

VIRTUAL ASSISTANCE

WHAT IS IT AND HOW CAN IT BENEFIT YOUR BUSINESS?

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LETTER OF INTRODUCTION

Many small business owners and business professionals have benefited from the use of Virtual Assistance to help run and grow their businesses. They recognize that time is one of their most valuable possessions, and by partnering with a Virtual Assistant we can help them regain time and regain focus.

“Virtual Assistance – What is it and how can it benefit your business?” - is an informational e-booklet to educate and inform entrepreneurs, executives, CEO’s, independent contractors and other small businesses on how to regain more time in their day by using the services of a Virtual Assistant. This e-booklet is a resource to help answer some of those frequently asked questions that some may have when considering partnering with a Virtual Assistant.

After reading this e-book, log on to www.mopoeassociates.com and you will also find other information and services that will help you regain time, stay connected to your clients and ultimately attract new ones.

Kind regards,

Monica L. Poe, MVA, GVA

President/Founder and Certified Master Virtual Assistant



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CONSIDER THIS:

Let's say you are a consultant who runs a small business. Business has picked up and you find yourself spending more time behind the desk doing administrative tasks such as bookkeeping, answering phones and updating your website, knowing you could be using your time more efficiently spending more time with your family, getting new clients', or doing something to show you appreciate your current clients'. Stressed and frustrated you realize you need help. Sound familiar? Sooner or later, small business owners who are growing their businesses will need or require some help. If you have limited office space, equipment, time or funds you can benefit from using a Virtual Assistant. A Virtual Assistant can alleviate some stress and give you back more time in the day so you can focus on what matters most to you. Small business owners can now take advantage and delegate non-income generating tasks to a number of administrative technical specialists. As the needs of business owners change, the need for Virtual Assistants has grown dramatically. There are thousands of Virtual Assistants worldwide and the numbers are still growing.

What is a Virtual Assistant (VA)?

Corporate and other business sector assistants, once known as administrative assistants, office professionals or secretaries, have now evolved into the Virtual Assistant. A Virtual Assistant or (VA) is an independent entrepreneur, highly skilled in the administrative profession and various technologies. We provide administrative, technical, and business support services from our own offices for busy and sometimes overwhelmed professionals. We use today's technology such as the telephone, mobile phone & tablets, computer, email, fax, and the internet to communicate and complete assignments with our clients'.

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Who uses a Virtual Assistant?

Professionals who may be working from their private homes or small commercial facilities such as consultants, authors, publishers, business coaches, attorneys, financial advisors, real estate professionals, caterers, daycare owners, doctors and musicians to name a few. Our clients' use VA's for short term, long term, or permanent assignments.

What types of services does a Virtual Assistant perform?

VA's can perform a wide variety of tasks. Tasks such as word processing, answering telephones and making calls, purchasing, marketing, website design and maintenance, desktop publishing, database management, research, bookkeeping, scheduling appointments and events, billing, email management, reminder services and a whole lot more with a 100% focus. The only difference is that we do not have to be sitting in your office to perform the services. We don't even have to be in the same state or country. There are no geographical limitations.

How can my small business benefit by using a Virtual Assistant?

VA's are beneficial to small business owners in many ways. The VA is an independent contractor self-managing work provided by the client. The client pays no benefits or payroll taxes because the VA is not an employee. You only pay for the time that you use, which can be cost effective and keeps overhead costs down. We free up needed time so you can focus and concentrate on what is most important to you. We also understand that every client's needs are different. Therefore, we are flexible and you benefit from our flexibility. In addition you receive a partner. We are small business owners ourselves and understand the business arena.

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What if I already have employees?

VA's are beneficial even if you have employees. We can assist your employees with work overflow or special projects. We also assist if your employees are ill or on vacation.

Can a Virtual Assistant save me money?

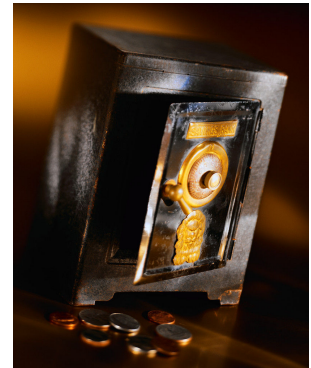
Yes. Take a look at the scenario below to get a better idea:

BUSINESS OWNER VS. VIRTUAL ASSISTANT

CAN A VIRTUAL ASSISTANT SAVE ME MONEY?

HERE'S THE PROOF!!!

Let's Compare.....



Here is one example. Let's say you as a business owner you work 40 hours per week, charge your clients' \$100.00 per hour for your services (your rate of pay) and you spend 5 hours per week on administrative tasks such as bookkeeping, website design & maintenance, marketing, invoicing, making calls, scheduling etc. Please review the chart on the next page:

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<u>Weekly Payout</u> <u>Business Owner</u>	<u>Monthly Payout</u> <u>Business Owner</u>	<u>Annual Cost</u> <u>Business Owner</u>	<u>Total Cost</u>
<p>\$100.00 rate per hour x 5 hours per week on administrative tasks.</p> <p>\$100.00 x 5 hrs. = \$500.00</p>	<p>\$500.00 per week x 4 weeks gives you a monthly total of:</p> <p>\$500.00 x 4 = \$2,000.00</p>	<p>Annual Cost per year</p> <p>\$2,000.00 x 12 = \$24,000.00 per year</p>	<p>\$24,000.00 per year for your time.</p>
<u>Virtual Assistant</u>	<u>Virtual Assistant</u>	<u>Virtual Assistant</u>	<u>Annual Savings</u>
<p>Using Virtual Assistant services on technical or administrative tasks.</p> <p>\$40.00 x 5 hrs. = \$200.00</p>	<p>\$200.00 per week x 4 weeks gives you a monthly total of:</p> <p>\$200.00 x 4 = \$800.00</p>	<p>Annual Cost per year</p> <p>\$800.00 x 12 = \$9,600.00 per year</p>	<p>\$24,000.00 - \$9,600.00 = \$14,400.00 Cost Savings per year</p>

By utilizing the services of a Virtual Assistant on an as needed basis, you will have gained more time to focus on income generating tasks, more time in front of your clients' and you will have a **\$14,400.00** cost savings per year. You pay no benefits, taxes and no expensive office equipment. There is no turnover and **you pay only for the hours you use**. On average a VA normally charges \$40.00 up to \$85.00 per hour depending on their expertise and the complexity of work. Basic tasks are usually at the lower end and technical tasks such as website design are at the higher end. It is an investment for your sanity.

What if I'm not sure exactly where I need help?

Here are three steps you need to take in order to determine what to delegate.

1. First relax. Get a cup of coffee and a notepad and sit comfortably.
2. Write down things that you do not have time to do such as, checking emails, bookkeeping, research, updating your website, marketing etc.
3. Do a time study on each and see which area takes up the most time and figure out which one is your least favorite task to do.

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How do I partner with a Virtual Assistant and what's the process?

Once you have contacted a VA, you and the VA will have an information gathering and sharing session where you will discuss the goals and objectives of your business and your administrative or technical tasks in detail. Once the information has been reviewed, the VA will provide you with a personalized plan of action proposal that outlines how they can help you achieve your goals. After reviewing the proposal you have the option to make modifications or accept the proposal.

So go ahead. What are you waiting for? **Redeem the gift of time** and hire your very own Virtual Assistant.

CONCLUSION

Starting and running a small business at times can be stressful. But with the aid of a Virtual Assistant you can benefit by alleviating some of the stress and regain more time in the day for what matters the most to you. If you are serious about hiring a Virtual Assistant and gaining more time, take a look at our services page on our website at www.mopoeassociates.com/services.html to see where we may be of assistance to you. If you see a service not listed, no need to worry. *MoPoe & Associatessm* has formed partnerships with other local and virtual professionals who are subject matter experts and who provide a wide range of services in various small business industries. We can assist you in locating a professional that fits your overall needs.

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NEED MORE INFORMATION?

Feel free to contact us with any questions you may have. We would be more than happy to assist you.

MoPoe & Associates is a Growth Strategies, Training, and Business Support Company located in Rock Island, Illinois, which is across the river from Davenport, Iowa. We specialize in **Technology & Marketing Solutions** for Small to Mid-size, Start-ups, and Home Based Businesses who are looking to regain time, stay connected to their clients', and ultimately attract new ones.

With our background in **Sales, Marketing & Technology**, we are committed to helping our clients' meet their goals. Our diverse **Technology and Marketing Solutions** include, but not limited to Email Marketing, Website Design, Mobile Web Development & Maintenance, Search Engine Optimization (SEO), Graphic Design, Technical Virtual Assistance, Sales/Marketing & Strategic Growth Training, along with our Sales/Marketing & Strategic Growth Training Guidebooks.

MoPoe & Associatessm

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