

## The Best-Kept Secret of Modern Productivity



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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!**

your delegation skills, which will serve you well as your business grows.

You'll find that expert, professional Virtual Assistants can assist in the most basic tasks, from updating Excel files or managing your email and calendar, to marketing strategies, managing your social media, keeping your website up to date... I could list hundreds of tasks Virtual Assistants do, but I'll leave it with this: for virtually anything you need done, there is a Virtual Assistant out there who can do it.

It's also worth considering what type of relationship you would like to have with your VA. If a long-term assistant will suit you best, acknowledge what you really want out of the experience so you can find the right partner(s). You should decide whether you want someone to run mundane or routine tasks without your involvement. If so, you need to be willing to set up formal SOPs and guidelines so that you can ensure consistency throughout the work. Alternatively, if you prefer an expert VA that can take your business to the next level, this can be a completely different type of service and requires a wider skill set.

If you need to start small, that works, too! As you get comfortable with handing over tasks to your VAs, you will find yourself handing over more and more as you enjoy the freedom and stress reduction as your VAs develop into key players for your business. Selecting a virtual

assistant is as important as hiring a traditional assistant. With the growing popularity of home-based companies, virtual assistant companies have grown as well. Finding the right ingredients to create a great relationship relies on good communication of expectations. Experienced Virtual Assistants have been in the business world for years and know how to handle day-to-day challenges. They are trained professionals who know how to handle most, if not all, office emergencies and take initiative. They will learn your business and get to know you—as if they were sitting in an office right next to yours. (But the best part is that you are not paying for that office or the equipment in it!)

Top-rated virtual assistant companies will have an owner or representative who is skilled in knowing what a client needs and how to get it done. They will review options with you and be

able to make suggestions and create strategies customized to your specific business. If social media is what you're looking for help with, your VA should be able to come up with a custom strategy for your business and be able to implement and manage as much or as little as you would like. Need help managing your website? Look to a multi-VA company that has a website division and is expert at managing websites, keeping them fresh and relevant while also maintaining the back end.

It's not likely you'll find one person to do the job of several people. But if you hire a multi-VA company, you'll be able to have a VA for each type of skill you're seeking. Work with a team who has specialists for every skill set your company needs. We live in a 24/7 world and, in business, exemplary customer service is a must. You should have a dedicated person or team to serve as the social media eyes and ears of your company to stay responsive to your clients and help protect your brand.

Once you've compiled that list and given some thought to the skill set(s) you need in your VAs, choosing the

right virtual assistance company will be the next important decision. Some questions to ask:

- Are they a registered business? Where?
- Do they have professional liability insurance?
- Do they implement a project management system?
- What process do they have to create your team?
- Will there be a backup in place in the event your VA falls ill or has an emergency?
- How will you communicate with your assigned VA?

Once you've hired your virtual assistant company, make sure you keep all communications open and be effective at delegating; remember Virtual Assistants are real people who, while intuitive, are not able to read your mind. Yet.



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Virtual Assistants. While hardly the secret we were 10 years ago, we are still growing exponentially throughout the business world. Entrepreneurs and small- to medium-sized companies are continuing to find out how useful virtual assistants (VAs) are to them both financially and as a huge time-saving weapon. Entrepreneurs are realizing that they can't do everything themselves risk of burn-out and failure. More and more are partnering with VAs.

And the best lesson business owners are learning by utilizing VAs: there is life outside of their businesses.

Hiring a Virtual Assistant is the most effective and productive decision a business owner or entrepreneur can make. You may be leaning towards taking the plunge but are not sure how you start the process. Following is a tried-and-true method I've suggested to many business owners: first, take a moment and write down everything you do, every day for at least a week. Then review the list and check off everything you personally **have** to do; the rest should be delegated to someone else to allow you to work on growing your business. Working with a VA will allow you to improve