
👋 You Can Grow, Too

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Hello there!

After assisting many entrepreneurs and business leaders over the years, we have some words of advice about managing a growing small business or organization.

First, always have a plan. Having a growth strategy will help you meet your own goals as well as help you manage when growth happens naturally.

Second, think about your business creatively. While using those who came before you as a guide can be a helpful strategy, your business is unique and might require out-of-the-box thinking to achieve your goals.

And finally, enlist the help of your community and your network. You never need to go it alone. As members of your network, we hope the resources below will assist your growth!

- Melanie & Lauren



LATEST BLOG POSTS



10 Ways We've Helped Our Clients Grow in 10 Years of Business

September 2021 marked 10 years of VaVa Virtual Assistants!

We made it this far with the dedicated support of our talented staff, our trusty partners, and our inspiring clients. During our first decade of business,

we've had the opportunity to help our clients reach their goals, share in their missions and watch their organizations prosper. We've learned—just as our clients have—the great value and impact virtual assistants can have on business growth.

To celebrate our 10th birthday, we're recapping 10 ways we've helped our clients grow in 10 years of business.

[READ THE BLOG POST](#)



How to Win Free Press for Your Business or Nonprofit

Publicity helps small businesses and nonprofits guide the narrative about their brand. This channel of communicating with the public can spread awareness, develop market positioning, and grow goodwill. In today's world of digital marketing and social media management, leaders sometimes assume that a viral video or a top-tier SEO strategy are the only ways to become part of the cultural conversation. Generating press around your business is still a powerful tool that blends with these digital strategies.

Free press is often ripe for the taking. The process requires some digging and

a thoughtful approach, but it's possible for any brand no matter how big or small. As long as you have a story to tell, your brand is worthy of press coverage. You just need to ask.

READ THE BLOG POST



Client Spotlight: Steven Lefkoff, Lefkoff Law

In our client profile this month, we are pleased to introduce Attorney at Law Steven Lefkoff, of [Lefkoff Law, LLC](#). Steven has been recognized as a top lawyer in Georgia by his peers, being named a "Super Lawyers Rising Star" by Super Lawyers Magazine and Atlanta Magazine for 2019, 2020, and 2021. Only 2.5% of all lawyers in Georgia are selected as a "Rising Star." He also has an excellent sense of humor and some terrific advice for fellow business owners.

What is it that you love about what you do?

Steven: I particularly love helping business owners. I come at it from two angles. I'm either the fixer when something's gone wrong or I'm the preventer before it does. Both of them have their pros and cons. I enjoy both, I really do.

How is working with VaVa?

Steven: The best! I really mean that. Lauren and Melanie are wonderful people. I have a very top-down mentality of how good businesses operate and if the people at the top are good people, then that permeates through the whole business. They're great. I went from being incredibly hesitant to hire anybody to refer them to four, five, or six clients, because of how great the business is, the people in the business are, and how incredibly helpful they are and have been for me.

[READ THE FULL INTERVIEW](#)



PODCAST



Learn about "Valuating" your company!

In a recent interview with Melissa Gragg of [ValuationPodcast.com](https://www.valuationpodcast.com), VaVa's longtime client Mark Zyla discusses why a company would need a valuation for financial reporting purposes.

The interview not only traces the steps to how fair value measurements evolved, but what the current standards mean for companies, public and private alike.

[LISTEN TO THE PODCAST](#)

[Or watch the full interview on YouTube, here.](#)



HAPPY CLIENT

"Working with VaVa was a great experience right from the start. They ensured that our initial pairing with a virtual assistant was based on first getting to know the company culture and our specific needs. They hit it out of the park with our Assistant who in a very short period of time became a valued part of the team. It has been a great experience and would use VaVa again in the future."

- Stephen Marshall, ShootProof



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