

For Immediate Release

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Small Business, Big Help

Albuquerque, New Mexico - 4/2/2010 - Small business owners and entrepreneurs face the same staffing issues the 'big guys' do, but without all the same resources. They too need an office staff to handle the detail work while they are out growing their business. However, most can't afford full-time help what with wages, benefits, insurance, taxes, etc. According to Erika Yocom, owner [Virtual Personal Assistant](http://www.vp-assistant.com), that's where a virtual assistant (VA) comes to the rescue.

"VAs offers a variety of administrative and executive task-completion services on a contract basis to provide clients the same support as larger offices. Using a virtual assistant can save small business an average of nearly 50% over hiring an employee. And, it's a 'green' way to get business done," notes Erika.

The 'virtual' aspect consists of using technology to accomplish what was once only done in an office. Using a mix of software and hardware, VAs can assist clients from across town or across the world with a myriad of tasks. And that frees up the entrepreneur to focus on their business. As Ryan Norbauer, serial Web entrepreneur and president of Norbauer, a Web software consulting firm notes, "Small businesses and all individuals should abide by a mantra that larger corporations have embraced for years: Do what you do best; outsource the rest."

By bringing a VA into the business mix, small business owners are overcoming the details that can bog them down and keep them from growing.

About Virtual Personal Assistant: Erika Yocom has spent over 25 years accumulating the skills her clients need the most. Her company, Virtual Personal Assistant, offers an 'a la carte' [menu of services](#) from which to choose, and is willing to take on new challenges. Jan Dynes, owner of Adastra Unlimited had this to say, "This woman is a gem, smart and savvy, she is a great resource for everything that needs doing to make your life easier."

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