

Issue 10, 2009



## PA ON THE WAY



"Are your clients or potential clients on holidays with you over the festive break?"

Hello again, with only weeks until Christmas day and the closing down of most businesses have you thought about who is going to look after your phones? I have been hearing mixed vibes this year about closing down or staying open. Everyone needs a break at some stage in the year but is closing the office and putting the phone on answering machine the answer for your business? Just because you are going to have a break does not mean that your clients or even better your potential clients will be taking the time out. Business does keep tricking over and it is when you least expect it that a new client will come on board.

Do you know what the cost could be to your business if you close the doors and switch the phones to answering machine? Why not let us support your business during this period and know that you will have a professional service supporting you and your business over the break. Give give PA on the Way a call to discover just how cost effective it is to get the support your business needs.

**PA on the Way**

**is now on**

**Facebook**

<http://profile.to/paontheway/>

and

**LinkedIn**

<http://www.linkedin.com/pub/sarah-o-reilly/6/523/480>

Let's connect and meet some of our other contacts in CyberSpace

**Networking Functions**  
**[Ryde Business Forum](#)**

First Monday of the Month  
**Contact Sabrina on**  
[rbfevents@rydebusiness.com.au](mailto:rbfevents@rydebusiness.com.au)

**[Parramatta Chamber of Commerce](#)**

First Tuesday of the month  
**Contact Lorraine Baker**  
[lorraine@parramattachamber.com.au](mailto:lorraine@parramattachamber.com.au)

Not only can we answer your calls but we can complete those projects that just have not managed to be completed during the year. Do you have documents to be typed up, reports to be formatted, dictation to be processed, follow up on the proposals that you have sent out, start on the mail merge letters to go out to your target market to get appointments to have a face to face to explain your services? Well all of these things can be completed for you while you are on holidays which will keep your business ticking over.

We have limited space for this service over the festive period, give me a call so we can book you in, learn about your business and get the service set up prior business closing on 24th December, 2009.

We look forward to supporting your business.

**Sarah O'Reilly**  
Director

[www.paontheway.com.au](http://www.paontheway.com.au)  
1300 660 895



Meet one of  
our clients

We started working with PA on the Way at the end of May due to a lack of time and the many interruptions that my team and I experienced on a day to day basis.

Initially we started with PA on the Way's Virtual Office package 1, which included a few hours of administration support and incoming calls being answered and managed in the best manner per call, ie: messages taken and sent to us via email, calls diverted when urgent or during the specified time we decided as a business, answers provided and details given.

This service freed up approximately 6 hours a day of uninterrupted time. This also allowed us to call back our clients and potential clients when the time was right for us. As a trades person I could be on the factory floor when the phone would ring when this was the case our calls were not always

### **Business Referral Group**

Second Tuesday of the Month

**Contact Carolyn Kay**  
1800 058 567

### **Eastern Suburbs Networking**

Every Wednesday

**Contact Julie Hulsman**  
9360 9193

### **Question and Answers**

Freezing panes in excel are great for a database or table- as it keeps rows and columns visible while the rest of the worksheet scrolls (based on selection).

**Q:**  
**How do I Freeze panes in Excel?**

Ask us to send you the pdf

[reception@paontheway.com.au](mailto:reception@paontheway.com.au)

### **R J Cox Engineering**



[R.J. Cox Engineering](#) is the leading supplier of materials handling, hospitality, storage and safety equipment and has been supplying to both Australian and Overseas companies for over 70 years. Equipment from RJ Cox Engineering can be found in the hospitality, medical, manufacturing, mining and engineering industries in addition to the typical individual who may need a ladder, trolley

answered in the professional and efficient manner that it is now. Our clients and service providers now know the Team and as far as they are aware they are in our office and part of the team. We would not have enough work on a regular basis to keep a full time person busy and make it worth the cost. Here we use the services as we need to and pay for what we use. It is extremely cost effective way to achieve a professional office.

From there we started to utilise more of their administration and PA services to get the office processes in place. Sarah has access to other skills and we have used this for our Recruitment and HR support. This has proven invaluable for us. Thanks to this we hired a new team member without a lot of fuss and stress.

Not only do we receive all the above benefits but the team are constantly looking for way's to help grow my business. This is an added bonus for us. Sarah O'Reilly is often suggesting people she has met that may be a great synergy for both businesses. If there are things that they have suggested and are completing for other clients and she feels that these would be beneficial to us she will pick up the phone and speak to me. They are constantly proving to me that they are an invaluable part of my team. A part we will continue to utilise for a long time to come.

I have no hesitation in recommending the services of PA on the Way and the team as a whole.

Lawrence Wolf  
Managing Director  
EcoFoam  
1300 326 362  
[www.ecofoam.com.au](http://www.ecofoam.com.au)

## Recommended Reading:

Dirty Little Secrets by Sharon Drew Morgan

Recommend by David Fox - [The HR Practise](http://www.betterworld.com)  
David also recommends that you purchase this book on line from [www.betterworld.com](http://www.betterworld.com) who deliver anywhere in the world within 10 days for around \$4.00.

If you would like to share your knowledge and love of a book to our readers please send your

or castor.

They have a large product range which caters to a wide market of industries, and their top selling products include:

- Folding Clax Carts
- Folding RuXXac Trolleys
- Safety Steps
- Ladders
- Castors
- Nylex/Sulo Garbag Bins
- Pallet Trucks
- Luggage Racks

Visit their website:

[www.coxengineering.com.au](http://www.coxengineering.com.au) to see the extensive product range available. If you would like to make an enquiry, feel free to contact

**R J Cox Engineering on:**

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Unit 8/2 Marina Close  
(Entrance off Hamley Road)  
Mt Kuring-Gai NSW 2080

**Postal Address:**

PO Box 201  
Mt Kuring-Gai NSW 2080

**Phone:**

(02) 9114 6867

**Fax:**

(02) 9486 3009

## WHERE THERE'S A WILL, THERE'S A WAY

You are never given a wish without also being given the power to make it come true.

The achievement of your goal is assured the moment you commit yourself to it.

If you have the desire, you have the power to attain it.

You can have anything you want in life if you will sacrifice everything else for it.

Your dreams can come true if you pursue them.

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suggestion to:  
[reception@paontheway.com.au](mailto:reception@paontheway.com.au)

## Generation Y - Shortcut Typing Lesson ...

By our resident Gen Y - Victoria Rogers

Have you wondered what is being said when you see the below letters? I sit here and shake my head and feel way older than I am as Victoria sits here and giggles at me. So I thought I would let you all in on the secret if you don't already know.

**XMPL-** Example  
**BDAY-** Birthday  
**YDAY-** Yesterday  
**EVA-** Ever  
**DNT-** Don't  
**GD-** Good  
**BTW-** By the way  
**PROB-** Probably  
**SUMWHERE-** Somewhere  
**HME-** Home  
**JST-** Just

4 Xmpl

1. By the way, yesterday was my birthday but don't worry, i just stayed at home.

Gen Y - BTW, yday was my bday but dnt worry, i jst stayed at hme.

2. I want to go somewhere good tonight, for example to dinner? That new resturant- it's probably good, ever been?

Gen Y - I want 2 go sumwhere gd 2nyt, 4 xmpl to dinner? That new resturant- it's prob gd, eva been?

**Marketing Tip**  
by **TwinLife**  
**Total Marketing**

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Max Steingart

### Tax Tip 3 from Woinarski & Co

#### Tax Planning

When we meet with potential Clients, one of the many things we stress to them is despite their age, time or year or their current Business structure, it is never too early to too late to consider Tax Planning. We have had great success in helping out Clients legally minimize their Tax with our advice. Please feel free to contact Denis Hamill.

**Phone:**

02 8925 7125

**Email:**

[dhamill@woinarski.com.au](mailto:dhamill@woinarski.com.au)

**Website:**

[www.woinarski.com.au](http://www.woinarski.com.au)

## Solutions

Great marketing does not always have to break the budget.

There are some great marketing tools around that do not cost you a cent.

Free Consumer Data - know your target market  
Good marketing starts with knowing as much as possible about your target market - where they live, what they do, how they spend their money etc.

The Australian Bureau of Statistics has made the complete census data available.

Just visit

<http://tinyurl.com/yjspolc> and start collecting your target market info.

**TwinLife** Total Marketing Solutions gives smaller to medium sized businesses access to solid marketing expertise on a flexible or part-time basis. We'll help you develop a marketing strategy and plan and will assist you with the implementation and the tracking of results.

For more information visit [www.twinlife.com.au](http://www.twinlife.com.au)

## PA on the Way



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