

CHISELING OUT SUCCESS

The monthly online newsletter for Gemstone Business Solutions

Issue 1

Welcome to Issue 1

You are successfully subscribed to this newsletter and can look forward to reading this issue's topics:

- ◆ 5 Ways to Double Your Freelance Income
- ◆ An Announcement Concerning Windows XP
- ◆ Surprise Your Client On the Next Invoice

As you probably know, we recently moved our newsletter to Aweber, which we are very pleased with. If your business would like to have an online e-zine or newsletter, we highly recommend the service. Sign up today at www.aweber.com to begin your own trial.

Also please accept our free report entitled *7 Twitter Tools Your Business Must Know About*. It is attached below in PDF format for your convenience.

I am very excited about our newly "remodeled" newsletter, because I will be introducing you to my team members as well as other experts. Recently I became a multi-VA practice, and now I have several team members also wanting to write content for this newsletter.

One thing is for certain, all of us pledge to work hard to make this newsletter a valuable resource for your business or practice. We look forward to accomplishing this.

Enough said, now please read and enjoy this newsletter!

Best Regards,
Leisa

Leisa Good
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Virtual assistance polished to perfection.
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5 Ways to Double Your Freelance Income While Working Less

by Leisa Bain Good

Finally, the tropical vacation that you thought would never come. So here you are sunning yourself on the beach, sipping an iced cold drink. Then a jolt of reality sets in as you realize that this is an unpaid vacation. You ARE a freelancer (self-employed person, solo-practice, sole proprietor, etc.) and don't get to take PAID vacations.

So how can you relax and enjoy your Hawaiian vacation, work on your tan, and still get down to business when you

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An Announcement Concerning Windows XP

For those of you who are still using Windows XP, Microsoft will no longer be supporting it. So between now and the deadline of July 17, you will need to go to www.microsoft.com and select the Service Pack 3 to be able to continue to receive your automatic updates.

Surprise Your Client On the Next Invoice

A marketing great tip that I found on www.GetClientsNow.com is to attach your last article (whether it be from Ezine, ArticlesFactory or any other article site) to a copy of the invoice when emailing or mailing it to the client. The client will appreciate the information, and it is a nice treat for the client to receive something other than just the invoice.

get back to your home office? Simple. You create the freedom and flexibility of a freelance business while building the profit leverage of a traditional business.

By following these 5 simple steps you will be able to have the best of both worlds:

1. **Offer the complete solution.** For example, if you are a copywriter and have a colleague, Sam, who is a WordPress guru who is also needed on a project (since you don't offer web design) bring him into the project. Then you mark up your price (working Sam's fee into it), bill the client, and then pay Sam once the client pays you. Many successful freelancers have a network of other professionals which can be used on any given project. This saves the client the time of having to find someone else who may not be a match for you.
2. **Offer more virtual solutions.** This is another way to offer a solution to your client and create more leverage for your business. For example, you are a copywriter who has written the lead generation and marketing materials for an upcoming marketing campaign. You know the client will need an answering service to follow up on the leads, so offer it.
3. **Sell e-books or homestudy products to clients.** Not everyone who contacts you will be able to afford your services. However, you can have a variety of e-books, instructional DVDs or downloads readily available for this type of client. You can easily sell them on an e-book for \$25 instead of charging them your hourly rate, which is substantially more.
4. **Offer speaking engagements or training.** These all-day speaking and training seminars can easily come to thousands of dollars.
5. **Start a membership site and charge for the "members only" section.** Do you have a hobby such as organic gardening that you could present on a web site with a forum and plenty of free information (videos, downloads, PDFs)? Then consider setting up a MemberGate or WishList membership site and connect it to your current site.

Use these 5 ideas, and you will definitely see a difference in next month's income.

Have Any Questions?

Don't hesitate to send us a question or comment at our email address at:

info@gemstonebusinesssolutions.com



Have A Topic Idea?

I'd love to hear it! Just reply any time and let me know what topics you'd like to know more about. Send your suggestions to

newsletter@gemstonebusinesssolutions.com



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