



# MORE TIME MONEY

*The 5 Questions You Need to Ask Yourself Before Hiring a Virtual Assistant to Help You Achieve Your Goals.*

# Introduction

Do you need a virtual assistant? Really? Maybe not?

This short guide will help you decide if hiring a virtual assistant is really for you.

If it is, that's great, because with the right virtual support, you can radically transform your business and personal life.

Savvy small-business owners and entrepreneurs around the world have been supported by virtual assistants (VAs) for decades.

VAs are professional remote workers, often based in countries with much lower income bands than their first-world counterparts. Their professional cost-effective support has allowed them to grow their businesses and reduce their working hours.

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# How Do You Use Your Time and What Are Your Goals?

The value of virtual assistant is in the way they can free up your time, allowing you to focus on more value-adding tasks within your business—and of course, to reduce your workload and stress. Ultimately, this can help you grow your business more easily.

Naturally then, it's important to establish, at the very outset, an accurate breakdown of how you spend your time, and a clear picture of your business goals.



**How Do You Spend Your Time?** Most small-business owners, particularly in the early years, spend a lot of time on tasks that don't directly add value to their enterprises. To find out if you are among that number, try keeping a basic work diary for a week. How many hours do you spend each day on different tasks?

**How Valuable are Those Tasks?** Use a simple four-box matrix to allocate a priority or importance to each of those regular tasks you perform. Maybe assign a score out of ten to reflect the degree of value that each task adds to your business. You'll probably find yourself assigning the highest scores to tasks relating to sales and service delivery.

**What are Your Business Goals?** Maybe your business is merely a side hustle? Perhaps you're happy to execute all the tasks yourself, or maybe you are working full-time in your business now, and have plans to grow. If your business is making you money, but you don't have enough hours in the week to get everything done, it's a sure sign you could use the support of a virtual assistant. Maybe it's time to get serious?

**“The only limit to the height of your achievements is the reach of your dreams and your willingness to work for them.”**

– Michelle Obama

# Your Tasks and What Can Be Delegated?

Some things are easy to delegate, and some are not, but what I can tell you for sure is this: As the owner of an enterprise you cannot do it all yourself and expect to grow your business and enjoy the rewards.

So in short, you owe it to yourself to take a long hard look at what can be delegated.



**Easy Routine Tasks:** These are the activities that chew up your time and can easily be undertaken by someone else with a little training. Delegating these tasks alone to a VA can easily free up 10-20 hours of your week. True. Make a list!

**Time-consuming Tasks:** These might require a bit more training, but will free up even more time. I'm talking about things like booking travel, calling clients to arrange appointments, managing your diary, even helping to prepare client quotes and proposals. Delegation of these tasks really starts to take the pressure off you.

**Stuff You Just Hate Doing:** We all have those tasks—but with additional cost effective support, you now have someone to take them on for you. Heck! A good VA will also train themselves on how to do things. It might be painstaking work on your CRM, or preparing client invoices. There are very few administrative and back office jobs beyond the capabilities of a competent VA.

If you are not used to delegating or feel you are not good at it, I strongly recommend that you teach yourself to become a delegator. You can't grow a business much beyond a part time side-hustle by doing everything yourself.

**“Don’t be a bottleneck. If a matter is not a decision for the president or you, delegate it. Force responsibility down and out. Find problem areas, add structure and delegate. The pressure is to do the reverse. Resist it.”**

– Donald Rumsfeld, former  
US Secretary of Defense.



**“No one is more cherished in this world than someone who lightens the burden of another. Thank you.”**

– Joseph Addison



# What Other Tasks Would You Like Completed, That You Can't Do Now?

For those new to the world of virtual assistants, this is where things really start to take off.

Spend a moment thinking about all those things in your business that you would love to do but don't have the time—or better still, those things that would have a profoundly positive impact on your business, but you just don't know HOW to do.

Your VA might be able to do them already, or quickly learn how to. The tasks I'm alluding to here include:



**Marketing Tasks:** Managing social media platforms, making posts, and replying to comments; setting up email campaigns to go out to all your contacts; preparing visuals that 'pop' to liven up your online marketing; transcribing your quick audios to turn them into blog posts or articles, and 101 other things.

**Technical Tasks:** One of my team set up an 'inegration' for me when we ran a lot of live face-to-face events. She created an app to use as delegates 'checked in' at our registration desk. The app showed me, in real-time, who was registered and the total number of delegates waiting to come into the seminar. That allowed us to take out spare chairs, so that as delegates came into the event there were no spare seats! (Wow this event was booked out!).

She continues to build techy stuff that baffles me but is really useful.

**Customer Service Tasks:** Maybe you don't have time to send out follow-up emails, or make outreach calls to clients or prospects? Who wants the hassle of trying to get past the gatekeepers or playing telephone tag? A VA can easily do this for you. The number and types of tasks that a VA can help you with is limited only by the depths of your imagination. In fact, the members of my team often create new tasks for themselves, using their initiative to get the job done, and I only find out later. Obviously you're unlikely to get such a proactive and creative approach from day one. It develops as trust builds and it needs you to empower your VA to try new things.

**“Appreciate everything  
your associates do for  
the business.”**

– Sam Walton

# Can You Afford a Virtual Assistant?

I would argue you can't afford not to have support from a virtual assistant—but let's do the math and see if it works for you and your business.

We'll assume that you have a viable business that provides you a reasonable income to live from. But you want to see that income grow.



**What's Your Time Worth?** Conservatively, if you have no support currently, a VA will give you back at least 10-20 hours per week. If you are running a service business, what do you charge for your time? Is it \$50/hour, or \$500/day? You might be wasting thousands of dollars a week in opportunity costs. Think of it this way each time you look at a task: is this a \$5/hour task or a \$50/hour task? If the answer is \$5 your VA should be doing it.

**How will you use that extra time?** Assuming you save at least ten hours per week, how would you use that time? OK, you might spend it with family or on hobbies. You might use it to spend time with clients or making more sales. The choice is yours, but it helps to define it up front.

**What will a VA cost me?** Let's put this in perspective. A full-time (40 hours per week) professional VA should cost you between \$1,000 and \$1,200 (USD) per month. That's 40 hours of extra work that can be done for you every week, freeing up your time for more valuable tasks.

When reviewed in that context, it becomes an easy decision for most business owners. I now have 15 full-time VAs supporting my main business.

**“Executive ability is deciding quickly and getting somebody else to do the work.”**

– Earl Nightingale

# Final Thoughts

I hope that these tips have helped you, or at least opened your eyes to some of the traps to avoid when sourcing virtual assistants, and, I wish you every success on your business journey.

Hiring a virtual support team for my business was without doubt the best thing I ever did. I started with one, and now have 15. Yes it's that good!

Friends became jealous, and asked how I was finding these awesome virtual assistants—so I revealed my secrets. I started my own BPO in the Philippines, just to provide back office support for my group of businesses based in Australia.

It was the only way I was going to be confident that the staff were not only high quality but also working in a great environment, with decent compensation and benefits. And hey! We could do some good in the local community.

So eight years ago, I started providing virtual assistant support to a few selected businesses around the world. We have no plans to be a huge BPO. We are a close knit 'family' with some great clients, and as we find VAs to join our team or gain new customers to delight, we slowly grow.

And through it all we are always happy to share our experience and insights.

# Free 30 Minute Advisory Call

*Would it work for you?*

If you found these eBook useful, but have more questions about how VA support for your business might work or even if your business is suited to it, talk to us.

One of our senior client advisors will be happy to listen and give you a 100% honest opinion about whether this type of support is a good fit for you and your business.

Hey! You might even get me allocated to your call. I hope so! So, if you'd like to have that chat, with absolutely no obligation, it's easy—just click on the following link.

[www.virtualdonewell.com](http://www.virtualdonewell.com)