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Steps to Writing Effective Press Releases

Want to get the most media attention and spotlight for your business? Then the first place to start is with a great press release. Now I can almost see half of you leaving now, dreading the thought of having to write one of these. But wait. I'm going to show you easy methods to make your press release work for you and get the attention it deserves. Ready? Let's go.

We'll briefly go over the basics because of their importance. Editors want to see things done the RIGHT way. I would bet that a lot of good releases simply get tossed out just because they aren't set up properly. To a busy editor, that all too familiar three-second glance says a lot for you and your business and if you've done your research enough to warrant that release to be placed in their newspaper or magazine or even on their website.

Here are your essentials:

"FOR IMMEDIATE RELEASE" on the top left of the page.

Your contact name, phone number, e-mail address, and website follows. Double check this. No, triple check this. You don't want to waste a good release because they can't get ahold of you.

The headline is next, normally in bold and centered on the page. Summarize what the release is about and capture their attention. Spend almost as much time on your headline as you do writing the release. It's that important. Make sure to get those valuable keywords in there and hopefully in the first few words. In fact add in the most important keywords in the first 4 words of the title.

The press release body starts with the location of the release and the date (Margate, Florida, January, 200X.)

Most press releases are between 400-500 words, and no more than a page. The first paragraph has the most important information. Don't save the best for last, it won't get read. Make sure that you explain the title of the release in this first paragraph.

It is recommended that you write press releases in the 3rd person and use short sentences and paragraphs. Do not go over board, trying to dazzle the editor, it won't work. However, this trend is changing. We are now seeing more releases 1st person as we are writing to the audience.

Target your release. You will be sending your release to a specific audience so make sure that in your release you keep to what would appeal to that audience. What don't they know that you can add? Nothing works better than getting an "AAH HAA" when an editor is reviewing your release. Also, keep in mind with the Internet today, that press releases, or news releases as they are now frequently called, are read by your target audience just as much as the editors. The buyers of your products or services are reading this, tell them what they need to know.

Provide statistics. Do some research and find some relevant information that applies. Research and make sure that if you are providing accurate quotes and not from some fly by night company. Remember your reputation is riding on this release. (Well, not exactly, but you don't want the editor to read this and red flag you.).

Provide a quote from yourself or include relevant quotes from experts in your field that will reinforce what you are saying. Approach authors, leaders in your Industry, and other experts in your Industry. They will normally appreciate the added publicity and you get the quote you're looking for. For example, as an author I'll often get asked to provide a quote for an article on home-based businesses or the virtual assistant industry. I welcome the opportunity as it provides me more publicity.

The last paragraph should be your call to action. You've talked the whole release about your business or product, now tell them what to do with this knowledge they just got. Too many leave out this vital step.

At the bottom of the release include ### to indicate you are done.

Some add a bio to the end. I think this is a good idea. I'm going to start doing this.

Double check this for accuracy. At this point, you're tired and done with the Release. Well if it goes out to the world with the wrong web address, you've wasted your valuable time even writing the Release.

That's it. The basics for writing a press release. Now one other thing I'd like to add in, they work. They truly do. You also want to make sure that you submit them out, but that's another article.

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News Releases (from my book, Virtual Assistant Solution Pack)

News releases or press releases are an excellent means of getting exposure for your business. The main thing it offers is name recognition and credibility. For example, Virtual Assistants have been featured in CNN, Time Magazine, Entrepreneur Magazine, and so many other well-known media outlets. All of these started by sending a simple news release. By making this part of your marketing plan and sending these out regularly, you become a recognized expert. Additionally, it tends to make you an authority in your given field. Today, it is more common to refer to these as news releases than press releases.

Another great benefit is that it helps with recognition when someone pulls up relevant keywords. You want to include keywords in your release, especially in the title, and then as the release is published, it will get placed into the search tools such as Google and Yahoo and then someone types in those keywords, your release will appear. (Go ahead and type in virtual assistant and see how often our media appears.)

As you make this a part of your marketing efforts, you will soon head to the top of that keyword category. Also, you can add news release writing to the services you offer your clients. You can show them what you can do by having them pull up a relevant keyword and see the results you have been able to obtain.

Some find it beneficial to call the editor and ask the editor what they would like in their release. The majority of news does come from releases, so they will often tell you exactly what it is they are looking for.

It is recommended that you write press releases in third person and use short sentences and paragraphs. Do not go overboard, trying to dazzle the editor. Avoid pronouns such as you, he, she, and I.

Get expert quotes if possible. The experts are normally glad to provide them as they appreciate the exposure and they add to the release. You can also add in client testimonials. However, don't make it too self-promotional.

Make sure if you use a web address, that you include the <http://> in front of the web address so that the search engines can pick it up.

The first paragraph needs to catch their attention so they read on. Many professionals recommend making the release "fun" so that editors will want to read it. We aren't saying to crack jokes in your release. However, in reading over your release is it enjoyable? Would you like to pick up the Sunday paper and see this in there? If so, would you read the entire article?

The last paragraph should be your "call to action" paragraph, which summarizes the release and what you want out of the release.

One successful Virtual Assistant, Vonetta Booker-Brown, of Right Hand Concepts, <http://www.righthandconcepts.com>, (has written the following article that summarizes the basics of writing a press release beautifully. (Printed with Permission)

Making the release: Tips on writing a great press release that will get attention—and free publicity for your business.

You and your business have a great product, event or "rags-to-riches" story that you're dying to spread the word about—because you just know that once people hear the news, they're going to want to know more about what you have to offer. You can already hear the "cha-ching!" sound as new customers beat a path to your door. The question is—how are you going to get the word out?

The answer: a great press release.

A press release is a great way to gain free publicity (and who would not want that?) for your business and services. How you write one can make all the difference between getting media coverage for your business and your crumpled-up press release covering the bottom of an editor's trashcan. Here are some tips on how you can achieve the former.

Use the proper setup:

Most press releases are between 200-500 words, and no more than a page long since most editors and reporters are pressed for time to the 9th degree. Print your release on company letterhead or use your company's logo, and right underneath in the page's upper right-hand margin, put the words "FOR IMMEDIATE RELEASE" in all caps (or "FOR RELEASE ON:" if you want the media to hold off on releasing your information until a certain date.) On the right-hand side, list your company's contact info (name, phone number, email/website/ mailing address, etc.). Add your headline underneath, and then begin the body of your release with a dateline (for example, "CHICAGO, Illinois--March 2, 2004"). After the end of your press release, type either "-30-" or "###" to indicate the story's end.

Grab 'em quick & fast:

Media people barely have time to breathe so whatever you send them has to grab their attention as quickly as possible. Start with a catchy, one-line, headline to make them want to read more. For example, "Five Ways to Live Rent Free" is much more interesting and less wordy than "Local Real Estate Agent Offers Tips to First-Time Homebuyers on How to Increase Equity in Upcoming Seminar." Follow your to-the-point, lively headline with a brief, clear first paragraph, and about five to seven bulleted main points.

"So, what's in it for me?"

This is the question going through an editor's mind as she reads your release. The media is all about dispensing news that is of the utmost interest to the public. The more your press release fits within that category, the better. Does it offer a fascinating story, fabulous event, or dynamic interview? The aim is to let producers and journalists know that if they run an article or segment on your business, their audience is in for a real treat, as it would contain information that is important and interesting to them.

Be a Trend Keeper

Another way to pique the interest of your media contacts is to tie your press release's news in with a current trend or hot topic. For example, your announcement of the new online classes you are teaching can piggyback on the growing popularity of adult continuing education (both on- and off-line). If you are a handbag designer whose claim to fame is making good quality, attractive accessories at affordable prices, your release can mention how fashion-conscious women demand a balance between style and budget.

Tap Into Human Interest

Is there something in your press release that speaks to an emotionally popular issue? If so, make that a selling point. For example, a client of mine followed her passion/dream when she left her teaching job to open a tutoring center for middle- and high-school students. For her press release, I suggested playing up the "pursuing what you really love" aspect—and pointed out that the teaching thing didn't hurt, either—as being "for the kids" wins extra points in the human interest area!

Target (and I don't mean the store Target)

If you want your press release to hit home, you have to aim well. That means sending it out to a much-targeted list of contacts. If you're a business coach with a release about your new seminar series, the health and beauty editor at the Huntsville Gazette is probably not only going to pass on it—he or she will probably be annoyed that you didn't research your contact list first. So, you get the picture—health-related events go to health editors & reporters, business releases go to the business desk, and so on. Sometimes, you can be a little creative in your distribution, however as your release might fit into several different areas. If you are a female business owner, there may be something of interest in your release to a newspaper's "women's" section, as well (i.e., a growing business trend among female entrepreneurs.) Study the publication and make sure you direct your release to the right person, re-working your headline and first paragraph for the individual, if needed and limit your release to one contact per publication.

Be a distribution machine:

Now that you have your press release written, it is time to get it out there. There are many different options available, depending on your time and budget. Distribution services can send your release to up to 10,000 media contacts at a time (you can also specify particular markets that you want to reach). Fee based services include Business Wire, Global PR Media, PR News Wire and I Media Fax, and the usual cost ranges from \$150 to a few hundred dollars. However, if you have a little more time and a little less money, you can distribute your press release yourself. There are places on the Internet where you can post your press release free, such as PRWeb.com, , Click 2 News, Free Press Release, Press Box, and Google News. You can also research newspapers, magazines and TV/radio shows that you'd like to distribute to, visit their web sites and find the appropriate contact person (you'll usually find a staff list in the publication's "About Us" section). These days, email is an increasingly popular contact method among members of the media.

Once you find your contact's email address, send your release in the body of the email, prefaced by a quick introduction and query (no more than a few lines long). Avoid attachments when possible because of virus scares, journalists are not likely to open them if they are from an unfamiliar source.

The big follow-up:

So, you have sent out your release? Now what? It is okay to follow up with a phone call to an editor to see whether he or she received your release or has any questions about it. However, do not push it! A sure-fire turnoff for editors happens when they get multiple phone calls pressuring them to commit to a story or badgering questions on when a story is going to run. "Short 'n polite" is the best way to go. "I just wanted to see if you had any questions" and "thank you very much" will suffice.

Make regular, well-written press releases a part of your marketing campaign, and you are sure to get people talking about & paying attention to your business.

Sample Press Release Submission Places (some free, some paid)

1888pressrelease.com (paid)	http://www.1888pressrelease.com/
Virtual Word Publishing	http://www.virtualwordpublishing.com/
Best Syndication (article, but excellent)	http://www.bestsyndication.com
Web Wire (paid)	http://www.webwire.com
MediaSyndicate.com	http://www.mediasyndicate.com/
PRInside	http://www.pr-inside.com/
Big News Biz (Excellent)	http://www.bignews.biz/
Express Press Release	http://express-press-release.net/
PR Canada NET	http://www.pr-canada.net/
PRCompass (Good)	http://prcompass.com/
PressAbout	http://www.pressabout.com/index.php/submit-press-release/
Article University – accepts Pr	http://www.articleuniversity.com/Submit_your_article.php
ClickPress	http://www.clickpress.com/cgi-bin/releases/add.cgi
PressBox Co.	http://www.pressbox.co.uk/cgi-bin/links/add.cgi
PR(paid)	http://www.pr.com/
Free Press Index	http://www.freepressindex.com
Press window	http://www.prwindow.com
Business Portal	http://www.businessportal24.com/en
NewsBlaster	http://www.newsblaster.com
CGI Dir	www.cgidirect.com
Press Release Point	www.pressreleasepoint.com
Transworld News	www.transworldnews.com
NewsInq	http://www.newsinq.com
PR Leap (paid)	http://www.prleap.com/
WidespreadPr	http://www.widespreadpr.com/
PR Free (paid)	http://www.prfree.com
SanePr	http://www.sanepr.com
Free Press Index	http://www.freepressindex.com/mediate_press_release.asp
PR Zoom	http://www.przoom.com/news/4652/
PR Urgent (Good)	http://www.prurgent.com/
Express Press Release (paid)	http://express-press-release.net/submit-press-release.php
Free Press release	Free-Press-Release.com
I-Newswire	http://i-newswire.com/submit_free.php
PR9.net (paid)	http://www.pr9.net/
Open Pr	http://www.openpr.com
Press Release Network (paid)	http://www.pressreleasenetwork.com
Ideamarketers.com	http://www.ideamarketers.com
Pressmethod.com	http://www.pressmethod.com/

The Open Press	http://www.theopenpress.com
PR-USA net	http://www.pr-usa.net
Prnewswire (paid)	http://www.prnewswire.com/
Prweb (paid)	https://secure.dataovation.com/prweb/login.php
PRZoom.com	http://www.przoom.com/
PRarticle	http://www.prarticle.com
SBWire.com (paid)	http://www.sbwire.com/
Newsire today	http://www.newsiretoday.com
Press Release Spider	http://www.pressreleasespider.com
Free-Press-Release-Center.info	http://www.free-press-release-center.info/press-release-articles.html
Usanews (paid)	http://www.usanews.net/submit/archives_post.htm
SeeNation	http://www.seenation.com
Exact Release	www.exactrelease.com
Press Release Circulation	www.pressreleasecirculation.com

Contact me at diana@virtualwordpublishing.com for our Article Database. It rocks!

Press Release Samples

By

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Entrepreneur Captures Attention in Family Circle Magazine

Margate, FL (January, 2008) Diana Ennen knows what it takes to work at home, having done so since 1985. Ennen was among the pioneers in the work-at-home industry when starting a word processing business, but back in those days, it wasn't as easy to get started. The Internet wasn't as commonplace and work-at-home moms (and dads) had to learn from trial and error. Research on how to start a business also had to be done at a local library and bookstore, and not from the convenience of a home computer. My how times have changed.

For 23 years Ennen has been providing tips for those that want to successfully work at home and has been active online mentoring and coaching others. Ennen states, "Most just need the proper tools to succeed. Learning how to find clients who want your services as well as determining the right price to charge, can be the decisive factor in a successful business. The key to success is doing it right the first time and avoiding costly mistakes."

Recently Ennen was featured in *Family Circle Magazine* in an article on "Mothers of (Re)Intervention. The article states, "Dee Ennen of Margate, Florida owns a home-based administrative support business and often displays marketing materials in office stores." Ennen was thrilled with the publicity this article generated and acknowledged how business had grown to be so much more than just administrative support today. Ennen's business, Virtual Word Publishing now offers publicity and marketing as well, as its client base continues to expand as word of how effective virtual marketing is gets out through national magazines such as Family Circle.

Last year Ennen was also quoted in [Reader's Digest](#). That article stated, "If you've got word processing, transcription, bookkeeping, public relations or website design skills, you may want to try life as a virtual assistant. That broad title refers to people with expertise in a range of services, including administrative support and legal and medical transcription. "There is so much work for VAs," Ennen says. "The field is thriving, absolutely booming."

Most entrepreneurs look for a business that offers them financial security and independence, especially in these economically insecure times. But they also want pride in the work to be done. That's one of the reasons that the Virtual Assistant Industry is growing in leaps and bounds. Today, corporate executives, personal assistants, former secretaries, administrative assistants, word processors, and legal or medical transcriptionists, are turning in the 9 to 5 to work at home. There's never been a better time to succeed.

Ready to take the plunge and hire a virtual marketer that can take a business to the next level, or finally take the road home and work from home, stop by Virtual Word Publishing today <http://www.virtualwordpublishing.com>. Books on starting a virtual assistant business, virtual assistant coaching, free business informational packages, and more can be found.

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Publicity Virtual Assistants Help Authors Achieve Book Marketing Success

Margate, FL – July 2008 Self-publishers and published authors alike often need assistance with the most vital aspect of their book journey, marketing and publicity. Many believe that simply getting a book on Amazon and creating a website is enough, when in fact, that is only the beginning. Experienced authors realize the writing a book is simply the first step and the true work begins once the book is published. That's where so many fail. The successful authors know that to sell books, you need to do PR and that's where a Publicity Virtual Assistant comes in.

Publicity Virtual Assistants provide extensive marketing solutions, creative and innovative publicity campaigns, proofing and editing capabilities, extensive research capabilities, administrative support, and other specialized services for authors, publishers, speakers. Virtual Assistants work globally taking full advantage of all the virtual connections of the online networks. They utilize all their expert talents and superb writing abilities for book marketing and promotions, thereby helping entrepreneurs and authors achieve the success they deserve.

Diana Ennen, author of *Corel WordPerfect Office Ready Virtual Assistant Solution Pack* and *Virtual Assistant the Series: Become a Highly Successful Sought After VA* states, "Today's Internet has opened the doors to successful marketing. Being able to send press releases and articles to a targeted group is priceless. Knowing how to effectively research to find that group is even more beneficial. Learning how to effectively use social networking to raise awareness of their client's books and also helping their client's to set up blogs and websites is

, be active on social networks and help clients blog, promote books on other sites, contact publishers and editors of papers via e-mail, and just day-to-day tasks of getting publicity is now convenient and available for all to do. As an author myself, I know how important it is to provide that personalized attention to authors, so I make every effort to provide them that specialized attention and total commitment in marketing of books."

Partner with a publicity virtual assistant today that can get the results you've been longing for. Stop by today at <http://www.virtualwordpublishing.com>. If you are interested in learning more about becoming a publicity virtual assistant, contact Ennen at diana@virtualwordpublishing.com

For Immediate Release

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Rising Gas Prices Have You Down? Work From Home and Save Money at the Pump

Margate, FL (August, 2008) With soaring gas prices fueling the strong need to work from home, now is the perfect time to become the business owner you always dreamed about. Think how great that short commute to your home-based office would be for those of you who can no longer afford to travel. You not only save money, but you get to experience the thrill of being your own boss and earning the kind of money you know you are worth.

One of the top businesses to start at home today is virtual assisting. Virtual Assistants are highly skilled professionals who provide service from a home office to anywhere in the world. Through the use of high-speed Internet access, e-mails, fax machines, mail services, as well as many web-based applications Virtual Assistants handle such things as publicity, Internet research, word processing, event planning, real estate transactions, legal briefs, medical transcriptions, proofing, editing, publishing and so much more.

And just who is using a VA? Just about everyone from corporate professionals to doctors, accountants to writers, and even attorneys rely on these professional assistants to keep their businesses running smoothly. Not to mention the authors and online shops that use VAs for their marketing and publicity. Putting their many years of knowledge and advanced training to work for them, these Virtual Assistants can take over administrative duties while executives concentrate on increasing profits—it's a perfect fit!

How do you get started? Easy. Diana Ennen and Kelly Poelker's book, *Virtual Assistant - The Series: Become a Highly Successful, Sought After VA* (Another 8 Hours Publishing) and the accompanying *VA The Series Workbook Edition* provides you with everything you need to get well on your way to a successful new career. This book has already helped thousands of administrative professionals start their business and with the help of the Workbook Edition, others are soon to follow.

Ennen states, 'We've seen a tremendous growth in our Industry as word continues to spread how beneficial a virtual assistant can be to businesses. Also, one of the true benefits of being virtual, is that you can work globally. Therefore, even though the economical outlook in your area is bleak, you can still find clients and work by looking outside of your immediate area.' Email for a free business informational package on how you can achieve this to diana@virtualwordpublishing.com.

Start today and experience the financial freedom you've always wanted. Visit www.va-theseries.com or www.virtualwordpublishing.com for additional tips on starting your own virtual assistant business, or visit Academy of Virtual Professionals at www.AcademyVP.com to learn about a 16-week training program.

For Immediate Release

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Wall Street Journal and Reader's Digest Explore the Thriving Virtual Assistant Industry

O'Fallon, IL (May, 2007) The Virtual Assistant Industry shines this month when two major publications recognize the profession and provide tips for getting started. The Wall Street Journal quotes best selling author Paul Edwards as saying, "Virtual assistants provide services ranging from administrative support to consulting via e-mail, fax and phone." The article continues recommending several books for getting started, including *Virtual Assistant–The Series* by Diana Ennen and Kelly Poelker
<http://www.careerjournal.com/columnists/workfamily/20070504-workfamily.html>

In the May issue of [Reader's Digest](#), an article entitled *New Ways to Make a Bundle* states, "If you possess word processing, transcription, bookkeeping, public relations, or website design skills, you may want to try employment as a virtual assistant. Ennen of Virtual Word Publishing, <http://www.virtualwordpublishing.com> is quoted saying "There is so much work for VAs that the field is thriving. It is absolutely booming." 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. Clients are grateful to have talented, highly skilled, and motivated virtual assistants to support their business growth.

Ennen and Poelker's book, *Virtual Assistant – The Series* has become what many call the Bible in the Virtual Assistant Industry inspiring readers and providing priceless tools on everything from choosing the right specialty, to promoting your business, to daily operational procedures. Along with its accompanying Workbook Edition, it is quickly becoming a staple in colleges as more add VA Certificate Programs to their curriculum. Randi Tucker Barr, an Instructor at Raymond Walters College, states, "I incorporated their book and workbook as required text. The book guides students from the basic concept of the Virtual Assistant Industry to creating a workable business plan, marketing plan, and web presence. The workbook encourages students to integrate material from the book into their personal goals and objectives. My belief is that *Virtual Assistant – The Series* has given my students the necessary foundation to become successful entrepreneurs.

Virtual Assistant – The Series is available at www.VA-TheSeries.com as well as through online retailers. The authors are available for media interviews via e-mail at: authors@VA-TheSeries.com or by calling 954.971.4025 (Ennen) or 618.624.3080 (Poelker).

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For Immediate Release

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Home Tutoring Business Celebrates 2nd Anniversary with Web-Based Accounting Program

Newbury, CA (July, 2007) This July, Home Tutoring Business celebrates its second year anniversary with a revolutionary web-based accounting program customized to the tutoring industry. Designed to address the unique needs of a busy tutor referral service, the accounting and client management program helps with the specific business practices involved with tutoring referral services.

As Laurie Hurley, President of Home Tutoring Business, <http://www.hometutoringbusiness.com>, states, "To be successful in business today, you need the right tools and support. With a tutoring referral business, daily client accounts must be maintained as well as records for the contracted tutors or teachers. It's important to have a system that keeps track of all this. The Accounting Tools for Tutors (ATFT) does just that by tracking your entire customer and tutor database and streamlining the cumbersome process of billing clients and paying tutors. It computerizes data so that the owners can spend time getting new clients and running the day-to-day operations of the business more effectively.

So what exactly is a tutoring referral business? This business allows the owner to become a tutor broker, managing a network of professional teachers and educators, matching them with students in need of one-on-one in-home tutoring. In a sense, allowing one to establish a home tutoring referral network in the community. Revenue is earned by splitting the fee for tutoring services with tutors and teachers.

Laurie Hurley has been matching tutors with students since 2001 connecting over 150 qualified tutors with pupils throughout Southern California, while enjoying a six-figure income. For the past two years, Hurley has been helping entrepreneurs start tutoring referral businesses in the lucrative four billion dollar educational industry with Hurley's Home Tutoring Business Packages. The Packages offer everything one needs to start a business and keep it operating successfully. The accounting program was created at the request of buyers to help them ensure business success. Currently 20 clients are using the program and the national launch is expected later this summer with 47 pre-sold ATFT programs already.

Help celebrate our 2nd anniversary by stopping by <http://www.hometutoringbusiness.com> for additional information or contact us at info@hometutoringbusiness.com.

FOR IMMEDIATE RELEASE

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Work at Home Parents Enjoy Many Benefits Including Being Able to Care for Sick Children

Margate, FL (May, 2008) Working parents everywhere are realizing the extra benefits of working from home including being there for their children when they are sick. In fact, Diana Ennen, president of Virtual Word Publishing was recently featured on CBS Channel 4 News in Miami, <http://cbs4.com/video/?id=53473@wfor.dayport.com> on a segment on working parents and handling sick children and states that one of the biggest advantages to being self employed is the ability to not send her kids to school sick.

Ennen states, "I've walked to school and seen the agony on a parent's face when they have had to drop their children off at school ill, just because they couldn't take time off from work. Not only is it sad for the parents, but also the other children in the classroom are now exposed to added germs as well. Changes need to be made."

Apparently lawmakers think it's a good idea too. Officials from 11 states are considering a bill that would make paid sick days a basic labor standard. Even Presidential candidates Hillary Rodham Clinton and Barack Obama are involved, coming out in support of mandatory paid sick days. Also Congress may vote on the Healthy Families Act, which would require businesses with fifteen or more employees to give workers at least seven paid sick days per year.

These are changes that all should support. However, businesses don't need legislation to make a change. A simple change in company policy is all that is needed to protect the health and well being of their most valued assets, their employees and their families. If companies allowed sick days for employees when their kids were sick, we would see a dramatic drop in diseases, and also employees would be more satisfied at work.

Some might also find it beneficial to do as Ennen did and consider working from home. By staying at home, Ennen has been able to work while caring for three children including her 10- year-old daughter Amber. "My hours are my own and the flexibility is just great," said Ennen. Amber appreciates the added attention she gets and has told me that one of the greatest things about me working from home is that I'm there for her when she is sick. For her to realize that is very gratifying," added Ennen.

Ennen has been working from home since 1985 when she decided to quit her job and start her own business as a virtual assistant, writing press releases, marketing authors and their books and offering virtual assistant and PR coaching. Ennen has written several books about starting a virtual assistant business including *Virtual Assistant - The Series: Become a Highly Successful Sought After VA* and *The Corel Word Perfect, Virtual Assistant Solution Pack*.

To read more about Ennen or view the CBS video in more detail go to Ennen's site at Virtual Word Publishing www.virtualwordpublishing.com.