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Principal

In keeping with our theme of learning about the world of Virtual Assistance from real-life experiences, in this issue of our newsletter we'll hear from another business owner who describes her experiences with using a VA. Here is what Sharon Armstrong of Sharon Armstrong and Associates has to tell us.

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### Sharon Armstrong's Experiences with a VA

I've been a customer and a fan of virtual assistants since 2007 when I first signed up. I'm not sure what took me so long. I started my business in 2000!

I run a small HR Training and Consultant Referral Network, Sharon Armstrong and Associates, and I'm a one-person shop. I provide a source for quick and competent referrals for clients who might need HR Consultants, Organizational Development Specialists, Trainers, Coaches and Keynote Speakers.

When I say using a virtual assistant saved my life, that's only a mild exaggeration. It gives me some much-needed balance and more time to focus on the important part of growing my business.

I use my virtual assistant to do all my billing, keep my website updated, maintain my mailing list, distribute a monthly mailer to clients and potential clients, prepare and polish handouts and PowerPoint for training, do special mailings and track all the consultants in my referral network. Keeping the vast array of specialists in order is a job in itself.

I've written a number of business books over the years and my virtual assistant prepared my manuscript for the publisher using

their strict guidelines. As a result, I got every book in on time and it was print-ready.

One of the absolute pluses is that my virtual assistant 'gets' my business and 'gets' me. There's no learning curve every time I need help. She anticipates problems before I do and communicates regularly. She keeps me on schedule and on target. I don't know how I got anything done without her.

I hope to keep her as my 'back' office as long as I have my business.

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Sharon is the author of 3 business books: *The Essential Performance Review Handbook* ([www.theessentialperformancereviewhandbook.com](http://www.theessentialperformancereviewhandbook.com)), *The Essential HR Handbook* ([www.theessentialhrhandbook.com](http://www.theessentialhrhandbook.com)) and *Stress-free Performance Appraisals*. More information about Sharon and her business can be found at [www.SharonArmstrongandAssociates.com](http://www.SharonArmstrongandAssociates.com).

At S.E.D. Services, LLC we partner with our clients to reduce the amount of time spent on support tasks with the goal of increasing the time available for revenue generating activities.

If you believe this information will benefit a colleague, please feel free to share it.

**Sincerely,**

*Susan*

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