

OUTSOURCING

*THE "HOW TO"
& "WHY" GUIDE*

FOR ALL BUSINESS
OWNERS



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w w w . t h e v i r t u a l a s s i s t a n t . n e t . a u



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a n d o w n e r o f T h e V i r t u a l
A s s i s t a n t .

I l o v e w o r k i n g w i t h
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b u s i n e s s a n d s e e k i n g t h e
s u p p o r t t o “ M a k e Y o u r
L i f e E a s i e r ” (m y m o t t o) .

M y p r e m o n i t i o n i s f o r m y
c l i e n t s t o g a i n t h e
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t a k e n c a r e o f w i t h a l i k e
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W o r k i n g t o g e t h e r y o u h a v e
a n e x p e r i e n c e d t e a m
m e m b e r t h a t u n d e r s t a n d s
y o u r b u s i n e s s a n d y o u r
g r o w t h .

I f y o u w o u l d l i k e t o k n o w
m o r e , p l e a s e d o n o t
h e s i t a t e t o c o n t a c t m e a s
I ' d l o v e t o c h a t t o y o u
f u r t h e r .

Donna x

“If you deprive yourself of outsourcing and your competitors do not, you’re putting yourself out of business”

In this E-Book, I am going to be covering basics that I think you need to consider before teaming up with any virtual assistant and outsourcing your business needs ie:

- * What is a Virtual Assistant, and what do they actually do?
 - * What you need to know before teaming up with a Virtual Assistant and for what?
 - *How to gain understanding of how it all works
 - * How to source the RIGHT Virtual Assistant for you and your business
 - * How are you going to keep the communication flow strong in your team?
-

“ Soooooo let’s get started”

SO WHAT IS A VIRTUAL ASSISTANT

A Virtual Assistant (usually abbreviated to VA) is a business owner with a experienced skill set that provides professional administration, technical or creative assistance to clients remotely generally from a home based study. As Virtual Assistants are independence contractors and not employees, clients are NOT responsible for an employee-related expenses or taxes.

The client only pays for 100% productive work, and can work with Virtual Assistants, individually. Virtual Assistants usually work for other like minded small business but can also support individual needs or busy executives. The profession is growing as people are looking for a “work-life balance”, and the ever increasing demands of modern technology is becoming more intelligent and easy to use. So the two don’t ever have to come together, like in the usually office situation.

WHAT ARE YOUR EXPECTATIONS?

Hiring a Virtual Assistant, especially long term, is not just about getting anyone. You want someone that is aligned with you and by our business objectives, goals and beliefs. You are developing a team and a working relationship so you want to make sure that the person working with you treats your business in the same professional manner as you do.

*We must rediscover the
distinction between hope and expectation.*

OK, SO HOW DO WE SOURCE THE RIGHT VIRTUAL ASSISTANT?



Firstly, I would say contact The Virtual Assistant.....talk to them....it is the only way to see if there is a match....

Secondly, don't be afraid to ask as many questions as you need to ensure you're clear and comfortable with the information you are being provided. Generally, this gives you a feel for whether you can work as a team - or not.

When it comes to interviewing or sounding out a potential Virtual Assistant, owners can be unsure what to ask, so below I have listed some leading questions. Hopefully, this will open the conversation for you both. But remember this is a two way interview. Ask:

- * What is your background, where have you worked previously?
- * How do you operate your Virtual Assistant business?
- * What do you charge your clients? Is there an hourly rate, package? Extras?
- * What hours do you work? What sort of turn-around can I expect?
- * Do you supply a Confidentiality Agreement? Or Terms of Business?
- * What types of programs/platforms/software packages do you use?
- * What recommendations do you have for ease of work load?

The more questions you ask, the more comfortable you will be in outsourcing work to a prospective Virtual Assistant.

ON THE FLIP SIDE—PLEASE DON'T DO THESE



Please don't hire friends because you won't be friends after you start working with each other. You need years of experience to have these skills.

Please don't enter into a working arrangement without a written Agreement and a Confidentiality Agreement attached, the last thing you need is your hard work being given to the opposition.

Working with a Virtual Assistant is like any other business relationship. You must feel that you have 100% trust and confidence in this person. If there are warning bells, PLEASE DO NOT DO IT!

Please do not sell your soul or your business'. The lowest rate is not necessary the best. If you feel you going to get more for less , then generally you're going to be mistaken.

Please don't assume people know what you mean? At the start of any relationship, assume you need to explain everything completely or even better still give notes. Tell them a date and time you need it to be completed—not first draft.

"I have a pretty intense work ethic. If something's not done, I cannot let go until I get it done."

URGH SO LETS TALK ABOUT COMMUNICATION...



I cannot stress enough about how important communication is.

Business owners and Virtual Assistants are both business owners and need to be treated with the same respect. Communication is the most important tool in any business working relationship.

Some Considerations:

Be detailed in what you are asking, the longer you both work together you will get a clearer understanding of how you both work.

Have you heard the term “yeah I got it” ummm then discovered they are totally off track. Follow things up in an email especially if they are not talking your language.

Explain how you want to communicate. It is so important that the Virtual Assistant knows how you like to be kept up to date. Is this to be done by phone, email, Skype.

Don't allow your Virtual Assistant to take confidential information off site to photocopy for example, how will the third party feel about their information being taken all around town?

Last but definitely not least. If you are having issues with your Virtual Assistant, PLEASE TELL THEM! If you don't say anything, the Virtual Assistant is going to think you are happy, until there is no more work.....

LETS TALK ABOUT TASKS TO OUTSOURCE



If you are wondering what to outsource to a Virtual Assistant here is some ideas that can help. However, these are simply a guide as these tasks are endless:

- Email, Diary Management ie scheduling appointments, travel etc.
- File Management—storing files on hard drives, drop-box etc.
- Transcribing, correspondence or document writing or creation
- Powerpoint presentations
- Mail merges, Christmas card lists, newsletters
- Creating business templates
- Updating, researching and preparing business policies & procedures
- Preparing manuals and systems
- Database building, maintenance and entry
- Updating social media content
- Updating graphics
- Uploading and researching topics for blogs
- Liaising with various teams in business'
- Scheduling meeting, travel arrangements, conferences
- Writing job descriptions, job adverts, letters of offer
- Sourcing quotes, trough to implementation
- Sales
- Website changes, update, maintenance..... the list is endless.....

Ask them.... Even if they don't advertise that they do it—chances are they will!

I hope you enjoy my e-book as much as I do. Please give me any feedback on what you think. Otherwise, if you have any questions, please do not hesitate to contact me



www.thevirtualassistant.net.au
Email: donna@thevirtualassistant.net.au
Phone: 0416 177 474

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