

Chaotic Office Times

Organised Chaos Newsletter

"Creating SPACE -
Restoring ORDER"

ISSUE 5 - Winter 2014/15

Admin assistant?
Or troubleshooter?



Dear Friends of Organised Chaos

Welcome to the Winter edition of my small business newsletter.

Do you know anyone who is:

- ◆ Fantastic at sales?
- ◆ Entrepreneurial?
- ◆ Creative?
- ◆ Extrovert - a real people person?
- ◆ *and* successful in business?

Chances are those same people are not great at:

- ◆ Admin related tasks
- ◆ Detail tasks
- ◆ Organising content
- ◆ Creating structure

This person is my typical client - I'll call him Fred!

Let's imagine what will happen if Fred doesn't know about my service.

- ◆ Increased stress / sense of overwhelm
- ◆ Valuable time wasted
- ◆ Frequent 'fire fighting' when things go wrong
- ◆ Long hours in the office
- ◆ Embarrassment in client/supplier relationships
- ◆ Mental and physical exhaustion
- ◆ No quality time for family and friends
- ◆ No holidays
- ◆ No time for hobbies

That doesn't sound great, does it?



Horses for Courses

Unfortunately owners of small businesses often fail to recognise they are neglecting their admin - because it's just not on their radar!

Recognising your own strengths and weaknesses can help make life a lot easier all round.

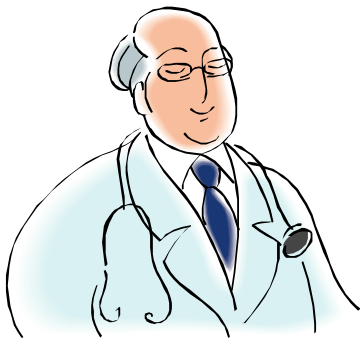


Why an admin assistant isn't the answer

Hiring an admin assistant won't resolve the problem. This is because they will be expecting you to manage their work and instruct them on what to prioritise.

If you're in a muddle like Fred then you need someone like me who can sort the 'wheat from the chaff' and untangle the muddle. I don't just make your workspace look tidy I make sure it is fit for purpose and somewhere you can work at your best and most efficient.

Don't wait for disaster to strike!



Some clients don't get in touch with me until they have some kind of crisis on their hands.

Using a health analogy, this is a bit like eating a really unhealthy diet and not doing anything about it until a heart attack is looming!

One client hired me when he realised he was on the verge of losing his professional credibility. He had a sense that his customers opinion of him and his business was about to take a nose dive, due to inefficiency in his administration.

It wasn't that he hadn't kept any records - he just didn't know where to find them!

Imagine

When customers or suppliers make contact, you respond promptly -
you know exactly where the relevant information is stored

All customers are promptly invoiced for the correct amount due -
improved cashflow

New enquiries are handled efficiently -
leading to an improved conversion rate

You can concentrate on your core business -
less distractions make you more profitable.

Your office is sufficiently tidy to host meetings -
saving you money

You work less hours but achieve more -
more time for family, friends and hobbies. You are happier.

Well, don't just imagine it - let me help you create it!

*Best regards,
Judith*

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