

Judy Cable PA Services Company Information Pack

A Virtual Assistant and Marketing Business



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What is a Virtual Assistant?

A Virtual Assistant is a freelance professional who works remotely from their own office and provides a number of services to businesses. Many VAs are home based but increasing numbers are establishing business premises.

Already a huge success in the US, the Virtual Assistant industry is among one of the fastest growing industries in the UK today. The web has revolutionised the way we do business. As new software, search engines, means of accepting payment over the net and other new features improve, buyers and sellers are feeling far more comfortable trading online. Virtual Assistants such as secretaries, web designers, administrators and marketing consultants are at the forefront in this new global trend.

What are the advantages of a Virtual Assistant for you and your business?

Are you spending more time on routine administrative tasks than you would like to?

Could your time be better spent elsewhere, like in generating more business or keeping your clients happy?

Do you have the skills required and the time needed to create your next PowerPoint presentation or expand your company database?

Is it time for you to delegate?

Virtual Assistants can provide the best cost effective answer for you and your business saving you both time and money. At Judy Cable PA Services we work remotely from you in our own, fully equipped office with the latest software programs and technology. We are continually updating and expanding our skill sets, attending the latest training courses and information seminars. As result your business does not need to pay for office rental, expensive software and training. Nor is your business required to contribute to employee pensions, benefits, maternity pay or sick pay. Because our support is as flexible as you require, you will be charged only for the hours worked which means no more paying for staff down time and breaks throughout the day.

Did you know that the cost of an average employee is often double or triple their annual salary because of benefits and liabilities?

Our flexibility allows small business to grow and hire permanent staff only when they are certain that they are in an economic position (and economic climate) to do so. Larger companies will be surprised by how much more cost effective it can be to outsource particular, time consuming tasks, such as mail shots or database creation. AND services are classed as 'other direct cost' which means they are tax deductible too.

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What are the problems we solve?

- Outsourcing routine admin frees up your time to concentrate on your business.
- Less admin means you have extra time for your clients and you can invoice them for this time at a much higher rate.
- Flexible support is there to help when you are busy, not during the quieter periods.
- Virtual Assistants are cheaper than using an office temp.
- You have access to skill sets you would otherwise have to train yourself or your staff in.
- Flexible support can help your existing staff with their heavy workload when is too much to handle alone.
- Using the support of a Virtual Assistant allows you to work from home.
- You can take that much needed break or attend that meeting and know that your business is being taken care of in your absence.

About us

Judy Cable PA Services was established in 2007 by company director Judy Cable. The original intention was to provide bespoke virtual office services to clients in the Midlands. Utilising over 15 years experience as an executive PA in charge of marketing and office management Judy provided personal assistance and business support to a number of clients.

Throughout 2008 the business grew rapidly and this growth continues today. JCPA has now helped a substantial number of small businesses and single entrepreneurs throughout the UK and internationally with clients from as far afield as Canada.

In 2008 Judy established a VA Training Service to complement JCPA. Both companies have expanded and enjoy support from a great team who each bringing their own skill sets.

Our Mission Statement

Judy Cable PA Services provides professional, fully qualified virtual business support to our clients. Our reliable, friendly service enables business to concentrate fully on their growth and prosperity. It is our intention to become a valuable member of your team and provide cost effective administrative and marketing services that you would not wish to be without.

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What our clients say about us.

"Thank you for taking the time to create our database. You were so kind and helpful and I really appreciate your giving up a whole day to get me started. Going forward things should be that much easier for me."

~ C. Carver (B&B Owner)

"Judy is such a star!!! She has recently helped me out massively with some work I was getting nowhere with. And even when I felt like I was being a pain and a fussy client, she reassured me I wasn't and worked with me to get the job done perfectly!!!! Even offering to work on a bank holiday and responding to my emails often immediately. Thanks Judy your are the best"

~ L. Shurba (Financial Advisor)

"Your work is perfect. Thank you very much. I could not have done without you today."

~ J. Crowe (Retired SEO)

"The Business Start Up package that Judy created for me is EXACTLY what I was looking for. Without her organisation and management skills my business would have been unable to expand as well as it has done. With her knowledge and help I have been able to concentrate all my time on growing my business while Judy handles the office for me. Exceptional service."

~ K. Granger (Developer)

Why are we better than our competitors?

You will never just be another client. Unlike some of the larger Virtual Assistance agencies, who deal with hundreds of clients at a time, we will always treat you and your business personally. Judy will always be your main contact and she will be available to answer your questions during the day, in the evening and at weekends.

We value your business as much as we value our own and we are committed to helping it grow and prosper. When your business grows we know we are doing our part right.

We are certain you will be beyond satisfied with our service but for peace of mind our confidential, reliable service is 100% guaranteed. If you are not happy simply do not pay – no questions asked.

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Our Secretarial Services

We provide professional, fully qualified secretarial and PA services for small and medium businesses and single entrepreneurs.

We help our clients by:

- Providing reliable back-up support when needed.
- Handling our client's affairs in their absence.
- Dealing with the time consuming tasks that need to be done

Secretarial services we offer:

- Transcription
- General administration
- Databases
- Presentations
- Data input
- Email
- Scanning and pdf
- Bill payments
- Travel
- Event organising
- Research
- CV
- Covering letters
- Dissertations
- Personal Assistant services
- Office management
- HR and Recruitment

Please note the services we offer is not limited to this and the range of assistance we can provide is quite substantial.

Telephone answering service

We offer a telephone answering service tailored to our clients' needs. Please contact us to discuss the package to best serve your requirements.

Our supplier's discounts

We enjoy a number of discounts with our suppliers throughout the UK which our clients can take exclusive advantage of.

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Our Marketing Services

We are Marketing Consultants for strategy, planning and implementation.

We help Entrepreneurs and Small and Medium business owners achieve their marketing objectives.

Our friendly, reliable and flexible marketing support team helps our clients to:

- Generate additional sales
- Increase market awareness
- Gain a competitive advantage
- Retain leads

Marketing services we offer:

- Market Strategy
- Project Management
- Lead generation
- Internet Marketing
- Branding
- E-books
- Advertising
- Pay per click
- Website Design
- Website Copy
- Graphic Design
- Market Communication
- Market Research
- Content writing
- PR
- Trade shows and Events

Marketing 101 Consultation

1 hour telephone consultation to discuss what can be done for your business and help you create your Marketing Action Plan

Areas we will cover: Your past marketing history, where you want to go in the future, review of your current systems, brainstorming your marketing strategy, establishing your niche, business planning.

Business Start-up Pack

Are you a new business owner? Do you have a great idea for a business but you don't know where to start? Let JCPA help you with our complete a la carte package for the upcoming Entrepreneur.

What you can choose from:

- Creation of Business plan
- Marketing strategy and implementation
- Website tips
- Business registration
- Business templates e.g. invoices/estimates/statements
- Profile creation for social networking sites, blogs
- Start-up check list
- Branding
- Website creation
- SEO
- Market Research

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Rates and Packages

PAY AS GO rate per hour:

Typing/Mail shots/General Administration	£17.00
Database creation/PowerPoint Creation	£20.00

Packages

Bronze	(10 hours per month)	£160.00
Silver	(25 hours per month)	£380.00
Gold	(40 hours per month)	£600.00

*Please note we WILL carry un-used hours over to the next month

Rates for all other services are negotiable depending on needs. Please contact the office for more information.

Our referral program

Do you know of a business or colleague who could do with our services?

We would love it if you would recommend us to them.

In exchange as a thank you we have a great referral program. Please contact the office on 0800 0901884 to find out about more.

FAQ

How does it work?

You give us your brief outlining all the work you want completed. We send a quote together with a listing of the work. You will be asked to sign a client contract and confidentiality agreement before any work commences. Once the work is completed it is sent back to you by courier, fax, CD or 1st class post. Any changes or corrections to be made will be done free of charge and within 24 hours. Please note the final proofreading is the responsibility of the client and must be done within 7 days of receipt of the completed work.

Can we meet to discuss my requirements?

Certainly! The majority of work undertaken by Judy Cable PA Services is completed without the need to meet but with some work, for example in conference organising, there is significant benefits in having face -to-face discussions.

Can you meet our deadlines?

We will never undertake any work that cannot be completed within the time restraints of your requirements.

Will you work at weekend?

Absolutely! We will even work in the evenings to get the job done.

Do we need to provide anything?

Our office has everything it needs to operate however if you wish to use your own letterhead and stationary you will need to supply this.

Are there any "hidden" charges?

All courier charges, postage, stationary and telephone calls are charged at cost. Clear arrangements will be made so the client knows exactly what costs will be incurred. Invoices will be sent out once the job is complete with a breakdown of expenditure. A detailed timesheet will also be provided.

Do you keep a copy of all the work we ask you to do?

No. Documentation is only retained for as long as necessary. Once the work is complete we store nothing.



How to get in touch

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We thank you for your interest and we hope to work with you soon

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