

Local entrepreneur gets personal

Assistant for hire handles a variety of administrative jobs

By: Jenifer Gee, Special to The Press-Tribune
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Pico Van Houtryve/THE PRESS-TRIBUNE Joanne Lang, right, owner of The Personal Assistant in Roseville, goes over some work with Rocklin attorney Alice Ware and business coach Michael Grabow, left. Lang specializes in administrative support, marketing, concierge and notary services. Joanne Lang takes things personally - especially when it comes to business.

The Roseville-based business owner started The Personal Assistant in 2004 and has been helping entrepreneurs and small business owners succeed since.



The Personal Assistant helps entrepreneurs, executives and professionals when they need administrative support but do not want to hire full-time staff, according to Lang, who said she specializes in administrative support, marketing assistance, concierge and notary services.

From her first client, Marian Bayham, who was "instrumental in planting the seeds and helping me grow," to the now 15 clients and growing that Lang serves, Lang said she feels lucky to be successful at a job she loves.

"I love doing this," Lang said. "It has a lot of variety."

Rocklin attorney Alice Ware is one client who uses Lang at least two to three times a week for a variety of tasks including notary. Ware

has solicited Lang's services since Ware's law office opened last year.

Ware said the availability of a personal assistant whenever she needs it has made a significant impact on the growth of her business.

"I just think she's on the cutting edge of what's happening in small business because in many instances independent contractors serve us better than having all the responsibilities of hiring an employee," Ware said.

Of her professional relationship with Lang, Ware said The Personal Assistant excels at meeting her needs and is always available. "She's very, very professional and thorough," Ware said. "She's my right hand."

Before becoming the sought-after assistant she is today, Lang was scheduling appointments for long-term care insurance agents for about two years.

It wasn't until someone suggested she go into business as an assistant for hire that Lang began to take her career in a different direction.

After obtaining the proper licenses and joining the Roseville Chamber of Commerce, Lang began marketing her services to those who could use the help the most. "One thing lead to another from there," Lang said.

While Lang has a small yet increasingly larger pool of steady clients, she said most people use her services on an as-needed basis. Currently she is restructuring her prices and creating packages to attract and retain more clients.

One challenge for Lang's business is finding her target market. She said her services cater to sole entrepreneurs who usually don't have nor want to hire employees, but want someone they can count on for certain tasks.

Others even use Lang as a sounding board for their ideas, she said.

A key element of Lang's success is her enthusiasm and passion for helping other business owners flourish.

"I love helping people reach their goals and I'm helping businesses do that," Lang said. "I get excited at the possibility of bringing them more business and more clients."