



# JUGGLING IS FOR THE CIRCUS, NOT YOUR BIZ!

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Are you ready to pass on some balls to a VA?

# Are you ready to pass some balls to a virtual assistant?

Like most entrepreneurs/solopreneur/small business owner, you are juggling a multitude of things IN your business which leaves little time for you to focus ON your business, such as planning out new products/services, creating launches or challenges, or even updating your blog or newsletter consistently.

And like most, you know you need help, but you are not sure how to go about it. This workbook will take you through **seven** key steps to help you identify areas of your business you can hand off to a virtual assistant.

Before we dive in, I recommend setting aside at least 20 minutes to go through these steps.

## Here's what you will need:

- the instruction sheets in this workbook
- the writing space provided or a notepad
- a pen/pencil
- a highlighter

## STEP ONE

Think about all the balls you have in the air at one given time—all the things you are juggling with your business. Put a name to that ball—**write it out and break down** the pieces in bullet points.

For example:

“Newsletter”

- writing content
- sourcing images
- Upload/layout in NL service
- testing links and scheduling

### TIP

Think about your tasks in daily, weekly or monthly segments.

## STEP TWO

Take a step back from your list. Work through each bullet point and put a **circle** beside all the items that you find time-consuming. Note how much time you are spending on these tasks.

## STEP THREE

Go through each point again, but this time **highlight** all the tasks that are a pain in your butt—all the tasks that you dread doing. As you highlight these items, think about what is it that you don't like about doing it.

## STEP FOUR

So you now have a list that is circled and highlighted. Are there items on this list that are **“double hits”**—that have both the circle and the highlight?

These are the ones you want to take a closer look at. Not only do they eat up a lot of your time, but they are probably not your strength either—hence the dread you feel for them.

Question yourself if you are willing to give up the “double hit” items? Could you hand them off? Could someone help you with those tasks? Rewrite those items under “Potential VA Tasks”.

## STEP FIVE

Identify any other task that would be easy to hand over or give up—tasks that require minimal explanation or training to get a VA onboard quickly to start freeing up your time.

As time progresses, and the VA becomes more in tune with your business, you can hand over more complex tasks.

## STEP SIX

And one last time, look at the potential task list for a VA. The next step here is to group similar activities. Think about dividing them in the following categories:

### **Creative/Design**

Ex: Newsletter, templates, booklets, PDFs, logos + branding, visual content, media kits

### **Tech**

Ex: integrating your e-commerce system and your email list, website maintenance, Shopify site set up

### **Social Media**

Ex: managing your accounts, designing + scheduling posts etc.

### **Administrative**

Ex: Data entry, email inbox organization, flight bookings, transcriptions, invoicing, etc.

## STEP SEVEN

Last but not least, think about any upcoming projects. Are you planning on launching a course or maybe you are wishing to refresh your website?

VAs can also help with this, and I would suggest that if there is a project in the wings, get a VA to help you make it happen.

It's much easier to get on a train at the station than run down the tracks to catch it. Get a VA onboard from the beginning brainstorming phase of things so that they can be with you every step of the way for support and ideas and of course seeing your vision through to the end.



# What's Next?

## AN INTRODUCTION TO THE WORLD OF VAs

While the term VA is pretty generic, it covers everything from administrative activities to graphic design and project management.

An important head's up: Don't expect one VA to fulfill every area of your business. And be cautious when someone is promoting themselves as a generalist who can do it all. (They may be able to do it all—bookkeeping, web design and running your social media ads—but at what cost to your business? The skill sets are very different and I am pretty sure that one area will not be as strong or polished as the other.

Also note that VAs with more specialized skills or experience (graphic design, project management or accounting) will typically charge more than those who organize your email inbox or book your flights.

## KNOW WHAT YOU NEED

Before diving in and hoping for the best, you have to be prepared and know what type of help you need.

Be clear with yourself first, which makes it so much easier to find a VA to help you tackle that task or project.

Do you need a VA versed in a range of admin skills, or do most of your tasks fall into the category of creative—landing page design, course support? Perhaps you are looking for someone more along the lines of a project manager.

When you know what tasks you wish to hand over, you will be able to find the right person to match the skills you desire and the expectations you have.

# Finding a VA

## ASK AROUND

Ask your colleagues and friends. Chances are they may be working with a VA that they could recommend to you or know of someone. (The majority of my clients have come to me through word of mouth referrals!)

## SEARCH ONLINE

There are plenty of online VA groups/communities. Some provide training for VAs and others operate more like forums. Either way, consider posting in a group for the position.

## BE SPECIFIC

If you do post a position online, be specific with what tasks/skills are required of the VA. This eliminates over and underqualified people applying to your post

## BE PREPARED

You may be inundated with responses to your

posting, so set up a process or a questionnaire to filter out unqualified respondents quickly and easily.

## DO YOUR HOMEWORK

Look at the potential VA's website or portfolio—read the testimonials and/or ask for previous clients for reference. Interview the VA, much like you would an employee. You both need to make sure you are a good fit.

## START SMALL

If you feel you have found a suitable candidate, the best bet is to start small with some of your easier task items. Ease into things to begin the working relationship. If it is a good fit and you both enjoy working together, fantastic. As you go along your VA will learn more about you and your business and you can begin to hand off more tasks to them (that they are qualified for). Consider a “trial period” to start.

# Working with a VA— Some Practical Tips

Once you have a VA candidate that you would like to work with, here are a few tips to keep in mind when you start working together.

## SET CLEAR EXPECTATIONS

Make sure both of you know what is expected—this should be part of the written agreement/contract. Things such as communication vehicles (email or phone) and frequency, hours/days of work, tracking of hours or tasks, being clear on payment and billing cycles, etc.

## CLEAR TASK LISTS

Be sure the task list is crystal clear and provides enough detail for the VA to get started without having to check or double check for clarification.

## SET TIMEFRAMES / DEADLINES

Remember that you are not the only client the VA has. S/he is working on a timeline and blocks of time for all of the clients, including you. It becomes helpful when there are realistic deadlines or timeframes given to each task/project—and this should be decided upon together from the beginning.

## KNOW WHAT YOU SIGNED UP/PAID FOR

In your contract, it should be written what exactly you have signed up for or what the deliverables are. If you have paid for 10 social media posts / month, don't expect to have 15. (You wouldn't walk into a beer store to buy a six-pack and expect nine bottles.) If extra work is required, which sometimes happens on your end, know that there will be an extra cost.



## RESPECT + OPEN COMMUNICATION

Like any working professional relationship, respect and open communication are critical. Sure you may not see the VA or speak to them on a daily basis, and that is why I suggest that you schedule in touch-points to keep each other updated—that could be a quick chat message or a weekly email, maybe even a weekly 15-minute phone call.

## FINAL THOUGHTS

I am fortunate to have some amazing clients that I adore working with—we have forged fabulous working relationships and I find their projects and tasks aligned with my experience and expertise. This is a winning combination for both of us and what makes it work.

My recommendation to anyone who is wishing to work with a VA is take your time, know what

it is you need/want and be specific in the details for what sort of VA you require. This will help both of you.

If you have any questions or comments or need some more help, please feel free to drop me a line:

[www.boostcreative.co/contact](http://www.boostcreative.co/contact)

Keep creating!



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