

## Cutting-Edge Business 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!**

### Can You Benefit From a Virtual Assistant?

You may be thinking that you already handle everything necessary to run your business, so why should you hire a virtual assistant? To determine if you need one, take one week and write down all of the tasks you complete for your business. Then take a closer look and determine which of those tasks have to be completed by you, and no one else. You will likely be surprised to see how many tasks still remain that someone else could – and should – be doing for you, so you can concentrate on growing your business.

### Benefits of Hiring a Virtual Assistant

There are many benefits of hiring a virtual assistant, but one of the most important ones is limiting the amount of stress you face in managing the daily tasks surrounding every business. When you have someone else who can tackle the day-to-day tasks such as bookkeeping, answering email, and screening phone calls, you can put attention on growing and developing your business, focusing on the areas that are your strengths, while your assistant(s) can focus on the areas that you really shouldn't be doing as a business owner. Does the CEO of a large company do everything in the business or does he/she delegate most tasks?

You can also have your VA work on areas such as a marketing plan, marketing research, making sure your website up to date, keeping in touch with your clients

or customers, planning events, etc. There really isn't much they can't do for your business.

There are other benefits, too. You can streamline your budget by working with a VA because you only pay for the time actually spent on your behalf, whether it's the daily tasks or projects. Rather than hiring someone for a 9-to-5 work position, you are hiring contractors who have other clients and know how to work around them all and usually don't have set hours (think early in the day or later in the day if that's what you need occasionally). They can work within your budget, and, although their hourly rate may be higher than that of an employee, they are only billing you for their time while working with you—not for sitting in your office waiting for work to do, checking their personal emails, or posting on social media.

You also save by limiting the amount of workspace

you pay for. Your contracted virtual assistant works off-site, so you don't need a computer, desk or space for the help you are hiring. Your VA has the equipment and is responsible for maintaining it. In addition, this contractor is not a full-time employee, so you don't have to pay for benefits.

### Tips for Working With a Virtual Assistant

To make the most out of your partnership with a VA, you need to learn how to work with him/her. Consider these tips:

- Be clear in your expectations. Your VA cannot read your mind, so clearly state your expectations.
- Find a VA skilled in the tasks you need completed. Each VA has a different and unique skill set that may or may not fit your business's needs. That's why working with a multi-VA company is a good choice because it will have VAs who can handle all your needs and should have a backup in place so you have coverage at all times.
- Have a contract that outlines how and when you will pay, what you expect, and how you will communicate. Remember, your virtual assistant is going to be a crucial part of helping you

grow your business. Take the time to find a good person or team, learn how to work with them well, and enjoy the freedom that comes from having less on your plate.

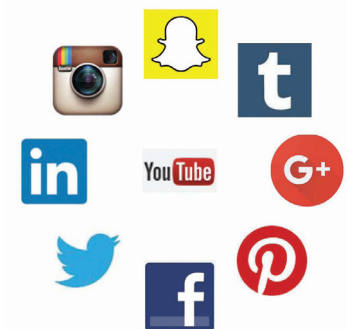
Our multi-VA company provides a dedicated team of people who know you and your business and who are each assigned to different tasks such as admin tasks, social media, bookkeeping, SEO and/or website creation and maintenance. You can choose to have communication with one person or each of your team members individually—whatever works best for you. An entire team at your disposal who you only pay for the actual work they do. Sounds too good to be true? That's what our long-time clients thought, too.

When you're running your business, it's necessary—and smart—to assign many day-to-day tasks to others, whether you decide to hire employees or subcontractors. Should you decide to hire employees, they will need an office and equipment, and you'll be maintaining equipment and paying payroll taxes.

Should you decide to hire subcontractors, Virtual Assistants provide all the benefits of an office administrative professional, without the overhead of bringing someone to physically work at the location.

### What Does a Virtual Assistant Do?

Virtual assistants help companies with a myriad of tasks—anything from everyday administrative duties such as managing email, answering phone calls, scheduling/confirming appointments, entering data, and managing your "office" to managing social media accounts, designing and maintaining websites, working as a customer service representative, and providing marketing assistance. You can virtually find help with anything you need. The best solution if you need more than one task taken care of would be to work with a multi-VA company that has experts in each area you need assistance.



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