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## Manage Your Time Through Delegating

**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!**

As business owners, it often seems as if there is too much “to do” list at the end of each day and not enough hours. If you continuously work 12+ hours/day, you may get burned out and become less effective. Think “work-life balance.”

What’s the answer? Managing your time to efficiently get the work done that YOU need to do by delegating the tasks you DON’T need to do!

I know it’s difficult to let go if you’re not used to delegating. You may feel that things will not get done the way you want them to. As a very wise client told me years ago, “My way may not always be the best way.” If you surround yourself with good people who care about your business, your business will prosper.

Let yourself dream for just a second... What would it be like if you had trusted assistants who knew your business and who you could depend upon to complete the tasks that you don’t have time for, that you don’t particularly like doing, and that are keeping you tied up when you should be using your time to grow your business? I’m sure you agree that would be amazing!

It doesn’t have to be a dream. There are companies called “multi-VA companies” that are there for you when you need them, helping you manage your time by taking things off your plate that you shouldn’t be doing as a business owner. Think of a CEO of a large company. Do you think he or she does everything or delegate most tasks to others?

The best thing about a multi-VA company is that it is there only when you need it. You’re not paying for a full-time employee in an office that you provide, using equipment that you’ve purchased and need to maintain. You could have your team (staff), and you would only be paying them for work they actually do, without the cost of payroll taxes, vacation time, or benefits.

Here are just a few ways virtual assistants (VAs) can work with you to allow you to manage your time efficiently:

### Administrative Services

- Manage your schedule remotely and follow up and confirm appointments
- If you’re spending loads of time formatting your newsletter, hand it off to a VA; they can manage your newsletter in a lot less time
- Manage your blog and post new content on a regular basis
- Track and manage your company’s online reputation
- Database management
- Travel arrangements
- Prepare program materials for your next event
- Write press releases and articles and submit online
- Want to sell products on your website? A VA can set up a shopping cart and manage it
- Your VA can also send out your invoices and help with follow-up and collection of those invoices

- Keep your website up to date by adding content
- Help you keep up with your personal life as well; i.e., finding the best plumber/electrician/handyman, etc., and scheduling an appointment; keeping track of and sending out birthday/anniversary cards; ordering flowers, gifts

### Social Media

One of the most important things every business owner must do today is have an online presence through social media. There are VAs out there who are experienced in social media marketing and management. They can help you define your brand and make sure your voice is heard through the proper social media channels for your company.

### Blogging

In addition to social media, blogging is an effective way to tell your story. Newsletters are fine and will

go out to your lists; blogs will get seen potentially everywhere if you use the right platform and incorporate the proper SEO practices.

### Websites

There are VAs who build websites and maintain them. Need a new, updated website to which Google will give preference? Make sure it’s mobile responsive by hiring an experienced, knowledgeable website VA. A beautiful website is nice to have, but it’s irrelevant if people can’t find it.

Once your site is built, you’ll need to maintain it. VAs can help with that, too. They will make sure your website is backed up; Wordpress sites need theme and plugin updates regularly. And you should be adding content to your website at least monthly to keep it fresh. The search engines like to see that a website is not stagnant.

### Bookkeeping

Hiring a bookkeeper can be a challenge. If you use your accountant as a bookkeeper, you’re going to pay quite a bit for that service. There are VAs who are bookkeepers who will make sure everything is entered and categorized properly

into your books and can run reports for you whenever you need them. They will work with your accountant to make sure he or she has the information needed for tax purposes.

### SEO

Search Engine Optimization requires a unique set of skills that will help your company be found online. While there are multi-VA companies who have SEO specialists on their team, it’s important that you make sure you know what exactly they are doing for you and that it’s strictly white hat SEO.

As you improve your time-management skills through delegating, you’ll find you have more time to concentrate on the items in your business that only you can do. When you realize that everything is getting done, you’ll feel less stressed and able to enjoy life more!



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