



Issue 11 Volume 3

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VA PROFILE: (full story) This Unique VA Helps You Get "Wicked" With Your Words! ...

Words are power. And VA Angela Allen of [Wicked Wordcraft](#) specializes in wielding them powerfully for your profit. Angela's unique wordsmith abilities are likely to be a godsend for all you who need to get your message out, but just don't know quite how to say it. Read on to see how this saucy sorceress of soliloquy and story can make your Web copy, ads, and newsletters spin strands of gold —*as if by magic!*

MI: Angela, specializing in copywriting put you in a unique category of Virtual Assistance. How did you come to specialize in this field?

AA: I love the power and the grace of a well-crafted sentence. I enjoy phrases that give you pause for thought, and those that make you visualize -- in full color and vivid detail -- exactly what the author describes.

In marketing and in business, the ability to write is becoming more important even as the number of people specializing in writing and honing these skills decrease. Most computer gurus are NOT language lovers. Thus, there is often a shortage of solid, skillful writing in many technology and high-tech marketing arenas.

This is why writing and marketing services are so well-suited to my VA practice specialization. I launched CumberlandDunes Consulting Services over two years ago. A Wicked WordCraft, the spin-off of www.CumberlandDunes.com, is the natural product of my professional experience, my "calling" as a writer, and my participation in the Virtual Assistant Industry.

MI: Being a writer myself, I certainly understand the importance and power of the written word. Specifically, how do you see your abilities benefiting the typical real estate sales professional?

AA: For your target audience, Michael, pictures are important -- but the description of a unique aspect of this property or the exemplary spaciousness of the home on the west side of town or the charming, cozy surroundings of an attractive rural property will make the difference in whether or not a potential client becomes a satisfied customer. And this "potential-turned-customer" gilds the agent's bottom line.

On the Internet, you have only seconds to grab a site visitor's attention and promote them from visitor to interested potential client. You have only a couple paragraphs to elevate casual interest to action -- to compel them to call you for what will probably be the largest single financial investment of their lifetime. You tell me how important is the quality of the writing in those couple paragraphs?

MI: You parrot exactly what I speak about when covering what it

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really takes to "create relationship" with the Internet Empowered Consumer!

MI: One of the marketing strategies I advocate to sales associates is to produce their own custom, highly targeted online newsletters. However, most are not writers. How would you help them with that process given that they are the "content experts" in their field?

AA: Absolutely! A well-written online newsletter is a powerful marketing, tool. The first step toward this goal would be an interview, where we determine the anticipated or desired results of the newsletter and the information to be covered. The agent is the expert, I'm here to facilitate. If any research is needed to flesh out the content, I offer to provide that pending the agent's approval. I write the copy, format it, and send it by e-mail or fax for the agent's comments, changes, and/or additions.

I can take the information that the agent needs to present and write in a manner that is attractive to both the human visitor and the search engines by assuring that it is keyword-rich and genuinely informative to achieve the agent's marketing and public education goals. Knowing the differences between traditional marketing and Internet marketing gives me an edge in helping clients achieve dynamic, effective web content.

The key to this type of writing is developing a strong relationship with the agent and learning not only their prospective audience, but also how they personally approach their business. This enables me to access language that would be "natural" and comfortable for them while helping them reach their communication and marketing goals.

MI: When doing a writing project for someone, do you attempt to capture their unique "voice"/personality, or is it yours that comes through in the words?

AA: Not mine. I guide. I don't "overwhelm" the natural voice of the client. I don't use my own voice unless that's what they request. It's very much like acting. I learn how they would say something in natural daily speech and I modify that only as necessary to help them reach their goals -- language is personal.

I consider what I do most often as "polishing" for clients. They have an image they want to project; they have a strong personality that needs to be showcased. I help them do that.

MI: What other sorts of support services do you specialize in that may be of interest to Realtors?

AA: My services through www.cumberlandunes.com are more general, and include small business consulting and Virtual Assistance services. But my "baby" is A Wicked WordCraft -- specializing in writing, editing and marketing services.

MI: What minimum requisites/qualities do you look for in a potential client before you agree to work with them?

AA: I want to be sure that they have a grasp on what I can and what I cannot do to help them. I try to assure them that we are working from the same perspective on where the project or undertaking should lead. I try to have a "test" project before agreeing to a long-term arrangement.

I want to keep my clients happy and I want to be happy. The Virtual Assistant Industry has offered me a platform to build my dream business, live my ideal existence and enjoy my life more fully. It's not an easy career. I'm the most demanding "boss" I've ever had. But I'm following my bliss, and that's an exception to

the work rule these days. I look forward to my workday. Few people I know (outside of this industry) say that after the first few months in a job. I'm entering year three and I still enjoy it every day. Making sure that my clients and I are well suited, keeps everyone happy and productive.

MI: What are the most important qualities a REALTOR should look for when looking for a VA?

AA: Skills are number one. Hire a VA or VAs who possess experience and skills in the areas you seek. Equally important is the integrity of the individual. Check references, get referrals, and check credentials. As in any working relationship, do a "trial" project first, to "get to know" the individual and be sure that you are a good "fit" personally and professionally. A VA can be a fantastic asset, but as with any relationship, it must be developed.

MI: Last question: What words of advice do you have for REALTORS who are considering using a VA?

AA: It's one of the best things you can do to help grow your business. Finding a VA or several specialized VAs can improve your productivity beyond belief. Select carefully and you will enjoy the benefits of more time to develop and increase revenues and still have a more enjoyable, less stressful personal life. More work completed, with less stress -- what could be better?

MI: Angela, thank you so much for sharing your "words" and unique insight into the world of VAs and how they can powerfully help others achieve their dreams!

AA: Thank YOU, Michael!

EDITOR'S NOTE: don't forget that Mr. Internet and the IVAA will be hosting a special "Meet The VA" session at their convention in Las Vegas on October 24th, 2002. Angela will be there along with many other highly talented VAs for you to meet. [CLICK HERE](#) for more information and to register.

You can learn more about Angela Allen and her copywriting services at her Web site (<http://www.wickedwordcraft.com>), contact her via e-mail at <mailto:ala@wickedwordcraft.com> or by phone at 606-787-1706. Always remember to do a thorough due-diligence before hiring any kind of assistant. This interview is part of an ongoing series of VA profiles designed to help you find that perfect VA that will launch you to the top quicker and with less effort than you ever thought possible!

(NOTE: Mr. Internet, his company and staff receive no compensation whatsoever from any third party vendors or service providers. Also any virtual assistant or consultant profile found in this publication is not to be construed as an endorsement of their services by Mr. Internet or his company.)

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ISSN: 1530-5252 - Library Of Congress, Washington D.C., USA
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