



# Streamlined Bookkeeping Cate Kemp

## In the Beginning

### WHAT WAS YOUR MOTIVATION?

Cate Kemp Founder and Director of Streamlined Bookkeeping was in a state of overwhelm at the volume of tasks required to run her expanding business; such as email management, administration of online platforms, communications, accounts and the myriad of ad hoc admin duties.

In her own words:

**Cate:** *I just can't do this all myself!*

Which is a very familiar case for most Virtual Elves clientele!

## Starting Out

### DID YOU HAVE ANY INITIAL FEARS?

With Cate's business motto: *Streamlined Bookkeeping - creating meaningful financial communication*, the possibility of difficulties in language was the main reservation Cate had with going offshore. But after meeting her VA Jamie her fears were allayed.

**Cate:** *I'm SO lucky to have a Jamie!*

*I have someone  
to back me up  
and I can get  
urgent little fires  
dealt with instantly*

*- Cate Kemp*

## In Reflection

### HOW HAVE YOU BENEFITED BY WORKING WITH A VA?

**Cate:** *My client relationships are better, everyone gets a response right away. Things get done on time, the little detailed things that make a difference. I have someone to back me up and I can get urgent little fires dealt with instantly, bits of information sent through to me when required, and I get told to pull my head in when necessary.*

*Let your VA give you solutions to your outcomes. For everything you do, ask how your VA could help you with, or get you the desired outcome. (OUTCOME not TASK - you will be surprised)*

[www.ssbusiness.com.au](http://www.ssbusiness.com.au)

