



The Essential Handbook For Personal Assistants: Tools For Becoming Or Hiring The Ultimate Personal Assistant

By Craig S. Copeland

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The Essential Handbook for Personal Assistants is THE nuts and bolts guide covering everything you need to successfully become a Personal Assistant.

When's the last time you got paid to travel around the world, had carte blanche access to events and premiers, or rubbed elbows with the trend setters?

You'll learn trade secrets and coveted techniques for keeping yourself valuable. If you're already a working Personal Assistant and switching to a new position, you'll get valuable tools and insights to make your boss think you've been doing this for years. Employers will get personalized insights for hiring the right Personal Assistant costing a ton of time and money.

Whether you'll be working in a household, office, estate, or multiple homes, or traveling around the globe, this guide will take you through all the steps you need from beginning your search and finding the best jobs, to hitting the ground running and looking like a Rock Star without missing a beat.

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Editorial Review

Review

"An important resource for Personal Assistants. Written from deep experience, Craig paints a spot-on depiction of the work in useful detail and thankfully, with great humor. The book delivers on its promise in spades."

*- Bonnie Low-Kramen, Author of **Be the Ultimate Assistant**"*

Finally, a true "insiders" guide. As a recruiter placing very high level Personal Assistants, I found this book to be extremely informative, useful and with a ton of good ideas and pointers. Wish I had written it myself!"

- Lori Zucker Briller, The Grapevine Agency

About the Author

Craig worked as a high-level Personal assistant for over 16 years for some of the top CEOs of major corporations, Entrepreneurs, Venture Capitalist, top Producers, Directors, A-list actors, Grammy winning performers, and heads of major movie studios. In 2009 he was chosen by Celeb Staff Magazine as one of the Best of the Best Personal Assistants and ranked among the top in elite household and business staffing. His first book, The Essential Handbook for Personal Assistants is considered to be an authoritative nuts and bolts guide for the industry. He's been a speaker for several years and has recently begun speaking at seminars through his company the Reach Now Institute which is based on his latest success book: Finish What You Start.

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