

VA Success Story - Sam Cannell



Sam (centre) receives her Start-Up Business finalist certificate from Suzanne Foe, President of the Chamber, (left) and Councillor Denise Hyland

Samantha Cannell of Versatile Assistant Ltd has recently been nominated as a finalist in the Best Start-Up Business Awards, organised by her local Chamber of Commerce, after just eight months in business.

Sam was pipped at the post at the awards ceremony held last month but nevertheless said, "I am absolutely delighted to have been nominated, but obviously disappointed not to have won. However, the experience has inspired me to ensure I take Versatile Assistant Ltd to the next level, despite missing out on the award's prestige and the £2,500 prize money that goes with it."

Having launched her virtual business in June 2007, setting up and initially working from home around her two year old daughter, Sam has made significant achievements by already exceeding her business plan expectations with the development

of a regular client roster and the establishment of good business practices in a relatively short space of time.

Versatile Assistant Ltd has been established to provide PA and business support services to busy

Sam has over seven years experience at senior PA level and has worked in high-pressure environments. She also has a law degree from the Flinders University of South Australia, and has vast experience in dealing with highly confidential matters. One of her key strengths is ensuring client

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professionals, allowing them to free up their valuable time to focus on what they do best. Sam provides a comprehensive range of services from straight-forward typing to complex desktop publishing and has also recently launched a 'Lifestyle Management' service extending her PA offering to individuals.

satisfaction and she works closely with each client to learn more about them. She added, "We want our clients to be successful and we will help each client achieve their goals." ■

