

**HIRING AND
WORKING WITH A**

**VIRTUAL
ASSISTANT**



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Agenda

1. Understanding What a VA is – and isn't!
2. Defining Why You Need a VA – and What Type to Hire
3. Finding the Perfect VA – for You
4. Setting Up Perfect Communication
5. Avoiding VA/Client Mistakes that Brand you as a Total Newbie
6. How to Be the Perfect Client

Step 1: What is a VA?

- Virtual Assistant
- An independent service provider
- Has highly specialized skills & area of expertise
- Hire as a freelancer, NOT an employee
- Anticipate & plan for hiring multiple VAs as your team grows
 - Each VA should have their own unique specialized set of skills

Examples of Specialized Tasks

- Shopping cart set up and maintenance
- Autoresponder set up and maintenance
- Content marketing and management
- Web design and maintenance
- WordPress set up and maintenance
- Podcasting creation and set up
- Video creation and distribution
- Webinar creation and set up
- Administrative support
- Bookkeeping

Examples of Specialized Industries

- Real Estate
- Medical
- Coaching
- Marketing
- Public speaking
- Event organization
- Audio visual production

Understanding VAs

- She will likely have other clients on her schedule
- She may have a team of VAs herself
 - Always ask if she will be doing the work herself or if another team member will do it
 - Her team will be handpicked based on their own specialty skill set

Booking & Paying Your VA

- Rates are based on: packages, hourly, monthly or per project
 - Always specify upfront which you prefer
- Consider booking blocks of time each month
 - This way she isn't booked with other client work when you need her

Booking & Paying Your VA

- VAs can decide their own billing cycles
 - Retainers are paid in advance; some projects can be paid upon completion
- Payment options include Paypal, credit cards or eCheck

Step 2: Why You Need a VA

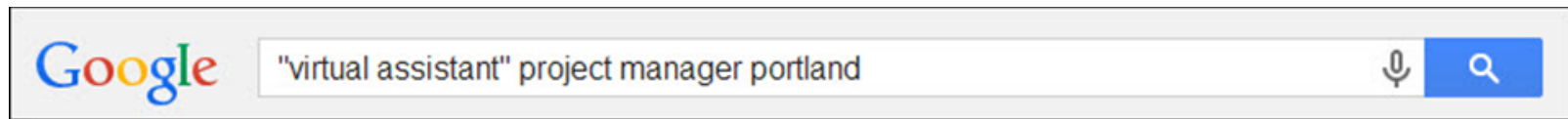
- Know specifically:
 - What do you want her to do
 - Your immediate goal
 - Will hiring her be cost-effective
 - Your long-term goal
 - How does she fit into your marketing plan
- Review your business plan
 - Where are you losing money?
 - Do you perform tasks that don't directly bring in income?

Calculating the ROI of Hiring a VA

- The Formula:
 - Calculate how much you make per hour
 - How much would you have to pay a VA
 - Calculate how much time you lose dealing with problems
 - Compare your results
 - Will you make more money by hiring a VA to deal with certain tasks or problems each month?

Step 3: Finding the Perfect VA

- Make a list of tasks you need a VA to perform
- Consider hiring locally so you can occasionally meet face to face



- Start with VAs you know
- Ask for recommendations from others

Finding the Perfect VA – For YOU

- Check out her website & social media profiles
 - What does she specialize in?
 - What are her rates?
 - Is the website professional looking?
 - Do they have any of their own products to sell?
- Contact her to inquire about availability & billing

Be Specific but Brief

- The VA candidate will need information from you
 - How much time per month
 - What type of project/tasks
 - Monthly service or individual projects
- Don't overwhelm your prospect with details
- Keep your responses focused

Using Reputable VA Agencies

- Check that online directories have good reputations
 - Run the name through Xmarks.com
 - Enter the name of the directory
 - Xmarks will give other recommendations
- Use only directories that deal with VAs
- Try searching VAnetworking.com, CanadianVirtualAssistant.com, Elance or Guru

Try Fiverr

- Perfect for small, one-time projects or to test out a VA
- Fiverr now has a ratings & reviews system
- Check out the sellers' profiles for specific services offered
- Look for value
 - Stay away from the writers who offer 20-page reports for \$5

VAs Who Use Fiverr

- They are looking to gain exposure
- They can produce a product once & sell it at low cost
- VAs can offer a ‘taste’ of their services, then you can upgrade to a package

Interview Your VA Candidate

- Does she intimidate you?
- Does she need too much direction?
- Are her clients above your profit level?
- Does she ask questions or provide references?
- Does she talk mostly about herself?

***If you answered yes to any of these questions,
it may not be a good fit***

Interview Your VA Candidate

- Be objective
- Don't hire based on emotion
- Does her business match yours in size?
- Is she balanced between listening carefully & showing expertise in her field?
- Do you feel comfortable with her?
- Does she fill in your weaknesses?
- Does she have the skill set you need?

Step 4: Communication

- Project management software is ideal to avoid missing emails & confusion
- One common place to communicate, upload files & check off tasks
- Teamwork is perfect for beginners
 - <http://DelegatedToDone.com/Recommends/TeamworkPM>
 - Starting package price is \$12/month
 - Can use for Free forever to manage 2 projects
 - Unlimited clients & contractors

Communicating Effectively

- Use a contract
 - Include expectations & duties
- Decide on a preferred communication method
 - Discuss the method, when & how often
- Decide on a delivery protocol
 - Where will project components be delivered
- Decide on other parameters
 - Project revisions, overtime, etc

Step 5: Mistakes to Avoid

1. Expecting your VA to think for you
 - VAs offer support, they don't make business decisions for you
2. Expecting your VA to be a coach or instructor
3. Not defining clear goals, tasks or responsibilities
4. Expecting your VA to read your mind

Step 5: Mistakes to Avoid

5. Expecting your VA to be on call 24/7
6. Expecting your VA to be a project manager
 - If she offers this service, be prepared to pay her more
7. Expecting your VA to perform tasks she doesn't specialize in
 - You will be paying for her to learn something new

Step 6: Being a Perfect Client

1. Be available
 - Not 24/7 but tell her your business hours or if you're going on vacation
2. Pay on time
 - Especially if you pay by monthly invoice
3. Communicate regularly, clearly & on time
4. Provide her with everything she needs to complete a project

Step 6: Being a Perfect Client

5. Recommend her business

- Let people know you employ the best
- Let her know you are proud to work with her

6. Appreciate your VA

- Say thank you
- Acknowledge birthdays or other special occasions

How a VA Can Help You

- Streamline your business processes
- Complete projects without hitches
- Save money & time
- Take care of overloads & emergencies
- Help with seasonal promotions
- Point out potential problems or mistakes
- Build your business