

Issue 9, 2009



## PA ON THE WAY



### "Come and try us out"

Well one of my first questions this month is what happened to the year? Here we are almost mid November and Christmas is looming. Did you know that Christmas is only 6 weeks and 2 days away?

Have you thought about your Christmas cards going out to your networking contacts? Have you given any consideration to your client gifts? Realistically your Christmas cards should go out in 3 weeks. Have you purchased them yet? Do you need to order them? Let us know and we will work with you to get them ordered and prepared for you.

Are you planning on upsizing your business in the New Year or thinking about moving offices but not sure about how much space you need? If you have not used serviced office space before we have offices available on short term leases that you can test without a long commitment. We can help you work out what you need and how to get it.

Is your business like a lot of businesses at this time of year getting a little crazy in the lead up to the silly season and into the holiday season? Do you need help with the extra administration and

**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)

telephony requirements allowing you to focus on your core business? Or getting out and attending those networking opportunities that this season is all about. Do you want to reward your team for their efforts during the year but still need your phones answered during the celebrations? We have many services available to assist you to manage the additional workload at very competitive prices.

Ask us how you can have the administrative support you want and only pay for what you use!

Please, contact us on Michelle Stephenson at [michelle.stephenson@paontheway.com.au](mailto:michelle.stephenson@paontheway.com.au) and she will be happy to discuss your requirements. 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

Our busiest time of the day is first thing in the morning where we are swamped with phone calls, dispatch and general office duties. We decided to use PA on the Way to answer our incoming calls each morning, giving us the opportunity to tackle our workloads more effectively.

We also use PA on the Way for all the jobs we can't get around to doing! This includes database entry, mail outs, setting up social media links and follow-up calls to our customers.

As a family business - with several family members working on the same day, it is difficult to schedule annual leave in the middle of the year. We were very fortunate to train one of the team at PA on the Way to fill our positions whilst we took a well earned break. The office ran with extreme efficiency in our absence and we are excited to use this support feature in the future.

It is a relief to know we can use PA on the Way

### **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**

**Q:**

How do I wrap text in Excel?

**A:**

**Step 1:** Select cells you wish to wrap the text

**Step 2:** Right click on selected cells

**Step 3:** Click 'format cells'

**Step 4:** Choose 'Alignment' tab

**Step 5:** in 'text alignment' under 'vertical' select 'centre'

**Step 6:** Under 'text control' select 'wrap text'

**Step 7:** Click 'OK' to finish.

### **You Have The Power To Live Your Dream**

The day you take complete responsibility for yourself,  
the day you stop making any excuses,

That's the day you start moving down the road to success.

No one else can do it for you. Only you can make it happen. You're the only one that has to live your life.

Success on any major scale requires you to accept responsibility.

It's up to you to choose the

based on what our needs are, as opposed to hiring a fulltime admin officer to work on-site. Many thanks to Sarah and her team.

Joanne Cox  
Office Manager  
RJ Cox Engineering  
[www.coxengineering.com.au](http://www.coxengineering.com.au)

## Recommended Reading:

Here are a few more books for you to review at your leisure:

Recommended by **Julie Hulsman - Creative Hitch**

### **Eat that Frog**

Author: Brian Tracey

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

**TXT** - Text

**4** - for

**2** - to

**MINS** - Minutes

**RENTS** - Parents

**COS** - Because

**GUNNA** - Going to

**ARVO** - Afternoon

**2NYT** - tonight

**BRO** - Brother

**OMG** - Oh My God

4 Xmpl

1. I'm going to have to text you this afternoon or later tonight, when my brother gets home.

Gen Y - I'm gunna have 2 txt u thisarvo or l8a

thoughts and actions that will lead you to success. Your life will be what you make of it.

Nothing will ever happen by itself.

Success will come your way once you realise that you have to make it come your way by your own actions.

The power to succeed is yours alone.

© Copyright 2008  
Reproduce freely but maintain Copyright notice.  
Max Steingart

## Tax Tip 2 from Woinarski & Co

Asset purchases - Cash, Lease or Hire Purchase????

It is a question we are often asked and unfortunately there is no simple answer. However, with more information, [Woinarski's](#) can recommend the most Tax effective way to structure your asset purchases.

We analyse factors such as "Depreciation, Interest Rates, GST, Payment timing and other Financial considerations.

As well as answering the above question, we are ideally placed to arrange any finance for the asset purchases. 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)

2nyt, when my bro gets home.

2. Oh my God! Because my parents are going to be a few minutes late, I wont be able to make it in time for the movie!

Gen Y - OMG! Cos my rents r gunna be a few mins l8, I wont be able to make it in time 4 the movie!

## Marketing Tip by **TwinLife** Total Marketing Solutions

One of the success ingredients for effective marketing is **REPETITION**. The more you constantly repeat the same message, preferably a short and sharp message about what it is that makes your product or service unique, the more chances you'll have that this message will start having a positive effect on your target market (your prospects and customers). Remember that someone needs to see a marketing message an average of 7 times, before it registers. So once you've created your unique message like for example "Supporting you to support your business!" from PA on the Way, make sure that you put this message on all your marketing communication tools like business cards, brochure, website, e-newsletter etc. and even on your email signature and on your quotes and invoices. Just remember that every contact moment with a prospect or clients is an opportunity to communicate your marketing message.

[About TwinLife](#) Total Marketing Solutions  
At TwinLife we are committed to helping organisations excel by providing flexible and cost-effective marketing services that are completely focused on business growth and the best return on investment. We can help you create the right marketing structure and set up a marketing strategy and plan, or we can take over the complete marketing responsibility. For more info visit [www.twinlife.com.au](http://www.twinlife.com.au) or for a complementary consulting session please email

[marketing@twinlife.com.au](mailto:marketing@twinlife.com.au)

## PA on the Way



**Level 14, 20 Berry Street  
North Sydney NSW 2060**

**Phone: 1300 660 895**

**Fax: 02 8079 0602**

**[sarah@paontheway.com.au](mailto:sarah@paontheway.com.au)**