

HOW TO HIRE A VIRTUAL ASSISTANT

6 BASIC STEPS FOR YOUR BUSINESS

VA BUSINESS FUNCTIONS

DEFINE THE "WHAT"

Start at the beginning. What are the business goals, the means, the expectations, the concerns, the risks, the time-frame, etc. If VA outsourcing fits the WHAT, then define the scope & role. E.g., Requirements, Skills, Experience, Relationship | Responsibilities & Evaluation | Transition & Future Expectations.



VA MANAGEMENT RELATIONSHIP

WHO IS RESPONSIBLE FOR SUCCESS?

Someone is responsible for managing the VA relationship & it's success. Who is important because this requires time, dedication, communication & patience. The direct manager needs to weigh the resources invested versus the expected business returns to be gained, short and long-term.



VA SELECTION PROCESS

DO IT YOURSELF OR THIRD-PARTY?

It starts with how you hire a VA. DIY Pros: Mgt Full Control & Responsibility | Lower Costs | Comm Unfiltered. Cons: Time & Mgt Attention | VA Support Burden | No VA Backup | Payment & Taxes. Outsourcing Pros: Hiring & Vetting | Less Mgt Attention | Less VA Support Burden | VA Backup. Cons: Less Mgt Control | Comm Filtered | Higher Costs



VA LOCATION SELECTION

WHERE IS THE VA LOCATED?

The VA physical location does affect service delivery, independent of technology. Inshore: No issues related to language, cultural affinity & time zone difference. Nearshore: Potential issues with language & culture, but lower costs. Offshore: Potential issues with language, culture & time zones but lowest costs.



VA TRANSITION GUIDE

6 MONTHS TRANSITION PERIOD

This is when the direct manager & the VA experience, learn and evolve the business. Create a 6 month plan defining what the VA needs to accomplish. The VA develops a manual of activities for future reference. The VA tools should be standardized. Delegate to the VA repetitive tasks, communicate & be patient.



VA RELATED FACTORS

SOME THINGS TO CONSIDER

>> How much time should the manager dedicate to the VA relationship? No more than necessary...
>> What is the level of risk & confidentiality in the VA relationship? Less is better...
>> What if the VA relationship blows up? Marriages often end in divorce...



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