



By Nickey Hollenbach  
Owner, Personal Touch  
Concierge Service®

## Running Your Business Stress-Free With a Virtual Assistant

**Personal Touch Concierge Service® is a multi-VA company. We have 5 divisions: Administrative; Social Media Marketing and Management; Website Design and Maintenance; SEO Performance Management; and Bookkeeping Services. Please visit our website for a full description of all services we provide – and as always, please feel free to contact us!**

“Stress has been called ‘the silent killer’ and can lead to heart disease, high blood pressure, chest pain, and an irregular heartbeat.”

Knowing that and knowing the stress involved in running your own business—or for that matter working for a company that’s stressful—you would certainly want to alleviate that stress, right?

### Enter the Virtual Assistant.

Virtual Assistants (VAs) are a cost-effective way for businesses and entrepreneurs to ensure that they have the help they need to successfully run and grow their business. With no payroll taxes to pay, no benefits to provide, and no office space or equipment to purchase and maintain, a VA is a wise choice for today’s busy and stressful world.

An experienced, professional VA takes your business as seriously as her own, and your business’s success is her business’s success. VAs often work with solopreneurs or small to midsize businesses. But now, even large companies are jumping on the bandwagon and using VAs. So how do you go about finding the right VA?

### How to Choose the Right VA

Word-of-mouth recommendations are one of the best ways to find a VA. If you know someone who works with a VA and

is happy with that person, that’s a great first step. The second step is to ensure that VA is experienced in meeting your particular needs.

There are also sites where you can post an RFQ and have VAs respond to you. The challenge with that is you really don’t know the VA who is responding to you, so if you’re looking for a long-term business relationship, this is probably not the way to go.

Remember: every business owner is different, and every VA is different. Some people may want a VA available every day, some only once a week or month. Some may just need a VA for a particular project to start out. Experience has shown me that, after the initial project is completed, you’ll find many other projects or daily tasks that your VA can take care of for you.

Here are some different types of work that a Virtual Assistant can do for you:

### Admin

Just like it sounds, a VA can be your personal and/or executive assistant. Email and calendar management, confirming appointments, ordering (anything), maintaining your CRM—anything that you really shouldn’t be doing. Your job is to run and grow your business, not work in it.

### Bookkeeping

Bookkeepers can assist you virtually with online bookkeeping or by logging onto your computer to work on your books virtually. Some clients prefer to have a separate laptop with only their bookkeeping program on it so the VA can log on

and work on the books whenever, or some clients may want to watch to see what the bookkeeper is doing and perhaps be on the phone at the same time asking and answering questions. The beauty is the flexibility in how the bookkeeping work gets accomplished. Talk about a real stress-reliever! Having your books up to date and reports timely to your accountant is a huge weight off your mind. (Make sure, of course, that your VA is fully insured.)

### Social Media

There are VAs who are professional social media strategists and who will post for your company—alone or in conjunction with you or another person in your company. They can manage your social media across all platforms, so they are sent out correctly and at the right time, by reviewing your analytics and monitoring all of your accounts. These VAs also keep up with the latest

changes so you’re always cutting edge.

### Websites

VAs can manage your website as well! Posting blogs correctly, changing content and pictures, managing an online store—you name it, there’s a VA out there who can do it all.

### Search Engine Optimization (SEO)

There’s always discussion about whether SEO specialists should be called VAs, but I look at VAs as online specialists who are experienced in whatever they do and perform tasks virtually. Call us what you will, but there are VAs who specialize in SEO. There should be more than one VA (an SEO team) that does the right SEO for you, called “whitehat SEO.” Please make sure that you ask the right questions when hiring someone to do your SEO for you—it’s way too important to trust it to someone who may do it incorrectly, cheaply, as blackhat SEO, etc. Google can ban your site for up to 5 long years if your SEO isn’t done right!

Want to find out what’s new in the technology world? Ask a Virtual Assistant. If she doesn’t know when

you ask her, she’ll know all about it within 24 hours. It’s part of our job to keep up on all the new technology so our clients are never left behind.

One of the easiest ways to have an all-in-one VA is to partner with a multi-VA company. Almost every task involved in running a business can now be done virtually, which makes it very difficult to find a single VA who will be able to assist you with everything you may need.

It makes sense to work with a multi-VA company, which is an actual company that has professional, experienced VAs on its team and who have usually been with that company for a long time.

Don’t put it off any longer—start working with a multi-VA company and watch your stress disappear!



**484-919-0637**  
[www.ptconciergeservice.com](http://www.ptconciergeservice.com)  
[Nickeyh@ptconciergeservice.com](mailto:Nickeyh@ptconciergeservice.com)

**Nickey Hollenbach**  
**Managing Member**