



Issue 8 Volume 3

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### Business Generating Custom Newsletters Are A SNAP When Your VA Does All The Work! ...

Virtual Assistant Anna Baron of [The Virtual Link](#), is in charge of the creation, distribution and maintenance of not one but two online newsletters (e-zines) for her Realtor client Kathy Drewien of [Atlanta Relocation Services](#). These keep Kathy's name in front of her past and future clients as well as her colleagues nationwide; generating new, repeat and referral business.

Kathy had one goal —to get her name out there! However, she didn't feel that one newsletter would be enough. So, she decided to use two different newsletters. One geared towards potential clients ([CLICK HERE](#) for an example) and one for previous clients and fellow real estate professionals ([CLICK HERE](#) for an example).

Kathy's team realized that her focus should be on client relations and sales, not creating e-zines. So they chose to use [www.gooder.com](#) to streamline the process of providing a monthly e-zine to her potential clients. Anna uses Gooder, an automated response system a "set-it-and-forget-it" service with creative content including topics such as buying, selling, relocating and financing, all at a low monthly cost. What is great about services like gooder.com is that they provide all the "stuff"— layout, content and contact management, and they will even add your logo in the header.

There are still some integration issues, however which Anna (Kathy's VA) was able to easily handle. First, she placed a subscription box on Kathy's site. This allows visitors to subscribe (opt-in). All they have to do is input their name and contact information (including email address) and click the subscribe button and their information is sent directly to Kathy's Gooder account and that month's issue of the newsletter is automatically sent to the subscriber. Then, each month Anna prepares a text email message with a link to the new issue of the newsletter. This is distributed through Gooder and is sent to each subscriber. As with any good autoresponse system, Gooder also provides an easy unsubscribe (opt-out) system. With the click of a button, the subscriber can opt-out and his/her information will automatically be removed from the subscriber list.

For Kathy's previous clients and network of real estate professionals, Kathy and Anna took a different route. Instead of preparing and sending a monthly newsletter filled with real estate information, they decided on a custom quarterly e-zine with a more personal touch. And it is prepared and distributed in a

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## ARCHIVE

### NEWSLETTER

July 2002  
June 2002  
May 2002  
April 2002  
March 2002  
February 2002  
January 2002

Previous Year

### SURVEYS

February 2002  
January 2002

Previous Year

completely different way. Still keeping in mind that Kathy wanted to remain focused on clients and sales, Anna took charge and designed an eye-catching html e-zine chock full of fun, easy to read articles with topics like vacationing tips or destinations, holiday entertaining, gardening and more, which she distributes from her own e-mail program.

This subscription for this e-zine is by invitation only. Through the course of business, Kathy invites her associates, both local and national, as well as her clients. She obtains their e-mail address and permission to opt them in. Although subscription is by invitation only, each recipient can opt-out easily by clicking the unsubscribe button at the bottom of each issue. These two online newsletters are just part of the marketing repertoire developed by this dynamic duo to help Kathy lead the pack in her area.

Virtual Assistant Bryan Yambao of [ROOM500](#) (interviewed for this month's VA PROFILE) and his clients have taken the idea of custom online newsletters and stepped it up a notch. Bryan prepares custom e-zines much the same way that Anna does however he has added a twist. Bryan's clients come from all different industries but, they all share one objective – create more revenue.

In an effort to help his client [Coachville](#), owner/publisher of the weekly ezine Teleclass News ([CLICK HERE](#) to view an example) accomplish their revenue objectives, Bryan actively solicits advertising for the e-zine. The sponsorship and advertising fees cover the cost of designing, broadcasting and maintaining the e-zine —anything extra is profit! Just think of the possibilities! Bryan solicits the ads, designs the layout, distributes and maintains this profitable e-zine and his client couldn't be happier. After all, while they are busy taking care of business, their VA and online newsletter are generating new business and making them money.

Custom online newsletters are a powerful way to keep your name out in front of prospects and clients, generate new business, and perhaps even create a bit of additional ad revenue. And using a VA to do all the "heavy lifting" of producing it means you can continue to do only what you love to do while your business grows and grows!



Michelle Thornton is our **VA CORNER** columnist and a [RESS Certified VA](#). You can visit her Web site at [ProRealtorSupport.com](#) and contact her via e-mail at [michelle@vacorner.com](mailto:michelle@vacorner.com)

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