

Looking for some Support?

Why Have Employees When You Can Have an Entourage!

Celebrities are not the first to understand the importance of being surrounded by an Entourage. This basic principal of building out a personal brand through the use of a team can be applied to your own business in a savvy, cost-effective way; even in lean times. While the economic downturn has forced entrepreneurs and business owners to become more creative in their strategies for growth, it has also permitted only the most effective and innovative solutions to flourish.

Local Philadelphia entrepreneurs, Emily Morgan and Cheryl Amaya are helping businesses beat the economic odds through the launch of their unique Virtual Professional services company, [Entrepreneur's Entourage](#). Designed to support the many needs of entrepreneurs looking to launch a company, grow their current business or introduce a new product into the market, Entourage offers clients the flexibility to assemble a centralized, customized team of experts in a cost-effective and results-driven environment.

"Entourage was created to provide a solution to a problem that we ourselves noticed as our own business grew. We became aware of the lack of accountability and centralized, quality support available to start-ups. Entrepreneurs at all stages need access to a multitude of high-level services, but they usually don't have the time to personally source and manage them," said Emily Morgan, President and Founder of the parent company, Delegate Virtual Business Solutions (DVBS).

Morgan and Amaya, who is Vice President of the new division [Entrepreneur's Entourage](#), say their unique business model offers clients a formula for success and growth by making their services affordable and easily attainable. "We source and partner with consultants who are leaders in their field to save clients time, money and most importantly, the stress of managing multiple vendors and personalities," Amaya says. "We take pride in our work which translates into excellent communication, quick responses, and quality work for all of our clients."

Clients can obtain services from a varied menu of professional service providers including copywriters, web designers, online marketing gurus, bookkeepers, and traditional administrative professionals, to name a few. These services can be combined to create a custom-tailored "Entourage," all managed seamlessly by an Entourage Project Manager; serving as the single point of contact for each client. This approach not only provides accountability, but helps solopreneurs and small businesses create a increased presence through the appearance of having a large team.

Morgan and Amaya are actively connected to the Philly entrep space, and are scheduled to share their expertise at the upcoming Global Creative Economy Summit held here in Philadelphia in October of this year. All of their presentations focus on the benefits of "Going Virtual," including a hands-on social media workshop designed to teach participants the importance of implementing social media strategies into their own businesses. For further information on their

About The Contributor

EMILY MORGAN, CHERYL AMAYA



Emily Morgan

Emily Morgan is the President and Chief Visionary of Entrepreneur's Entourage. Her


entrance into the Virtual Professionals (VP) industry follows a ten year career in Project Management and Executive Support in the corporate and academic sectors. Emily is a graduate of the University of Pennsylvania, and is committed to the success of the VP industry. She continues to be a leading public voice for VP's and fellow entrepreneurs, is a member of IVAA and now serves on the Board for the Delaware Valley Virtual Assistants Association as their VP of Communications. She has been featured in multiple media outlets including the New York Times, on NBC News, on Martha Stewart Living Radio as well as in multiple industry publications and blogs.



Cheryl Amaya

Cheryl Amaya is the Vice President of Entrepreneur's Entourage and is an entrepreneur at

heart. She is inspired by helping others see their ideas through and enjoys working with other motivated and enthusiastic entrepreneurs. Cheryl holds a Masters degree in Sports Administration with an emphasis in Kinesiology and teaching. She has over 12 years of professional work experience and training in the industries of marketing, management, team dynamics and education. Cheryl brings expert knowledge to the team concerning project management, sales, marketing and editing and design as a previous Publisher. Her office is located in Northern Liberties and she is very well versed within the social networking avenues and their importance in growing a business.

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presentations and additional Summit information, please visit www.entrepreneursentourage.com/achievements/speaking. As a bonus to PWJ readers, [Entrepreneur's Entourage](http://www.entrepreneursentourage.com) is offering a discount on some of their most popular services (above) including a social media package.

[Entrepreneur's Entourage's](http://www.entrepreneursentourage.com) mission is to provide services to help entrepreneurs realize their business dreams through measurable results. Watch the launch of [Entrepreneur's Entourage](http://www.entrepreneursentourage.com) and get to know Cheryl & Emily on their business reality series vlog, <http://www.watchuslaunch.com>. To contact [Entrepreneur's Entourage](http://www.entrepreneursentourage.com) and begin assembling a customized team of experts, email Cheryl@EntrepsEntourage.com or call 215.359.5323

TESTIMONIALS:

“Working with a virtual team has enabled me to put into action many of the plans and possibilities I've been nurturing over the years because I now have the bandwidth to make things happen. I estimate that my income has climbed by 30-40% in my first year simply because I'm able to spend more time working on higher-value tasks. Plus the quality of my life has improved.”

- *M. Melcher, MBA; Attorney, Executive Coach and Author*

“What makes working with a virtual team work? Effortless communication. Through unique electronic tools and programs, we can communicate as if we were in the same room, or possibly even better! I know I can look to them to provide something beyond just a service—collaboration. We work together to manage, organize and simplify the projects that keep my business growing.”

- *J. Mantell, LCSW; Director, Counseling Center*

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 **ENTREPRENEUR'S ENTOURAGE**

By [Emily Morgan](#), [Cheryl Amaya](#) | [Business & Finance](#) |

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