

# Wall Street Journal and Reader's Digest Explore the Thriving Virtual Assistant Industry

O'FALLON, Ill., May 8 /PRNewswire/ -- The Virtual Assistant Industry shines this month when two major publications recognize the profession and provide tips for getting started. The Wall Street Journal quotes best selling author Paul Edwards as saying, "Virtual assistants provide services ranging from administrative support to consulting via e-mail, fax and phone." The article continues recommending several books for getting started, including *Virtual Assistant - The Series* by Diana Ennen and Kelly Poelker.  
<http://www.careerjournal.com/columnists/workfamily/20070504-workfamily.html>

In the May issue of Reader's Digest, an article entitled *New Ways to Make a Bundle* states, "If you possess word processing, transcription, bookkeeping, public relations, or website design skills, you may want to try employment as a virtual assistant. Ennen is quoted saying "There is so much work for VAs that the field is thriving. It is absolutely booming." The important thing is to use your own skills and expertise to build your business. Starting a virtual assistant business isn't a get rich quick scheme. It takes time and talent, but those who succeed can't imagine doing anything else. Clients are grateful to have talented, highly skilled, and motivated virtual assistants to support their business growth.

Ennen and Poelker's book, *Virtual Assistant - The Series* has become what many call the Bible in the Virtual Assistant Industry inspiring readers and providing priceless tools on everything from choosing the right specialty, to promoting your business, to daily operational procedures. Along with its accompanying Workbook Edition, it is quickly becoming a staple in colleges as more add VA Certificate Programs to their curriculum. Randi Tucker Barr, an Instructor at Raymond Walters College, states, "I incorporated their book and workbook as required text. The book guides students from the basic concept of the Virtual Assistant Industry to creating a workable business plan, marketing plan, and web presence. The workbook encourages students to integrate material from the book into their personal goals and objectives. My belief is that *Virtual Assistant - The Series* has given my students the necessary foundation to become successful entrepreneurs.

*Virtual Assistant - The Series* is available at <http://www.va-theseries.com/> as well as through online retailers. The authors are available for media interviews via e-mail at: [authors@VA-TheSeries.com](mailto:authors@VA-TheSeries.com) or by calling 954.971.4025 (Ennen) or 618.624.3080 (Poelker).

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