

How Can We Help?



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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!

a serious business owner, they will have business insurance.

3. What happens if they get sick or if the unthinkable happens?

I have a client who I absolutely love, and we laugh about our “contingency” plan in case I get hit by a bus. It’s fairly simple if you hire a multi-VA company that is set up for contingency plans, which should include backup for when your assigned VA is sick, goes on vacation, or something worse. Because if there’s one thing that’s for sure – nothing is for sure.

4. What is their background? How and why did they start their business? What is their experience?

These are important questions and should be part of the conversation you have with your potential new hire. A VA should be a partner to you, someone invested in your business who will learn your business and do everything in their power to help you succeed. You should get a feeling from speaking with them about how they view and treat their clients. And you should also realize that VAs, while virtual, are not psychic – you have to be able to clearly define your goals and expectations. An experienced VA will be able to help you with that by asking the right questions and making suggestions as to how you will communicate with your VA. A communicative relationship is very important.

Everything sounds good so far, right? You know you need help, but how can a VA help you? How

When you hear the term “Virtual Assistant,” do you wonder what they can do?

When I first starting writing about virtual assistance, many people had not heard of the profession yet. Now I find that people have heard the term but are not sure exactly what a VA can do for them.

If you are still new to the definition of virtual assistant, the definition in Wikipedia is:

“A virtual assistant (typically abbreviated to VA, also called a virtual office assistant) is generally self-employed and provides professional administrative, technical, or creative (social) assistance to clients remotely from a home office.”

Here are a few questions you can ask your potential VA:

1. Is their business registered?

A real VA will have created a business entity registered with the state they’re in, whether it be an LLC, an incorporation, or at the very least a fictitious name. Ideally, a serious VA should have an EIN. Make sure ask whether they are filing as a business entity with the IRS.

2. Are they insured?

Ask your potential VA if they have professional liability insurance. They are hoping they never have to use it, of course, but, if they are

do you determine where to start? Here is a tried-and-true method: take a week and keep a list of every single thing you do in your business. Make another list of your goals, remembering to include a very important goal: to have a life outside of your business. Working from 3:30 am to 10 pm is not a life. (I did not make up those times.) Remember that taking time for yourself will prevent you from burning out and enable you to run your business more effectively.

Tasks VAs can help you with:

- **Administrative** – this is a very broad category. I usually tell people to think about having an Executive Assistant sitting in the room next to them that knows their business. What would you have them do for you? An experienced VA will be able to do anything you ask.
- **Bookkeeping** – this can be anything from simple

data entry to reconciling your bank statements and credit cards, creating and sending out invoices, or preparing financial reports. It’s kind of important to know how your business is doing financially, but it certainly isn’t something you should be taking the time to do yourself.

- **Website** – Today, websites need to have a modern design, be aesthetically pleasing and well-written, have easy navigation, and be properly optimized for SEO. Wordpress sites are the most popular websites for many reasons, such as the ability to properly optimize the site, among other things. However, a Wordpress site needs to be managed for security and to keep it updated. A VA experienced in Wordpress sites and typically SEO can manage all of that for you.

- **Social Media** – Who has time to handle their social media strategy and management! Should you participate in your social media? Yes, you should, if you’re able. A social media VA can help you come up with posting ideas or post for you, review your analytics to make sure your posts are being seen at optimal times for your clients/customers,

and monitor your accounts for you to ensure responses are timely AND any negative comments are responded to appropriately.

- **Search Engine Optimization (SEO)** – It’s really important to be found online, but be very careful who you hire to do your SEO. The rules in Google change constantly, and, if you hire someone who is not current on the rules, they could easily get you penalized or even banned. Always ask for a list of the tasks they plan on doing on your behalf and, if you don’t understand any of them, ask for an explanation!

There are reputable VA companies out there. Do a little homework, and you’ll find the perfect fit for you.



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