

Volume 3, Number 1, Winter 2023

Why Hire a Virtual Assistant?

Do you want to be more productive, increase your bottom line, or achieve a better work-life balance? If your answer is “yes” to any of these questions, consider hiring a virtual assistant.

What is a virtual assistant?

A virtual assistant works remotely to provide businesses with a wide range of administrative support services. You can hire a virtual assistant for just about any task you can think of including administrative tasks, proofreading, phone calls, event planning, and more.



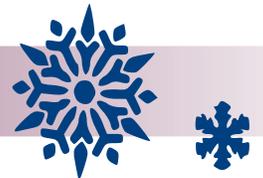
What are the benefits of hiring a virtual assistant?

Outsourcing work to a virtual assistant is easier and more cost effective than hiring a full-time employee. Consider the following:

- **Streamlined costs.** With most virtual assistant services, you only pay for hours worked. That means no long-term commitments and no employee benefits to pay.
- **Better time management.** Delegating time-consuming tasks to a virtual assistant can free you up to focus on your area of expertise.
- **Increased revenue.** Working with a virtual assistant will give you more time and energy to focus on core activities that directly impact your bottom line.
- **Enhanced customer service.** A virtual assistant can respond to customer and client inquiries whenever they arise.
- **Work-life balance.** Having a virtual assistant handle tasks that you don't need or want to do can reduce work-related stress and give you more time for yourself and your loved ones.



Elite on the Street

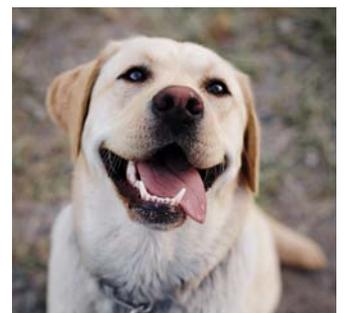


Jax's Labrador Retriever Rescue

Mission: To rescue, rehabilitate, and re-home abused, abandoned, neglected, or unwanted Labrador Retrievers and Labrador Retriever mixes.

Jax's Labrador Retriever Rescue was founded to rescue Labrador Retrievers, lab mixes and other sporting breed dogs from the heart-breaking conditions of shelters and place them in loving homes. Their focus is on harder to place dogs, and those that may have a more difficult time getting adopted but absolutely deserve the chance to find a safe and loving home. To donate, volunteer, foster or adopt a dog, visit <https://jlrrescue.org> or email info@jaxslabrescue.org.

Jax's Labrador Retriever Rescue | P.O. Box 214 | Warrington, PA 18976





Insights

5 Ways to Keep Marketing Content Fresh

Google *loves* “fresh content.” Even if you think the information is still relevant and useful, Google assumes that the older it gets, the less relevant it is. Fortunately, there are many easy ways to keep blog and website content fresh.

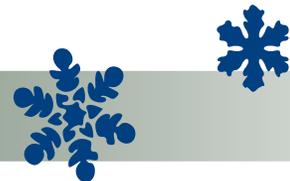
1. **Update a post.** The best thing you can do to keep your content fresh is update old content. This can mean anything from minor tweaks to complete rewrites.
2. **Check your links.** Websites come and go. Periodically check your links to make sure they’re all still working.
3. **Make a video.** You don’t have to be Warner Brothers to shoot a solid video. Start with a blog post you’ve already written and read it verbatim. You’ll be surprised at how much your audience will grow!
4. **Interview a thought leader in your field.** People love a good interview. Posting an interview is also a good way to cross-promote with other brands you admire.
5. **Post a new angle.** If your readers have reacted strongly to a particular topic, give them more! Consider approaching the topic from a different angle or doing a follow-up post with any new developments.



Need help? Elite can help you keep old content fresh and generate new content. Call 215-491-0400 to learn more.



Techbytes



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Setting Achievable Goals for the New Year

The start of a new year represents a new opportunity to set your business up for success. Consider these tips for getting started.

- **Review previous business goals.** Identify what worked and what did not. Consider what can you do differently in the new year to make your goals more obtainable.
- **Reach out to customers.** Ask what their needs are and how you can serve them better.
- **Do your research.** Identify new products, service providers, and technologies that can help you provide better service.
- **Host a strategic planning session.** Gather the team to brainstorm new business goals.
- **Refine your goals.** Turn your new goals into achievable, actionable items by adding specific details and timeframes.



Wellness at Work

5 Tips for Beating the Winter Blues

If the shorter days and lower temperatures have you feeling down, try these tips for “weathering” the winter blues:

1. **Let the sun shine in.** Open window treatments to let light flow into your work space.
2. **Exercise.** Walk indoors or outside during breaks, join a fitness challenge, or take online fitness classes.
3. **Hydrate.** Offer fruit-infused water, herbal teas, and hot spiced ciders to help staff stay hydrated and ward off the winter chill.
4. **Create an office sanctuary.** Establish an area where staff can relax and recharge during breaks. Add special lighting, an aromatherapy diffuser, or upbeat music.
5. **Volunteer.** Participate in a community service project or adopt a local charity. Not only will staff appreciate the change of scenery, giving back to the community is a win-win for everyone.



Mulled Cider

Recipe courtesy of Food Network

Ingredients:

- 1/2-gallon apple cider
- 1 cinnamon stick
- 1 orange, cut into 1/2-inch slices
- 6 cloves

Directions:

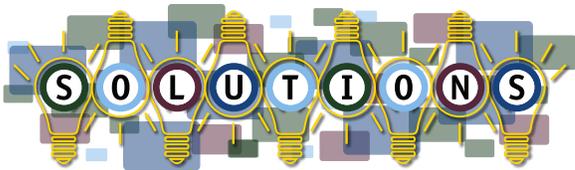
Press cloves into orange slices. Combine ingredients in a large pot and simmer for 20 minutes. Serves 6





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