



J.J. Murphy

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WOMEN ENTREPRENEURS

Finding her niche

MONROE - Entrepreneur J.J. Murphy did what all good business people do. She found a niche and she moved right in. Recognizing the need of business owners for affordable, quality office support, she founded her company, Look Good On Paper, to provide office help for those who are understaffed and those without staff.

She says that business owners have welcomed her services. "It freed them up to do what they really want to do -- grow their business -- while I take care of the details, such as correspondence, data entry, transcription of meetings, interviews, medical records and Internet research, as well as other day-to-day, non-core matters. Using the Internet and email with other mainstay communications tools, businesses are now able to delegate time-consuming chores without having to hire employees or temporary help."

"A business using off-site administrative support can have its needs handled anywhere," she said. "Business owners can pick up the phone in their car or at the airport and delegate work in 'real time.'"

Her customers represent a wide range of business types. She has worked with professionals -- lawyers and doctors, small retail business owners, corporate organizations and students.

Before starting her company, Murphy had worked doing films and videos with children for the artists in the schools programs and between assignments had done temporary office work. She says her strong point "is that I really have a command of the English language and a knowledge of grammar." And she notes that a lot of business owners don't feel comfortable with their own skills in these areas.

When she started her own business it was as much a response to the many who are self-employed as it was her own desire to create her own life. Charges are typically by the hour but sometimes are by set fees. Fees start at about \$30 an hour for simple tasks and may range from \$45 to \$65 an hour or more for more complicated tasks.

For information, J.J. Murphy can be reached at Owner, Look Good On Paper, (845)496-9240, jj@lookgoodonpaper.com
www.lookgoodonpaper.com