



150 WAYS A CYBERTARY CAN WORK FOR YOU!

ADMINISTRATIVE SERVICES Your CYBERTARY Can Perform:

- 1. Maintain Calendar:** Your CYBERTARY keeps your calendar and reminds you of deadlines, interviews, business and personal appointments and other important events.
- 2. Manage Email, Phone Calls and Mail:** Your CYBERTARY will receive, route and respond to e-mails, phone calls and mail.
- 3. Make Appointments:** Your CYBERTARY calls your contacts or service providers, schedules your appointments and emails appointment details to you.
- 4. Coordinate Meetings:** Your CYBERTARY finds and coordinates a meeting place, contacts the necessary attendees and emails the meeting details to you.
- 5. Confirm Appointments, Calls and Interviews:** Your CYBERTARY calls your appointment contacts, noting who is confirmed and who must be rescheduled, and faxes or emails the details back to you.
- 6. Coordinate Travel:** Your CYBERTARY coordinates frequent or occasional air travel, car rentals, shuttle and hotel reservations
- 7. Create Itinerary:** Your CYBERTARY makes meal, event and personal entertainment reservations for your travel and delivers a detailed itinerary to you via email or if you prefer, can fax confirmations so you have the information at your fingertips.
- 8. Address and Mail Cards:** Your CYBERTARY can purchase, prepare and mail all your special event and holiday cards to the important people in your business life.
- 9. Buy and Send Gifts:** Your CYBERTARY handles buying and sending gifts/flowers to clients, friends and family.
- 10. Get Directions:** Your CYBERTARY calls, obtains directions and emails you the directions to a prospect's location or another meeting place.
- 11. Handle Routine Paperwork:** Your CYBERTARY fills out daily forms (i.e., sales call recap) and faxes them to the home office each day or as needed.



12. Safeguard Your Computer Backup: Your CYBERTARY holds onto a copy of your computer backup tape for safekeeping. A small task, but well worth it. In the event of a disaster, all your files are located off the premises.

13. File Virtually: Your CYBERTARY maintains your filing online or physically via mail.

14. Order Office Supplies: Your CYBERTARY orders your office supplies, stamps and shipping materials.

15. Submit Registrations: Your CYBERTARY fills out and submits your registration materials for teleclasses, Webinars, workshops, seminars and conferences.

16. Protect Personal Time: Your CYBERTARY helps prioritize your personal time, gently reminding you to keep your gym schedule, take a lunch break or to head off to important family functions.

17. Make Contact: Your CYBERTARY calls or writes to new prospects or current clients/customers.

18. Process Orders and Refunds: Your CYBERTARY processes manual orders (phone, fax, mail) and refunds.

19. Assist with Business Incorporation: Your CYBERTARY handles all the paperwork that goes along with incorporating your business.

20. Give On-Demand Assistance: Your CYBERTARY fills in for your business needs as needed. Just fax or email your CYBERTARY tasks you need completed on demand.

21. Serve as a Brainstorming Partner: Whether you're toying with a presentation or a new ad campaign, your CYBERTARY serves as a great sounding board and brainstorming partner.





RESEARCH SERVICES Your CYBERTARY Can Perform:

- 22. Compile Contact List:** Your CYBERTARY researches target industries and will contact each company to identify a contact individual and provide you a complete contact list.
- 23. Research Conference or Meeting Rooms:** Your CYBERTARY contacts several area hotels to find availability that fits the date, size, and specifics of your seminar or meeting. Your CYBERTARY obtains written quotes, reviews each quote for completeness and reports the findings to you.
- 24. Compile Service Vendor Pricing:** Your CYBERTARY calls several vendors and obtains written quotes for your project. Upon approval, your CYBERTARY coordinates sending your project and any other materials to the vendor, receives the completed order and returns the finished project to you.
- 25. Investigate Software Pricing:** Your CYBERTARY searches the Internet and inquires among business networking groups about your software needs. When the software is identified, your CYBERTARY contacts the vendor to verify the software's capabilities, the price and availability and reports the findings to you. Your Cybertary can also request a free trial period to use the software or request a short "test drive" for you.
- 26. Identify the Competition:** Your CYBERTARY will conduct a keyword search within your industry and provide you with a list of your closest competition. This can include competitors' websites and other links of interest.
- 27. Seek Out Advertising Hotspots:** Your CYBERTARY will contact advertising prospects in magazines, periodicals, newspapers and the Internet. Your Cybertary can acquire information on pricing, publishing dates, deadlines, payment policies and general information needed to compile all the information into one seamless report for you to review.

WORD PROCESSING/PRESENTATIONS Your CYBERTARY Can Perform:

- 28. Type Notes:** Working from your scanned and emailed, faxed or mailed original, your CYBERTARY turns your meeting notes into typed and formatted notes and emails them back for ease of use and distribution if needed.
- 29. Edit and Format Documents:** Working from your emailed original, your CYBERTARY edits and formats your document and returns the finished document to you via email attachment or fax if you prefer.



30. Type, Format and Mail Letters: Working from your scanned and emailed, faxed or mailed original, your CYBERTARY types your handwritten letter, prints it on your company letterhead and mails it to the recipient.

31. Type Larger Document Projects: Working from your emailed, faxed or mailed original, your CYBERTARY types your document project (manuals, reports or other pertinent documentation) and returns it to you via email attachment and/or on a CD via mail.

32. Prepare PowerPoint Presentation: Working from your emailed, faxed or mailed diagram and chart sketches, your CYBERTARY prepares your PowerPoint slides and returns the completed presentation to you via email attachment and/or on a CD via mail.

33. Conduct Surveys: Using your contact list and emailed, faxed or mailed survey, your CYBERTARY coordinates with your survey participants via fax or phone, reaches out to unresponsive participants, tracks and summarizes the responses on a report and delivers the report to you via email attachment.





DATA PROCESSING/DATABASE MANAGEMENT Your CYBERTARY Can Perform:

34. Compile Business Contacts in Database: Working from the business cards or any list of new prospects you collect over a set period, your CYBERTARY enters the information into your database, zips up the file, and returns the database to you via email attachment or into Outlook, ACT, etc.

35. Make Contact with New Prospects: Working from your contact database, your CYBERTARY uses mail merge to send each new prospect an introductory letter.

36. Conduct an Ongoing Marketing Effort: Your CYBERTARY follows a routine marketing schedule and sends a pre-determined marketing piece every two weeks. Your CYBERTARY also sends you the database via email attachment each week so you have a record of the transactions. When a prospect responds, you email your CYBERTARY to remove that contact from the active marketing program.

37. Send Welcome/Confirmation Letters: As you direct, your CYBERTARY enters your new customer's information into your database, zips the file, and sends the database to you via email attachment. Your CYBERTARY also prepares and mails a standard welcome/confirmation letter to your new customer to ensure a warm welcome

38. Schedule Follow-Ups: As needed, your CYBERTARY tracks pertinent expiration or follow-up date information and upon the due date, sends a reminder email to you or your customer.

39. Database Verification: Working from your emailed database, your CYBERTARY telephones each contact and verifies name, spelling, title and address. All corrections are made, old names are deleted and new names are added. The corrected database is zipped and returned to you via email attachment.

40. Database Updates and Corrections: Working from your emailed database, your CYBERTARY pinpoints missing data in your database, obtains the missing or outdated information via Internet and telephone and returns the updated database to you via email attachment.

41. Database Software Conversion: Your CYBERTARY handles your database software conversion from start to finish.



DESKTOP PUBLISHING Your CYBERTARY Can Perform:

- 42. Create Marketing Materials:** Your CYBERTARY types, designs and prints brochures, business cards and other marketing materials and may use client-provided art from standard or customized files.
- 43. Generate Price List:** Your CYBERTARY designs, types and prepares flyers such as price lists.
- 44. Compile Product List:** Your CYBERTARY types, designs and prepares product lists and other flyers on a variety of paper stock.
- 45. Prepare Schedules:** Your CYBERTARY types, designs and prepares schedules or calendars.
- 46. Produce Award Certificates:** Working from your emailed, faxed or mailed list of recipients, your CYBERTARY designs and prints award certificates and may use pre-designed paper stock, seals and/or ribbons. The completed certificates are delivered to you upon completion or are mailed directly to each recipient.
- 47. Publish Newsletters:** Working with your emailed, faxed or mailed content and list of recipients, your CYBERTARY types, designs and prints your newsletter, prepares address labels and mails (or emails) the newsletter.
- 48. Create Logo Materials:** Your CYBERTARY designs and print labels, letterhead and other logo materials, using client-provided art.
- 49. Establish Client Welcome Kits:** Your CYBERTARY creates client welcome kits and coordinates mailing them to new clients for a warm and friendly welcome.





50. Design Forms: Your CYBERTARY designs forms for internal use or for clients/customers.

51. Make Information Materials: Your CYBERTARY creates all your necessary information materials, including CDs, reports and manuals.

52. Scan Materials: Your CYBERTARY takes on your scanning project and delivers you the digital files by email or on a mailed CD.

TRANSCRIPTION SERVICES Your CYBERTARY Can Perform:

53. Transcribe Recordings: Working from your mailed cassettes, your CYBERTARY types the report and returns the finished transcript to you via email attachment.

54. Transcribe from Dictation: Working from mailed cassettes with your dictation, your CYBERTARY transcribes the tape, prints the letters or memos on your company stationery and mails or emails them within your timeline.

55. Conduct Recordings: Your CYBERTARY records your telephone call, conference, teleclass or other audio event and transcribes the tape for the participants.

MAIL SERVICES Your CYBERTARY Can Perform:

56. Manage Mail: Whether every day or only while you're traveling, your CYBERTARY retrieves and reviews your incoming mail, responds to routine matters, faxes or overnights urgent items to you, and forwards items that can wait to your office. It's easy to forward your mail to a post office box near your CYBERTARY whenever necessary.

57. Manage Stateside Mail: With a mail forward from your international company, your U.S.-based CYBERTARY retrieves and sorts all mail, responds to routine requests and forwards the remaining items to you. To save on postage costs, the items may be scanned and delivered via email attachment.

58. Handle Stateside Mailings: If you're an international company preparing a U.S. mailing, your U.S.-based CYBERTARY sends all mail with domestic postage.

59. Process Fulfillment: Under your email or fax direction, your CYBERTARY handles fulfillment services for



books, tapes or other materials and prepares and mails the packages.

60. Make Shipments: Your CYBERTARY ships products and handouts to customers/clients and to other locations, seminars and tradeshow where you're exhibiting or speaking.

EMAIL SERVICES Your CYBERTARY Can Perform:

61. Manage Email: Working from a general email account (info@mycompany.com), your CYBERTARY retrieves and sorts all incoming email, responds to routine requests and forwards items of importance to you at your personal email account.

62. Manage Email While You're Away: Working from a general email account (info@mycompany.com), your CYBERTARY retrieves all incoming email while you are away or on vacation, notifies individuals you are out of the office and contacts you with urgent messages.

63. Set Up and Monitor Autoresponder: Your CYBERTARY sets up an autoresponder on your website, monitors the number of requests and establishes a database of contacts requesting information.

64. Train on Email Software Program: Your CYBERTARY teaches full utilization of your email software program (i.e., filters, autoreply, signatures, etc.) by "walking you through" the setup while on the telephone and computer and teaching you HOW to use it at the same time.





TELEPHONE/FAX SERVICES Your CYBERTARY Can Perform:

65. Provide Reception Service: With the installation of a separate phone line at your CYBERTARY's location, your CYBERTARY answers using your company name and provides the real, welcoming voice on the line that your customers/clients expect.

66. Manage Phone Calls: By activating call forwarding to your CYBERTARY's telephone, your CYBERTARY answers all calls, responds to routine requests and contacts you with urgent messages.

67. Manage Phone Calls While You're Away: While you are on vacation, direct urgent calls to "your assistant" via voicemail, and your CYBERTARY takes the calls and contacts you with important messages.

68. Manage Voicemail: On a schedule you set, your CYBERTARY calls and retrieves your voicemail messages, responds to routine requests and contacts you with urgent messages.

69. Manage Stateside Phone Calls: While you run your international company, your U.S.-based CYBERTARY manages phone calls from prospects in the U.S. time zones, answers questions and emails you for further instruction if a question arises.

70. Manage Faxes While You're Away: By activating call forwarding from your fax line to your CYBERTARY's fax line, your CYBERTARY handles the fax requests and contacts you with urgent messages.

71. Manage Stateside Faxes: Your U.S.-based CYBERTARY sends your international company's stateside faxes, saving you on international long distance charges.

INTERNET SERVICES Your CYBERTARY Can Perform:

72. Manage Online Mailing List: Working from your forwarded emails (requests to subscribe, unsubscribe or delete bounced email messages); your CYBERTARY keeps your online mailing list database up to date.

73. Locate Hard-to-Find Items: Your CYBERTARY searches the Internet to locate the hard-to-find items you don't have time to locate.

74. Update Website: Your CYBERTARY edits or uploads new information to your website.

75. Promote Website: Your CYBERTARY submits your website URL, keywords and description to various search engines on a routine basis in order to promote your site.

76. Promote E-Newsletter: In order to increase your number of e-newsletter subscribers, your CYBERTARY lists your e-newsletter with a variety of online directories and contacts other list owners of similar subjects to



inquire about mutual cross promotion.

77. Create E-Books: Your CYBERTARY formats E-Books and creates PDF Files of them for your distribution.

78. Submit Your Articles: Your CYBERTARY submits your expert articles to electronic newsletters, publishers and article sites to increase exposure of your company.

79. Monitor Web Marketing: Your CYBERTARY monitors banner ad placements and click throughs and makes recommendations for adjustments.

80. Monitor Web Traffic: Your CYBERTARY monitors traffic reports and makes recommendations for improving traffic.

81. Maintain Online Networking: Your CYBERTARY does online networking on your behalf, maintaining your presence via LinkedIn, Plaxo and other social networking sites.

82. Coordinate Link Exchanges: Your CYBERTARY contacts similar websites and requests mutual link exchange, as a means to improve website traffic.

83. Manage Your Affiliate Program: Your CYBERTARY manages your affiliate program, coordinating with affiliates, creating reports, sending out checks and more.

84. Keep Website Problems in Check: Your CYBERTARY periodically reviews your website for errors and verifies links.





85. Produce and Manage E-Zine: Your CYBERTARY formats and sends out your e-zine on a schedule you set up.

86. Manage Website Advertising: Your CYBERTARY promotes ad sales and handles getting all new ad artwork in and onto your website and then takes them down when their schedule is up.

87. Manage Pay-per-Click Advertising: Your CYBERTARY places and manages the pay-perclick advertising (like Google AdSense) on your site.

88. Design Simple Websites: Your CYBERTARY designs a simple company website to give your business an online presence and provide your clients/customers with a lot of the basic information they need about your company.

89. Set-Up Online Shopping Cart: Your CYBERTARY sets up an online shopping cart (i.e., 1shoppingcart.com) for your website.

90. Coordinate Web Meetings: Your CYBERTARY sets up your web meeting, notifies attendees of meeting specifics and coordinates and emails any necessary materials.

91. Set-Up Online Tools: Your CYBERTARY handles registering you and setting you up to use online tools you'd like to utilize in your business.

WRITING/EDITING SERVICES Your CYBERTARY Can Perform:

92. Proofread Materials: Your CYBERTARY proofreads, formats and spell and grammar checks your written materials and projects to make sure they're completely error-free.

93. Write Promotional Copy for Print: Your CYBERTARY writes copy that promotes your business and can be used in brochures and other print marketing literature.

94. Write Promotional Copy for the Web: Your CYBERTARY writes copy that promotes your business and can be used on the web

95. Write Copy Optimized for Search Engines: Your CYBERTARY writes or rewrites your current web copy for search engine optimization (SEO).

96. Write Drip Email Campaign: Your CYBERTARY writes an e-marketing campaign that you can send out to your site's subscribers or another contact list.



97. Edit Promotional Copy: Starting with promotional copy you have already drafted, your CYBERTARY edits your copywriting to make it shine.

MARKETING & PUBLIC RELATIONS SERVICES Your CYBERTARY Can Perform:

98. Design Company Logo: Your CYBERTARY designs a logo that represents your business and makes a statement on the page, on the web and to your business constituents.

99. Manage Advertising Plan: Following your advertising plan, your CYBERTARY submits ads by deadlines, tracks expirations dates, coordinates payment, handles correspondence with vendors and continually updates the advertising report/budget for your review.

100. Manage Drip Email Campaign: Following a scheduled campaign, your CYBERTARY formats your campaign copy and sends the emails to subscribers under a preset schedule. Your CYBERTARY then manages the response to the campaign and sends you a report.

101. Manage Direct Mail: Your CYBERTARY prepares and mails introductory or promotional material to your contact list.

102. Follow Up on Direct Mail: After a specified time, your CYBERTARY calls to verify direct mail information has been received and to schedule a sales appointment.

103. Manage Press Releases: Your CYBERTARY researches and compiles a contact list of appropriate media and industry recipients and, when necessary, sends out your press releases.

104. Place and Manage Ads: Your CYBERTARY submits print or web ads by deadlines, tracks expirations dates, coordinates payment, handles correspondence with advertising vendors and updates the advertising report and/or advertising budget report for your review.





105. Fulfill Requests for Marketing Materials: Your CYBERTARY handles your marketing fulfillment. Email requests are forwarded to your CYBERTARY, your CYBERTARY's fax number is advertised and postcards are mailed with your CYBERTARY's address as the return address. Then your CYBERTARY mails the appropriate brochures upon receipt of requests. Your CYBERTARY also updates your database with name, address, date and type of brochures requested.

106. Maintain Customer Satisfaction Surveys: Your CYBERTARY types a customer feedback survey, mails to customers, receives the completed questionnaire, summarizes the responses and issues a report to you.

107. Produce Workshops or Events: Your CYBERTARY coordinates all the preparation for your workshops or events.

108. Set-Up Teleseminars: Your CYBERTARY handles everything you need to conduct a teleseminar, including reserve a bridge line and recording studio and send confirmations to attendees.

109. Send Out Media Kits Or Speaker Kits: By request, your CYBERTARY mails out media and/or speaker kits to necessary contacts.

BOOKKEEPING Your CYBERTARY Can Perform:

110. Pay Bills Manually: Your CYBERTARY sets up a checking account with payment authorization for both you and your CYBERTARY. You have all your bills mailed to a post office box near your CYBERTARY (or you may collect and mail them yourself), and your CYBERTARY prepares your bills for payment, notifies you how much money to deposit into the account, and pays the bills.

111. Pay Bills Online: If available from your bank, your CYBERTARY uses online bill payment services, which include electronic statements from most billers.

112. Pay Bills with Data Entry: Your CYBERTARY pays all your bills (see above) and enters the transactions into your accounting software. Your CYBERTARY reconciles bank statements, enters credit card transactions, prepares invoices, makes and/or enter deposits and prepares end-of-month reports.

113. Prepare Invoices: Working from your emailed report of hours/services to be billed, your CYBERTARY prepares and mails all invoices each month or on whatever schedule you need (i.e., annually).

114. Manage Accounts Receivable: Your CYBERTARY receives payments and deposits them into your



account. All transactions are recorded in accounting software and sent to you via secure FTP transfer or mailed on CD.

115. Supervise Collections: Your CYBERTARY mails past due notices or follows up via telephone to collect on past due invoices.

116. Forecast Cash Flow: Your CYBERTARY helps you forecast your cash flow so you stay on top of your business's finances.

117. Process Monthly Bank Reconciliation: Working from your mailed check register and bank statement, your CYBERTARY enters all data into accounting software and reconciles your account. The accounting software file is sent back to you via email attachment.

118. Provide Bill Reminders: Your CYBERTARY reminds you via email or telephone when important billing due dates arrive.

119. Track Expenses and Tax Records: Your CYBERTARY tracks your expenses and organizes your tax records throughout the year.

120. Coordinate With Your Accountant or Tax Preparer: Your CYBERTARY works directly with your accountant or tax preparer throughout the year, meeting their requests or passing them along to you.



121. Manage Your Records With Financial Software: Your CYBERTARY manages your financial records using QuickBooks or Microsoft Small Business Accounting and provides periodic updates to you via email. With this software you can be assured that technology is in your court when it comes to keeping your books!

122. Customize Financial Software: Your CYBERTARY sets up your financial software and customizes it for your business.

123. Train on Financial Software Program: Your CYBERTARY teaches full utilization of your financial software program by "walking you through" the setup while on the telephone and computer and teaching you HOW to use it at the same time.

124. Guided Strategic Planning: Your CYBERTARY helps you set up a strategic plan to help forecast and prepare for the future, allowing you piece of mind in advanced planning and business strategy.

125. Assist in Business Planning: Your CYBERTARY helps you write a comprehensive and meticulous business plan that will put your business in "lights" and help you stand out in the crowd.

PURCHASING SERVICES Your CYBERTARY Can Perform:

126. Maintain Supply Inventory: Working from a list of regularly used office supplies you provide up front your CYBERTARY, on a pre-specified basis, faxes (or emails) you the list, and you check off what you need and fax it back. Your CYBERTARY reorders the supplies and has them delivered directly to you.

127. Make Equipment Purchases: After researching various makes, models, etc., your CYBERTARY provides written quotes to you. Upon your authorization, your CYBERTARY purchases the equipment and arranges for delivery to you. If the item requires on-site setup, your CYBERTARY makes those arrangements as well; confirming dates/times and travel information.

128. Make Online Purchases: When available, your CYBERTARY sets up an online account on your behalf with online stores that you frequent. When purchases are needed, your CYBERTARY places your orders with delivery to you.

129. Initiate Vendor Lines of Credit: Your CYBERTARY works with your accountant to set up lines of credit with vendors and monitors the accounts to keep the credit information current and accurate.

130. Order Marketing Materials: When you need marketing materials (stationery, brochures, envelopes, etc.),



your CYBERTARY obtains pricing quotes, sends logo and/or artwork and coordinates ordering, delivery and payment.

131. Order Awards: Your CYBERTARY researches appropriate award and recognition gifts, coordinates the purchase, customization and delivery of Award monies and gifts.

132. Shop Pricing on Your Business Needs: Your CYBERTARY shops around for health plans, credit card deals, business loans and more.

PERSONNEL SERVICES Your CYBERTARY Can Perform:

133. Verify Employment Applications: Working from employment applications you forward, your CYBERTARY verifies each applicant's past employment and references and reports the findings to you.

134. Handle Help Wanted and Hiring Tasks: Your CYBERTARY writes a help-wanted advertisement, places the ad, receives and reviews the resumes, conducts the initial phone interview, narrows the selection to three individuals and schedules a personal interview with you.





135. Provide Applicant Summaries: Your CYBERTARY reviews applicant resumes, types a short biography on each and sorts the resumes based upon the criteria given by you.

136. Oversee Performance Review Schedule: Your CYBERTARY tracks annual performance review dates and sends a reminder to you.

137. Watch over Payroll Requirements: Your CYBERTARY monitors and verifies that all payroll requirements have been met, appropriate taxes paid and forms filed.

138. Handle New Hire Welcoming: Your CYBERTARY prepares a welcome package and sends one to every new employee. Along with other new hire documentation and forms that new hires must fill out and return to you to start employment.

139. Prepare Resumes: Your CYBERTARY prepares or updates your resume and includes a cover letter.

140. Seek Employment: Your CYBERTARY researches job openings online and submits your resume to online resources.

141. Customize Resumes: Your CYBERTARY prepares a customized cover letter and resume every time you find a potential new employer and then faxes/mails it to the prospective employer

142. Send Post-Interview Thank You Cards: Your CYBERTARY promptly mails out a follow-up thank you letter to your potential employers after job interviews.

143. Conduct Practice Job Interviews: A CYBERTARY with personnel management skills coaches to ensure a positive, successful interview.

PERSONAL SERVICES Your CYBERTARY Can Perform:

144. Plan Events: Your CYBERTARY can organize, prepare and send invite lists, invitations, reminders and handle all RSVPs for your meetings and Special Events. Your Cybertary will schedule and work with Catering and Vendors to add a custom touch for all of your Meeting and Event needs.

145. Send Important Reminders: Your CYBERTARY emails or telephones you reminders for all your important dates.

146. Maintain Personal Calendar: Your CYBERTARY keeps your personal calendar and reminds you of upcoming dentist/doctor appointments or other meetings and events.



147. Make Video Recordings: Your CYBERTARY has the technology and expertise to tapes shows or media clips and send associated files back to you in the proper format for your viewing and posting.

148. Conduct Research: Your CYBERTARY researches a variety of services, products and more.

149. Provide Clipping Service: Your CYBERTARY regularly monitors particular newspapers/ magazines and clips articles related to your person or business or anything of special interest to you and your business.

150. Assist in a Travel Emergency: In the case of a medical or dental emergency while traveling, your CYBERTARY locates an area doctor or dentist, sets up an appointment, and requests directions.

