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## Stay-At-Home Mom Launches Work From Home business

### ExtendedOffice is part of growing “Virtual Assistant” industry

**Eagan, Minn.—Nov. 29, 2004**—When 35-year-old, stay-at-home mom Angie Schaeffbauer started ExtendedOffice in August of 2002, it was primarily at her husband's encouragement. Kelly Schaeffbauer is owner of DanburyIT ([www.danburyit.com](http://www.danburyit.com)) in West St. Paul, which is an IT firm specializing in computer/network support and installation for small businesses.

“He was dealing with small business owners on a daily basis and consistently identifying their need for administrative support,” Angie said, “but small businesses cannot typically sustain the financial burden of a full-time employee.”

Recognizing this business need, Kelly urged Angie to use the various hardware, software, office and web design skills she had acquired in previous corporate jobs to start her own business. “The concept was launched before I actually knew about the Virtual Assistant industry,” Angie said. “Once I started researching on the Internet, I was very pleased to see that there was a name for the idea. I also thought ‘*why not?--I’ve been supporting DanburyIT for over five years!*’”

A Virtual Assistant—or “VA”—takes the concept of “virtual office” one step further. They are personal assistants that provide the same administrative support as an in-house, full or part-time employee, but they work off-site. Support is provided using technology such as the Internet, e-mail, phone and fax—**VIRTUALLY** anytime. VAs offer services ranging from basic word processing and general administrative duties to desktop publishing, Internet research and even basic web site design and maintenance. The list of services varies by VA and is generally customized to meet a client's specific needs.

**VIRTUALLY** anyone can benefit from working with a VA. Angie has worked with churches creating and maintaining their websites and e-mailing parishioners weekly updates;

created marketing materials for an HR firm, mortgage broker and IT firm; as well as coordinated mailings and conducted Internet research for a PR firm. VAs like Angie work on an hourly, per project or retainer basis and rates vary from \$20 to \$45 per hour.

“The VA concept is a new way of thinking—a new business model that should be considered if a business is trying to reach the next level,” Angie said. “Basic administrative duties at \$20 per hour might appear to be excessive but take a look at the TRUE cost of hiring a full-time employee—it can be as much as three times an employee’s actual salary when office space, equipment, training and benefits are factored into the equation.” Additionally, business owners may want to examine their own hourly worth and compare it to the amount of time spent on tasks that do not directly earn money; upon further examination, \$20 per hour for outsourced administrative support may look like a bargain! In fact, VAs charge in 15 minute increments and clients only pay for time on task—compared to a full-time employee, VAs do not get paid for coffee breaks or when work levels are low.

Outsourcing can help business owners achieve a new sense of clarity and perspective. Relieving themselves of the tasks that do not directly generate revenue will create more time, space and energy to focus on achieving goals and regaining a sense of balance between work and personal life.

Angie said, “I look forward to helping other small businesses and entrepreneurs develop to their full potential. I truly believe that VAs can be a cost-effective solution to a growing business’s needs.”

ExtendedOffice was formed in 2002 to assist small businesses and entrepreneurs with general administrative and marketing duties. Please visit ExtendedOffice online at ([www.extendedoffice.com](http://www.extendedoffice.com)) for additional information.

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