

## Reader's Digest Explores the Thriving Virtual Assistant Industry

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Margate, FL, (April, 2007) Diana Ennen knows how to make a business successful in today's marketplace. Working from home since 1985, the entrepreneur has been highly successful in helping others reach their business goals for over two decades. Ennen's most recent accomplishment was landing an interview in Reader's Digest, where she was able to spread the news of the Virtual Assistant Industry, which she is so passionate about. The article talks about making money while working at home, stating "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 as saying, "There is so much work for VAs that the field is thriving. It is absolutely booming." And Ennen believes this with all her heart.

The article focuses on work that can be done on a part-time basis. Ennen contends that while most start their businesses on a full-time basis, many have been very successful working part-time, before growing their business into successful enterprises. According to Ennen, "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. And clients today are grateful to have talented and highly skilled personal assistance for all their business needs. A VA business is not one that can be started overnight, but it is a business that has tremendous potential."

Ennen has been helping entrepreneurs start their businesses since writing her first book back in 1996, Words From Home: Start, Run and Profit from a Home-based Word Processing Business, which she updates on a regular basis. Also, Ennen and co-author Kelly Poelker have recently completed the Virtual Assistant-The Series: Workbook Edition that accompanies their main book Virtual Assistant – The Series: Become a Highly Successful, Sought After VA, which is considered the Bible of the VA Industry. With these books, aspiring readers are provided with priceless tools on everything from choosing the right VA business and specialty, to advertising and promoting your business, to daily operational procedures. Other books by Ennen include the WordPerfect OfficeReady Virtual Assistant Solution Pack, which comes complete with a 81 page ebook and over 70 templates on starting a VA business. Finally, Ennen has published the nail-biting piece of fiction, Sledgehammer and children's book, Zip, Burp and Hula, available in her online bookstore at Virtual Word Publishing.

Ennen was also recently honored with a nomination for the Thomas Leonard Virtual Assistant of Distinction Award, which will be announced at the International Virtual Assistants Day on May 18, 2007. Ennen states, "To be nominated for this by my peers is priceless. I feel so honored to be among so many talented and deserving VAs nominated. "

Stop by Virtual Word Publishing, [www.virtualwordpublishing.com](http://www.virtualwordpublishing.com) for additional information on starting a virtual assistant business, to visit our online bookstore, or receive our free information on business startups. And don't forget to look for the May issue of Reader's Digest [www.rd.com/content/best-quick-cash/1/](http://www.rd.com/content/best-quick-cash/1/) to learn more about starting your own virtual assistant business.

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