

For Immediate Release

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Local Woman Helps Small Businesses and Non Profits Be More Efficient

Deneen Wilson understands the problems small business owners and non profits encounter. Our current economy has forced many businesses to economize and reduce staff. This doesn't mean the work doesn't still need to be done. Companies are struggling to find ways to stay afloat with fewer staff. There is a solution. "Hire a Virtual Assistant" says Deneen Wilson, owner of The Typing Bug, a local company who provides administrative assistance and professional guidance to small businesses, non profits and solo entrepreneurs across the country.

The term Virtual Assistant or VA is relatively new but is becoming extremely popular with business owners and individuals who require assistance. What attracts many business owners to virtual assistants is that they do not have to supply office space or equipment not to mention the assistants are responsible for their own taxes, training, healthcare and insurance.

Instead of trying to be everything to everyone, virtual assistants, as a rule, focus on specific areas to be more effective to their clients. The Typing Bug is no different and primarily focuses on offering services to the small business owner, mom/pop businesses, local non profits and solo entrepreneurs. Maybe you own a small business and starting to see some business growth and are overwhelmed with paperwork and do not know where to turn to next. Maybe you need a website, new forms designed, business cards created, a monthly newsletter, parts or services researched, or just data entry. Maybe you are interested in social networking (Facebook, Twitter, etc.) and want to know how you can get your company involved. Maybe you are a small non profit that really does not need a full-time assistant just would like a newsletter each month or marketing flyers made for a fundraiser. Or maybe you are a solo entrepreneur who works from home so an in-house assistant is not feasible and you need someone to keep you on track with calendar, reports, emails, etc. Businesses are not the only clients, individuals that would like a one-time project like a family reunion flyer or a family Christmas letter are always welcome.

Wilson states, "Although I have the experience and ability to work for a larger client, I enjoy limiting my services to small businesses. I like the one-on-one environment that comes with dealing with one or two people at a business. When you use The Typing Bug, you work with me, not a group where you could be dealing with Jane on this project, Mary on the next and Sue on the next. The benefit of this is consistent work and complete understanding of your business. There is less confusion, less mistakes, and more productivity. If you are not sure the project you have in mind is something that I handle, just ask. Being a member of several networking communities gives me the resources to arrange or refer you to another service that I am personally familiar with that may handle your project in the same professional manner that I would."

For more information about virtual assistants and how your business can work more efficiently, go to www.typingbug.com. You can also contact Deneen at 229-378-0521 or via email at deneen@typingbug.com.

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