

For Immediate Release

**Small Business Owners Needing a Push during Tough Economical Times
Virtual Assistants save Money, Time and Space**

Toronto, ON – January 11, 2009 – The current economical recession has caused many businesses, big and small, to lay off employees due to financial constraints.

In light of the dripping economy, Caroline Pigott, Owner and Founder of the up and coming Virtual Assistant firm, VIP Assistant Solutions, opened her virtual doors to offer a time and money-saving alternative to the typical on site staff member.

“The services our company offers is a definite benefit to businesses who have had to lay off full-time employees however still find themselves swimming in a sea of work or who simply need assistance marketing in a time when many consumers are taking a back seat. We provide them with more time to focus on their main priority, their business, and at the same time help them save money, office space and stress.”

With a degree in Sociology from the University of Waterloo and a post graduate Certificate in Corporate Communications from Centennial College, Caroline opened VIP Assistant Solutions with over six years experience working in the Communications and Administrative field.

Caroline first discovered the need for Virtual Assistants when working as a contract Communications Consultant for small businesses.

“I would often be hired to help entrepreneurs or small businesses with specific projects. Once the projects were completed, I would then move on to the next business that required my services. Because the businesses I would work for were small, I found myself often working from home.” Says Caroline “I didn’t know at the time about Virtual Assisting and when I came across the term years later, it clicked with me that this is what I was meant to do.”

As a Virtual Assistant, Caroline helps businesses save on costs often associated with onsite staff including: holiday pay, benefits and taxes, and equipment. Caroline is only hired when she is needed, therefore working on a pay-as-you-go basis. She works from her own office, using all of

the necessary tools including email, internet, phone, fax, and software such as Skype and Constant Contact to keep in close contact with clients and help businesses grow and prosper.

Based in Toronto Ontario, VIP Assistant Solutions serves clients from all over the United States and Canada. With Caroline's professional background in Communications, she incorporates both communications and administrative services into her business. Services include: travel arrangements, data entry, report and presentation preparation as well as Press Release writing, article writing, newsletter preparation, and even event assistance.

VIP Assistant Solutions is an entrepreneur's and business owner's invisible partner and valued assistant. Although it may be a new term, Virtual Assistants are a rising commodity, especially during an economical recession.

About VIP Assistant Solutions

VIP Assistant Solutions is a full service virtual assistant company, offering small business owners with outsourced administrative and communications services. VIP Assistant Solutions is dedicated to helping small business owners, from across the globe, save valuable time and money often associated with hiring onsite staff. You can find out more about Caroline Pigott and the services she offers by visiting her website www.vipassistantsolutions.com.

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