



## "Impressions of Autumn"

Autumn 2007

Welcome to Autumn! Cooler weather will be with us and maybe that much promised rain. Let's hope we'll soon be enjoying long wet days and lovely green grass.

This edition I've included an article on outsourcing written by solo business owner, Summer Nelson. She highlights the need for us to appreciate our strengths and acknowledge our weaknesses.

Most of the tasks we take on for our clients at 'My Beechworth Secretary' falls into this category. Our clients realise that their businesses will grow when they develop their strengths and leave us to do their accounts, keep their customer list up to date, send out their newsletters etc. We enjoy the satisfaction of working as part of their team and seeing the growth and success.

I hope that you find the article interesting and should you decide to outsource any administrative tasks, you'll come to us.



## Increase productivity by outsourcing

By Summer Nelson

Outsourcing elements of our solo business can help us double our **productivity and buy back important life time**. It makes sense as many **soloists struggle to work within their skill set alongside the day to day running of their solo business**.

Much as outsourcing boosts our productivity and improves the overall health of our business, many soloists struggle to let go of the idea of being everything to everybody. As a result, they don't have the time or energy to apply to their key strengths.

When starting out as a soloist over five years ago, I suffered the hangover from the employee mentality where doing a job meant completing every aspect.

After transitioning into consulting then finally my own business, I was still trying to work this way. Initially it was exhilarating; learning new skills, and taking on areas I'd previously avoided... bookkeeping work mostly.

After four years I realised that my lack of skill was holding back my business. Try as I might to keep on top of things, I just found much more stimulation in new client sales, networking, creating new programs, marketing, optimising my website, thinking strategically about my business and being a mum. All the things that fitted my skill set.

But eventually the cracks started to show. It was time to do a cost benefit analysis.

Here are the steps for you to follow:

- Make a list of all the tasks in your business that you are poor at - be really honest.

### 'My Beechworth Secretary' Team



Karen Nankervis



Michelle Taylor



Continued on page 2

## Outsourcing.... continued

- Break down how many hours you spend on each task weekly
- How much does this cost your business (hours x your hourly rate\*)?
- Does this represent value to the business?
- How could your time be better spent?

\* Remember you might *pay yourself* a certain hourly rate, but what do you bill yourself out at? A consultant charging \$2000 per day is \$250 per hour. This is the lost opportunity cost and should be used for your calculation here.

After completing this exercise, I determined that my 10 to 15 hours on bookwork, chasing up bad debtors, paying bills, completing the BAS and issuing invoices represented gross inefficiency.

So I went in search of a specialist. My bookkeeper can do in four hours what took me 15. At \$25 an hour this represents awesome value. Not only does it free me up to generate more business, the heavy weight of guilt is no longer upon me. Each week, month and quarter, I receive a breakdown of the business and can really make decisions like a business owner. Instead of being bogged down in the detail.

Seven months later and I'll never look back. We have doubled our business. I have just engaged a part time PA to systemise my client service protocols and handle new client enrolments. Again this has freed me up further to focus on business development.

I am still a soloist, I simply use the services of other soloists to grow my business.

There are specialists in every area you could think to outsource:

- IT & web solutions;
- Sales
- Marketing
- Bookkeeping
- PR
- Travel
- Service
- Secretarial
- Advertising
- Branding

The list goes on. The key to maximising the growth of your business through this process is identifying your key strengths and applying the extra time and energy there.



**Summer Nelson** is a strategic sales & communication specialist. Her passion is helping people change their lives for the better.

This article first appeared in the online magazine for solo business owners, [www.flyingsolo.com.au](http://www.flyingsolo.com.au)

## Thanks for your Feedback....

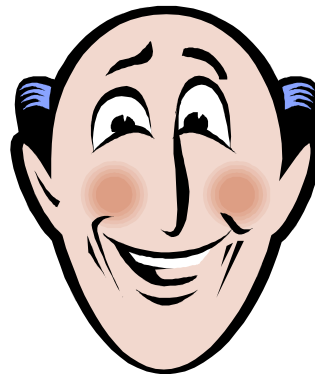
“Thank you Karen, you have taken a huge weight off my shoulders by being there to help with my book work. Now I am able to send everything off to my accountant without any worries. Without your help I would have a lot more stress which I don't need!

I have found you to be very prompt and reliable and there when needed. Always helpful and professional and prepared to go that extra mile to help.

Thanks, Karen for being very committed to giving personal service which is very rare these days.”

Maria Kraus

Newtown Park Motel, Beechworth.



*Great exercises to do at your desk*

### *Relax And Roll*

Relax your shoulders and let your head roll forward, chin to chest. Slowly rotate your head in a circle without straining your neck. Repeat five times. Relax, and rotate in the opposite direction and repeat five times. Try not to raise your shoulders as you do this exercise.

Quotable Quotes

Shoot for the moon, even if you miss you'll be among the stars

Les Brown

## **10 Little-Known Benefits of Getting Organized**

Have you ever stopped and asked yourself how you can benefit from being organized? While some benefits, such as freeing up some space, might be obvious, there are lots of other reasons to begin getting rid of clutter and better managing your time. Check out these 10 little-known benefits:

1. You'll be able to relax more. When you're climbing over clutter or struggling to find something in your filing cabinet, your blood pressure is bound to go up. By getting organized, your stress levels will go down, and you'll be able to live a less chaotic, more relaxed life.

2. You'll have more time for yourself. By being more efficient, like getting your projects done quicker, being able to delegate, wasting less time looking for things and being able to make quicker decisions, you'll spend less time 'working' and will have more time for yourself and the things you love to do.

3. You'll have more time for your loved ones. An organized person is always able to fit in time for friends and family members. You'll also have more time to help out in your community or church if you wish.

4. You'll feel good about your environment. Being disorganized often results in embarrassment. You may feel concerned when visitors drop by your home or office and see clutter or things out of place. Get organized, and you'll always feel good about your surroundings-good enough to invite people in without worries.

5. You'll be an even better role model. If you have kids at home, being organized is very important. Your kids will take cues from you. If you don't put things away, chances are your kids won't either. However, when your kids see how organized you are, they'll know you practice what you preach. If you teach them how to get and stay organized now, that's something that will help them in all the years they have ahead of them.

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### *Quotable Quotes*

Having the world's best idea will do you no good unless you act on it. People who want milk shouldn't sit on a stool in the middle of a field in hopes that a cow will back up to them.

*Curtis Grant.*



## **'My Beechworth Secretary' Ready to Help**

Here are a few things that we can do  
Lots more - Just ASK!!

### **Word Processing**

*Letters, memos, manuscripts, assignments.  
Mail merging of envelopes & labels  
Transcribing of tapes*

Our Specialty

*Resumes and Job Applications*



### **Basic Book keeping**

*Weekly, monthly,  
quarterly, yearly*

### **Desktop Publishing**

*Business Stationary, brochures,  
newsletters, flyers.*

### **Wordsmith**

*When you need the right words to get  
your message across in letters, websites etc  
- let us put your thoughts into words*

### **Databases**

*Creation of databases and management  
for customer lists, stock, etc*

### **PowerPoint Presentations**

*Effective visual presentations*

### **Spreadsheets**

### **Your Virtual Office**

*We can send and receive  
emails and faxes for you,  
collect and send your mail*



### **Office organisation**

*Clutter elimination,  
filing systems,  
time management, software training*

### **Business/Individual Coaching & Development**

Prosperity

# 福 FENG 禄 SHUI

Kathryn Osmond

## Ying & Yang



It is very important to have a strong Yang energy in the home, and still maintain the Ying balance. Rooms with too much Ying are not considered auspicious as there are insufficient life energies to bring prosperity. But on the other hand if your room has too much Yang this could be damaging as we then have too much energy, causing accidents & losses.

A good balance of Ying & Yang are required

### *How to obtain the Balance*

To activate the Yang energy in our home, it must be well lit and have a good balance of sunlight and shade and rectangular in shape. As many houses are not rectangular they have missing sectors that cause energy imbalances, which may cause problems for the occupier. {Will cover this in the next issue}

### *Enhancing & strengthening with Feng Shui*

Remember the rule of thumb

- If it looks good and feels right than leave it alone.
- If it needs fixing -fix it
- If it is broken- get rid of it
- Don't over do it

*Cheers Kathryn*

To find out more about Feng Shui, look out for Kathryn's articles in future newsletters, or contact her at the Chinese Cultural Centre in Ford St, Beechworth 03-57282866, email [beechworthchinese@bigpond.com](mailto:beechworthchinese@bigpond.com)



**Definition:** Taoist symbol of the interplay of forces in the universe. In Chinese philosophy, ying and yang represent the two primal cosmic forces in the universe. Ying (moon) is the receptive, passive, cold female force. Yang (sun) is masculine- force, movement, heat.

The Ying Yang symbol represents the idealised balance of the forces; equilibrium in the universe

## 10 Little-Known Benefits of Getting Organized

*continued*

6. You'll be healthier, as well as your family. Get organized and you'll have more than enough time to exercise and cook healthy meals for yourself and your family.
7. You'll breathe better. An organized environment, also tends to be a much cleaner environment.
8. You'll do better professionally. An organized person gives a much better business impression than someone who can't find a phone number, has an office piled with cardboard boxes or is always late for appointments.
9. You'll save more. Money, that is. When you're organized, you'll always know what you have, before you buy more.
10. You'll achieve more. When you're disorganized, there are always barriers that hold you back from reaching your goals. But organized people find ways to eliminate tasks that aren't necessary and to streamline those that are taking too much time. This leaves plenty of time to work on achieving all of those goals on your list

*by Maria Gracia - Get Organized Now!*

Want to get organized? Get your FREE Get Organized Now! Idea-Pak, filled with tips and ideas to help you organize your home, your office and your life, at the Get Organized Now! Web site <http://www.getorganizednow.com>

## Beechworth Gold Easter Fun Run/Walk 2007

**Saturday 7th April**

**10am - BW Primary School**

Entry forms can be obtained by emailing [bwfunrun@bigpond.net.au](mailto:bwfunrun@bigpond.net.au) or by calling My Beechworth Secretary on (03) 57281924.

The Parents Network of the Beechworth Secondary College are the co-ordinators, and thanks to our generous sponsors, all proceeds will go to our students and school. It is held in conjunction with the Beechworth Golden Horseshoe Festival.



### Position Wanted

My 15 year old daughter, Caitlin, is available for part time work and baby sitting. She has a lovely personality and is reliable (ok I'm bias!). Call her on 57281924.