



Hi Everyone

As a new member to the East Kent Branch of Women in Business I would like to introduce myself and give you a flavour of the support function my business provides.

**Your VA** assists Business Owners, Entrepreneurs, Coaches and retired Directors by providing a first class traditional PA service on a part time or ad hoc basis with work being conducted either virtually from a fully equipped on-line office or, if geographically possible, on-site. I believe flexibility is paramount and recognise some clients prefer a conventional approach.

As a little bit of background, I am a qualified Personal Assistant with over 15 years of experience at CEO and Managing Director level within a FTSE 100 company. I have a wide knowledge of organising complex travel itineraries, dinners and events, and an appreciation of the overall support required by business people. I am a member of the Institute of Qualified Professional Secretaries, the International Association of Virtual Assistants and the Kent Invicta Chamber of Commerce.

It was when an opportunity presented itself (through redundancy and a desire to create a better work/life balance) that I decided to set up my own business in order to provide that vital assistance that I knew business professionals needed in order to make their lives easier.

By out-sourcing secretarial and administrative functions to me, my clients benefit immediately by having more time to focus on their business ventures, thereby generating additional revenue, or more leisure time to pursue a favourite hobby. (I think of myself as a provider of that precious commodity – time). They gain too from my flexible availability to match their requirements, and my cost efficiency as they only need pay for the hours used and don't even have to consider additional employments costs or provide me with a desk. My clients are safe in the knowledge that I am utterly confidential and highly efficient, and they receive a dedicated business assistant who provides an individually tailored service.

In addition to secretarial support, I make travel arrangements, handle diary engagements, remotely manage emails, organise seminars and events, conduct Internet research and tele-marketing, and even provide a reminder service for important dates. Having been used to PA roles that expand into making social arrangements too, I've included this rather popular element into my business and offer a lifestyle management service, which can include anything from making restaurant and theatre bookings and organising celebratory events to researching holidays and even addressing and sending Christmas cards.

Having launched in May of this year I had one client immediately – my previous boss who had retired but still required a PA for his other Non-Executive Directorship roles and general lifestyle management. From successful networking I acquired 3 further clients - an entrepreneur, a business coach and a lady who runs a chocolate retail company for whom I have arranged a conference, increased business clientele through tele-marketing, produced standardised booking forms and letters, and established new business opportunities. I've also worked with a variety of other business professionals supporting them with ad hoc research projects, database inputting and general typing. In addition, I have met other potential clients who are looking for assistance in the future when their new business ventures launch, and even a business coach who has a VA but asked me to be a facilitator at a seminar!

So if you would like a chat about how I can support you, or someone you know, just give me a call, and I look forward to meeting you all over the coming months.

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