

We are absolutely delighted to announce the launch of MulberryB...

Our new service provides you with the opportunity to work smartly ON your business and boost business growth...

Do you often wonder why you seem to be busy all of the time, and stressed with it, yet never seem to be productive and effective? Has this started to affect your business opportunities and therefore the growth? It could very well be because you are trying to do everything yourself.

After listening to many of our clients, it seemed that many of them have been experiencing similar challenges. The challenges of focusing too much of their valuable time on non-fee earning work such as diary management, important business administration and some marketing activities. It came to light that, by working in this way, which we call working 'in' the business, it has meant deadlines have been missed, business opportunities have not happened, there has been less time focusing on business building activities which has therefore affected income growth.

Both Nigel and Shereen Presky thought long and hard about how they could offer a service to their valued clients, to support them with these challenges, whilst ensuring their clients could focus on achieving those all important business goals.

We are absolutely delighted to announce the launch of MulberryB. Managed by Shereen Presky, we will be focusing on helping clients with these business challenges and to help them

to work smartly ON their business and not IN it. This will be achieved by providing a PA and business support services on a virtual basis.

What does this mean and how does this work? What it does mean is that, without ever having to employ an extra member of staff, you can tap into the services of your own dedicated PA at MulberryB who will support you in your business, ensuring that you are focusing your valuable time on the important fee earning activities. Communication will be by phone and email, therefore never having to step foot in your offices. Imagine now the positive impact this can have on you and your business.

When you work 'in' the business it means you are allowing the business to run you. This could mean you managing your appointments, making calls to prospects or clients, task management, updating your website or blog, marketing administration, updating your online networking profiles, updating your contacts database, sending out information from enquiries, dealing with your expenses...sound familiar? No doubt, when you embarked upon setting up a business, you wanted to operate using your expert skills which you are passionate about, rather than spending most of your incredibly valuable time doing the above mentioned tasks! This is why so many people start to lose interest and become very stressed when running a business.

Working 'on' the business is how every smart business owner should be operating. This means focusing your valuable business time with your clients carrying out your expert services which your clients are paying for. It also means focusing your time on client management (of



course we all know that this is the best form of marketing as it is more expensive trying to get new clients all of the time!), working on strategic alliances to widen your exposure, online and generic networking to raise your profile and build on those important business relationships for referrals, sourcing and creating passive income opportunities, regular communication through newsletters and blog writing, and whatever else it takes to ensure your brand is consistently seen as a strong player within your industry. In the recent economic times, those businesses that have stayed in the forefront of our minds have been those that have consistently kept in contact with us and building relationships with us, and they could only do that because they have had a team to help them do just that.

Knowing that you have the team at MulberryB behind the scenes of your business, ensuring all the essentials were operating, allowing you to focus your valuable time on the profile raising and income building opportunities, would that make a huge difference to what you would achieve?

If you were to think now how much of your valuable time is taken up on non or low-fee earning tasks on a weekly basis, you would be shocked at the realisation. Do you know what an hour of your time is worth to your business? Many business people are coming to realise that it is a false economy trying to do everything themselves. Not only does it create the wrong impression to the outside world about how you are running your business, but is also stopping you from focusing on your own expertise...the one people pay you for.

Whilst the team at MulberryB are operating the tasks that, up until now, have been taking up your valuable time, what could you imagine now doing instead? Whatever you now focus your time on will allow you to achieve your business goals far sooner, to raise your profile in a competitive industry, to build on relationships

of your existing client base, to establish and develop income opportunities and to stop selling your time for money.

The world of business is changing the way it works from a realisation of the old ways are not always the best ways. Technology has impacted hugely positively on the way we work and the way we communicate with our marketplace. However, what it also means is that it has widened the arena for competition, which means, as business owners, we have to work in a smarter way to communicate consistently with the marketplace. It also means we have to be prepared for rapid change. If you are 'too busy being busy being unproductive and not effective' then your growth will slow down and your brand becomes a distant memory.

So the solution is to outsource, and in particular to a Virtual PA at MulberryB.

The benefits:

You only pay for the time the work is conducted, therefore no salary to drain the resources of your business. Not only that, the MD, Shereen Presky, is very experienced in running a business over the last number of years and understands only too well the challenges of being able to grow a business. Therefore, you could not be in better hands.

Shereen is offering, for the first 20 people who contact her, a complimentary discussion on how MulberryB could be able to support you in achieving your business outcomes in the next few months.

MULBERRYB
VIRTUAL PA • BUSINESS SUPPORT • BOOKKEEPING