



# Your Professional Helper E-Mail News

FALL, 2009

VOLUME 1, NUMBER 2



## New Format - New Look

Marla Jones  
YPH President

We've changed our look since our last edition. Let us know what you think. Stop by the website <http://www.YPHLTD.com> and leave a comment on the contact us page. We appreciate your feedback.

## November: COMMUNICATION makes HISTORY MONTH!

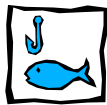
November 10, 1983: Microsoft released Windows, an extension of MS-DOS with a graphical user interface. November 10, 1951: Area codes were introduced, resulting in 10-digit dialing. The technical name is the 1—digit North American Dialing Plan. Prior to this point all calls had to be operator assisted.

To celebrate these key communication dates in history, without which a Virtual Assistant could not do their job, **YPH will offer 15% off services of 10 or more hours that are booked by the end of the month.**

## Pre-Paid Legal vs. Attorneys on Retainer

Chip Parsons  
Pre-Paid Legal Representative

Everyone is going to need an attorney at some point in their life, be it for business or personal issues and Pre-Paid Legal is that resource! I became a representative because Pre-Paid Legal has put the 'equal' back into equal justice. You don't have to pay the hundreds of dollars a month to put an attorney on retainer. You can get legal protection and advice for a low monthly fee. Unlike your personal attorney that specializes in a particular area, you can have access to a full range of legal services. If your business needs contracts or legal documents reviewed, sometimes you may need a letter or phone call from an attorney, motor vehicle representation for your business or personal vehicles and identity theft protection for you and your employees. And should the worst case situation happen and you have to go to court, you can have representation in court and at a discounted rate. Also, Pre-Paid legal services can be offered as a benefit to your employees. Contact me at 614-371-4632 if you have any questions or want to learn more about Pre-Paid Legal.



~Phising - not to be confused with Fishing~

Phising is the computer scam that attempts to gather your user name, passwords, credit card information while looking like a legitimate and trustworthy company. Phising usually occurs within an e-mail. The e-mail will direct you to a website that is fraudulent but it looks just like a site for the trustworthy and legal corporation. If you suspect that an email is a phising attempt forward it to [spam@uce.gov](mailto:spam@uce.gov). Do you think you can determine which emails are legitimate and which ones are phising (fake)? Click on the link to take the test. <http://www.sonicwall.com/phishing>.

*"To be successful, you have to have your heart in your business, and your business in your heart." Thomas Watson Sr.*

*You are given 168 hours per week!*

*"Offering Time savings solutions for busy people"*

*"Warning: Dates in the calendar are closer than they appear." Anonymous*

If you are looking for fun things to do with the family or friends, check out our Ohio Fun page:  
[www.yphltd.com/ohioentertainment.htm](http://www.yphltd.com/ohioentertainment.htm)

## Facebook

I fell into Facebook! Because so many friends were "inviting me to be their friend" on Facebook, I began my research on this particular social network. My feedback on Tweeting and Twitter is coming.

Facebook is a network that allows people (called friends) to find you. People network and play a lot of games. But, for your business, Facebook can be considered an internet business card. It's just another arena to post your business name and information. You have the ability to add comments to a common area that is referred to as 'the wall'. Your fans (a.k.a friends, business clients) can post comments to 'your wall'. You can post your events, pictures, and links to your website or other social media networks and .pdf files (just to name a few examples). In my opinion, Facebook will not make your business. It is just another place to have a visible presence. The pay off for this presence is unknown.

As part of our Virtual Assistant service, YPH can set up your FaceBook, LinkedIn or any other social network home accounts and pages. On personal level, Facebook seems to be a place to play a lot of virtual games (called applications) alone or with others. And if you want to find your school buddies or long lost friends, FaceBook is like a gigantic white pages! But, YPH would like to hear what others think about Facebook. Send your comments to [Marla@yphltd.com](mailto:Marla@yphltd.com) and I will share them in the next issue.

### FALSE FRIENDS ON FACEBOOK AND OTHER SOCIAL NETWORKS

I read this good article about how ID thieves are hanging out at social networks and gathering your personal information. Read the article below. It describes how a hacker got the password of an individual, changed his password, posted a notice on the individuals' page and scammed his friends out of money. My suggestion to you is 'just be careful out there and don't share too much of your personal information'.

[http://bulletin.aarp.org/yourmoney/scamalert/articles/scam\\_alert\\_false\\_friends\\_on\\_facebook.html](http://bulletin.aarp.org/yourmoney/scamalert/articles/scam_alert_false_friends_on_facebook.html)



Your Professional  
Helper, Ltd.

7652 Sawmill Rd –  
Suite 301

Dublin, Oh 43016

614-889-4712

614-889-6658

[info@YPHLTD.com](mailto:info@YPHLTD.com)

[www.YPHLTD.com](http://www.YPHLTD.com)

### THE HOLIDAYS ARE COMING – AND WE ARE READY TO SHOP!

We can save you time by doing your holiday gift and supply shopping. Give us a budget and we can find the bargains! We can lessen your stress during the season by letting us shop for YOU! Discounts are starting now. The merchandise is not picked over.

Also, use our VA services to help you send out your holiday greeting cards and any bulk mailings.

Contact YPH at 614-889-4712. FA-LA-LA-LA-LA!

