

NEWS RELEASE
For Immediate Release

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Gemstone Business Solutions is Launched and the World Goes Into Future Shock

October 1, 2007 – Front Royal, Virginia launches a new business, Gemstone Business Solutions. Thirty years ago, this type of business would have been the equivalent of science fiction. Today with the advent of the Internet, this type of business has become a cost effective way for small businesses to use technical or administrative support. This *cyber-secretarial* practice better known as “virtual assistance” can serve clients in Front Royal or internationally.

In 1970 Alvin Toffler didn't coin the term “virtual assistance” in his bestseller, *Future Shock*, but he did allude to people being able to work and conduct business without ever leaving home. Yesterday's science fiction is now today's business reality. This is exactly what a virtual assistant does for business. He or she provides multiple business services, which are largely technical, administrative or clerical to businesses while working *virtually* at home using the Internet, email, telephone or fax machines.

For the first time ever small businesses can now have the technical or administrative support they need without having to pay benefits or be limited to “office hours only.” There is also no longer a need to have a spare office or spare computer, because a Virtual Assistant or VA has his or her own equipment and the expertise to use it.

If you thought that virtual assistants were only limited to using the Internet, email, fax machine or text messaging--think again. While these components are a big picture of what it means to work virtually, there is another dimension of virtual technology. Leisa Good, VA and owner of Gemstone Business Solutions, can provide you with a *virtual* demonstration.

While Leisa Good lives in a Front Royal, Virginia she has clients in Maryland, Florida, Wyoming, Utah, and California. Distance is not a problem when fully utilizing the Internet, email, fax machines, text messaging, and other new technology. Most of her work proposals and work assignments are received via email. Her clients request her expertise in word processing, web design, graphic design, and copywriting. Leisa has only met a few of her clients in person, but has been networking online with them for years.

Read some of the testimonials Gemstone Business Solutions has received from virtual clients:

“Thanks for the great job you did editing my book! You did it in half the time I asked, so that was a real bonus as well. You did a great and professional job, and I will definitely use you again. Thanks a million.” --Peter Humleker, Consumer Advocate, Wyoming www.CarBuyingScams.com

“I thought that I was the magician. My brochures, flyers, and show materials have never looked better.”-- Ed Sparrow, Magician, Virginia www.FunMagicians.com

“Thanks for the marketing plan. We were due a rewrite. Good job and ideas. Your thoroughness and clear concise writing style made reading it a pleasure.”—Kathy DiPinto, Editor, International Library of Poetry, Owen Mills, MD, www.poetry.com

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