

## Virtual Office Assistant Advises...

# "Just do it!"

By Judy Chapman

As Beth Iacullo read the Garden State Woman article "Is This The Right Time To Make A Career Change?" by Carolyn Bowers, she proudly smiled. Remembering back to the days that she wondered that same thing, she now sits in her successful home-based office and knows that it was the right time for her.

Having spent 14 years working in Corporate America as an Executive Secretary, Beth finally made the change that she had always dreamed about. It required her high-quality administrative skills, outgoing personality and determination to create a "Virtual Office Services" company from her home-based office.

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Throughout the first year, Beth spent countless days not only researching the competition for this type of business but also figuring out how she would promote her own business. Her first step was to create a business brochure and mail it out to businesses that she found in the local business directory. Next Beth began to visit local networking meetings where she



had the opportunity to meet other business owners and introduce herself personally. "Although most groups meet extremely early in the morning, it has been well worth my time to attend 7:30 am meetings. My client list has grown incredibly because of this." She also kept abreast of local business seminars and meetings where she'd have the opportunity to learn about conducting a business and also meet new people at the same time. "This past year hasn't cost me a fortune in advertising because my own marketing techniques have proved successful. I couldn't take a chance and spend thousands of dollars in advertising without really knowing if my business had a future."

Now one year later Beth has an impressive list of clients to prove her success. "I provide the convenience of virtual secretarial services to businesses and

individuals from my home based office. Not everyone has a need or the means for a full-time administrative staff, so I have found that my services are a necessity—especially in today's economy" says Beth.

And the company has received such an overwhelming response that Beth's husband Carmine has now become partners in the business. But what started out as a woman-owned business still remains just that. Beth was careful not to divide the business directly in half, because she proudly wants to remain a "Woman Owned Business".

As successful as B.A.C.I. Enterprises, Inc. has become, Beth has some advice for others contemplating a career change "If you feel that you want more out of life than what you have today, then reach for your goals. No one can create your happiness except for you, so just do it."

**You can find out more information on B.A.C.I. Enterprises, Inc. by accessing the website at [www.baci.ws](http://www.baci.ws) or calling 973-736-4290.**

