialize in assisting those in technology-related industries.
- We have flexible billing options:
 - Our “Pay As You Go” plan means you only pay for help or projects as you need it.
 - Our “Retainer” plan is perfect if you want on-going assistance and top priority on our schedule.
- We only bill for time actually spent working on your projects. We bill in 15 minute increments so you'll never over-pay.
- We don't nit-pick over small amounts of time spent on email and phone calls.

Are You Ready to Go Virtual?



What Are You Waiting For?

**Contact Us Today to
Get Your Business Back on Track!**

Phone: 888.808.5009

Fax: 720.222.8598

Email: Cindy@CreativeAssistants.com

Web: www.CreativeAssistants.com

Cost Comparison

	<u>Employee</u>	<u>Virtual Assistant</u>
Base Salary (national average)	\$42,000	\$40/hour
Bonus	\$500	\$0
<u>Benefits</u>		
401K match	\$1,260	\$0
Social Security & Medicare (7.65%)	\$3,213	\$0
Healthcare	\$3,780	\$0
Vacation pay (10 days)	\$1,151	\$0
Paid Holidays (12 days)	\$1,381	\$0
Sick Days/Personal Time Off (14 days)	\$1,611	\$0
<u>Other Costs</u>		
Worker's Compensation	\$200	\$0
Disability	\$840	\$0
Human Resources	\$250	\$0
Other Expenses (office equipment, etc.)	\$1,260	\$0
Technology Training	\$500	\$0
	(40 hours/week)	(x hours/week)
Total Cost	\$57,945	10 \$20,800
		20 \$41,600

* Figures based on www.salary.com for "Executive Assistant"

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Cindy Opong, Virtual Business Entrepreneur Appointed President Elect-International Association IVAA

By Mary Agnes Antonopoulos, Freelance Writer

Dated: May 08, 2008

Cindy Opong, leader in the VA industry and owner of marketing and administrative services company, Creative Assistants (Colorado Springs, CO), has been appointed President-Elect of 1,000+ member IVAA (International Virtual Assistants Association).

Cindy Opong, Owner and Virtual Assistant Creative Assistants

<http://www.creativeassistants.com>

Cindy Opong, Leading Entrepreneur in the World of “Virtual” Business Appointed President-Elect of International Association

Colorado Springs, CO, USA

Cindy Opong, owner of marketing and administrative services company, Creative Assistants, based in Colorado Springs, CO has been appointed President-Elect of IVAA (International Virtual Assistants Association).

Since 1999, the International Virtual Assistants Association has been dedicated to the professional education and development of virtual assistants worldwide, as well as educating the public about the function and services VA's offer. With over 1,000 members in over fifteen countries (including the U.S., Canada, Great Britain, India, Australia, France, Puerto Rico, Argentina, Kenya, etc.), IVAA is the premier industry association, setting standards for excellence and offering a myriad of courses leading up to formal certification (CVA).

What is a Virtual Assistant (VA)? In these belt-tightening times, more and more small business owners are turning to the “virtual” world for their secretarial and professional support. Today's Virtual Assistants offer the same dedication, skill level and administrative services one might find in any office team, but they offer these at a greatly reduced bottom line. The difference is that a client only pays for the hours an assignment takes -- there are no sick days, vacations, or company-paid benefits in the virtual world. It's just the work and nothing but the work! And since VA's work remotely, the business owner doesn't even have to provide a cubicle, telephone, or a computer. Assignments are transmitted at the speed of light via the internet or fax.

Cindy Opong understands both sides of the business equation. As an entrepreneur for over ten years, Cindy branched into VA services to offer a higher level of expertise to a broader client base. As a small-business owner herself, Cindy's goal is always to help her clients achieve the highest level of productivity and profit on every project, every day. In addition to the usual services like document creation, email management and transcription, Creative Assistants also offers web design, online computer training, and marketing efforts.

Cindy's passion for technology has made her a leader in her field, highly sought after by both technology professionals and senior level executives all over the country. She is also a well-respected resource to her colleagues and her community. Cindy served as a board member in the Downtown Chapter of Colorado

Business Leads, and she currently lectures on “Networking Productivity” in her community. Cindy has been a member of IVAA for five years, and is both a key organizer for the annual conference and a speaker at many of their events throughout the year. She also writes a blog on computer tips and upcoming technology that can be found on her website at <http://www.creativeassistants.com>.

Contact Cindy Opong at 888-808-5009 to discuss all of your office support needs.

Cindy Opong, Owner and Virtual Assistant
Creative Assistants
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40+ WAYS TO USE A VIRTUAL ASSISTANT (VA)

SECRETARIAL SERVICES

1. Confirm sales appointments for the week.
2. Fill out routine paperwork on a daily basis (for instance, sales call re-cap).
3. Keeping back-ups of the computer for safe-keeping. In the event of a disaster, all your files are located off premise.
4. Coordinate air travel, car rental and hotel reservations.
5. Order office supplies
6. Monitors voice mail, responds to routing requests and contact client with important messages.
7. Schedule appointments and maintain daily calendar.

RESEARCH

8. Research target market, compile a list of companies, prepare and mail introductory materials.
9. Obtain quotes for conference facilities.
10. Obtain written quotes for a project proposal and coordinate the project from start to finish.
11. Research software options, verify compatibility, pricing and availability.
12. Identify potential advertising options including pricing, publishing dates, publishing deadlines, payment policies, etc.
13. Research new office equipment and arrange purchase.

WORD PROCESSING & PRESENTATIONS

14. Type up handwritten meeting notes and minutes.
15. Format and edit reports and documents.
16. Type, edit, print and send correspondence on client letterhead.
17. Create and prepare employee or project manuals.
18. Create a PowerPoint presentation including sketches of diagrams and charts.
19. Prepare a post-seminar survey and tally results following the event.
20. Create, mail, and collect responses to a customer satisfaction survey.

DATA PROCESSING & DATABASE MANAGEMENT

21. Enter data from collected business cards into a database.
22. Send introductory letter to new prospects, send pre-determined marketing piece every two weeks. Monitor marketing program for results and tweaking.
23. Verify database via telephone contact prior to preparing a direct mailing campaign.

DESKTOP PUBLISHING

24. Design, type and print a tri-fold brochure using client-provided art.
25. Design and print or order business cards for a new entrepreneur.
26. Design, type and prepare flyers and handouts.

27. Design, print & prepare membership certificates for a non-profit organization.

28. Prepare and mail a quarterly newsletter with client-provided content.

TRANSCRIPTION SERVICES

29. Transcribe micro-cassettes for lawyers, doctors, etc.

30. Record a tele-class, transcribe and email to all participants.

31. Take dictation over the phone, transcribe and prepare the correspondence.

MAIL SERVICES

32. Collect and review postal mail for a client who travels frequently.

33. Process, prepare and mail orders for books, tapes and other materials.

E-MAIL SERVICES

34. Sort incoming e-mail, respond to routing requests and forward items of importance.

35. Monitor email while client is on vacation.

36. Train client on fully utilizing their email software program.

INTERNET SERVICES

37. Process subscription requests and bounced messages for an automated email mailing list or newsletter.

38. Make changes to and update existing client website.

39. Monitor website traffic, banner ad placements and click-thrus and make recommendations for adjustments.

BOOKKEEPING

40. Pay online bills and invoices.

41. Prepare and send invoices and expense reports.

42. Mail past due notices and follow up via telephone to collect on past due invoices.

43. Reconcile bank accounts monthly using accounting software.

44. Remind client of upcoming bill due dates.

PERSONNEL SERVICES

45. Verifies references on employment applications.

46. Coordinate the hiring of on-site office personnel, including writing the advertisement, placing the ad, receiving and reviewing resumes, and conducting the initial phone interviews.

47. Track dates and remind client to conduct annual performance reviews.

48. Make payroll tax deposits after each pay period, file quarterly and annual payroll forms.

Headline: Local Virtual Assistant Receives Entrepreneurial Recognition

Summary: Cindy Opong receives VAccolade Business Entrepreneur Award.

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Keywords: virtual assistant, virtual assistance, specialty VA, niche Virtual Assistants, WAHM, work at home moms, business startup, virtual business, online business, work from home, IVAA, VANA, Colorado, Colorado Springs, VA, entrepreneur

FOR IMMEDIATE RELEASE

January 5, 2008

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Local Virtual Assistant Receives Entrepreneurial Recognition

Colorado Springs, CO – Cindy Opong, President of Creative Assistants, LLC, announced today that she is the recipient of the VAccolade Business Entrepreneur Award.

The VAccolade Award not only recognizes participation at VAnetworking, the world's largest member-based Virtual Assistant networking association online, but also recognizes the professionalism with which Opong presents herself on the Web, thereby giving her more credibility among other Virtual Assistants.

“Virtual Assistants (VAs) are business owners who work from their own offices providing professional support, services and skills to their clients via phone, fax and Internet-based technology. Partnering with a VA reduces stress, protects cash flow, eliminates administrative hassles, and enables business people to find the success they originally set out to achieve. A VA is your right-hand person helping you to succeed in your business. The irony is you may never meet your VA as odds are they live nowhere near you!” (definition from www.VAnetworking.com).

Opong specializes in virtual support for technology professionals and web-based businesses and also trains business owners how to effectively utilize Social Media/Web 2.0 tools as part of an overall marketing strategy. She started her Virtual Assistance career in 2002 and is currently the President-Elect of the International Virtual Assistants Association (www.ivaa.org).

In a recent survey from VAnetworking, the United States has the largest number of VAs, followed by Canada, Australia and Europe. Clients pay only for time spent on their projects. There's no need to pay for taxes, benefits, equipment, etc. VAs are hired on an hourly or a monthly retainer basis.

For more information about Creative Assistants, visit www.CreativeAssistants.com.

About Creative Assistants

Launched in 2002, Creative Assistants, LLC has a team of Virtual Assistants specializing in supporting technology professionals and other web-based businesses. Visit the website at www.CreativeAssistants.com.

About VAnetworking

Visit the website at www.vanetworking.com.

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