

THE ART OF DELEGATION

Growing your business
with a virtual assistant



www.adminslayer.com



IS THIS BOOK FOR YOU?

If you are a business owner or manager, it probably is. We believe that most professionals could benefit from virtual assistants, but we've personally seen it work for:

- Realtors and mortgage brokers
- Coaches and consultants
- Financial advisors
- Lawyers and accountants
- Founders and co-founders
- Solopreneurs
- Non-profits...

Actually, we haven't seen it *not* work, for any organization that doesn't require live human contact.

Contents

4	PART 1: WHAT IS A VIRTUAL ASSISTANT & WHY WOULD I WANT ONE?
5	What is a Virtual Assistant?
6	What Can a Virtual Assistant Do?
8	How Much Does a Virtual Assistant Cost?
10	Virtual Assistants Save Money & Increase Revenue
13	PART 2: GETTING STARTED WITH A VIRTUAL ASSISTANT
16	The Wants & The Needs
21	The Friction List
23	Forget What You Know
24	Learn to Let Go
25	Learn to Love Technology
28	6 Common Hiring Mistakes (That Cost You Time & Money)
33	8 Efficiency and Productivity Tips You Can Start Using Right Now
37	PART 3: ADMIN SLAYER
38	Why We Do What We Do
43	About Admin Slayer
48	Testimonials
51	PART 4: WORKSHEETS

Part 1: What is a Virtual Assistant & Why Would I Want One?

What is a Virtual Assistant?

You may have heard the term “virtual assistant” or VA before. But there are two kinds of virtual assistants:

A Digital Virtual Assistant

This type of VA may be embedded in your smartphone, a software-based artificial intelligence, such as Google Now, Apple’s Siri, or Microsoft’s Cortana. It may provide you with directions to the local convenience store, search the internet for information, or even make restaurant reservations.

A Human Virtual Assistant

This type of VA is a real, live person, like any other assistant. However instead of taking up room in your office and using your equipment, your virtual assistant is at the other end of the phone/video conference, and the other side of your computer.

A live, full-time employee is not only a member of your team, but also a responsibility for you as a business owner. A virtual assistant

is there when you need them, and not around when you don't. You'll feel the difference in efficiency, and in cold, hard cash.

What Can a Virtual Assistant Do?

That's a looooooonnnnggg list. The short story - because small business owners rarely have time for the long one - is that a virtual administrator can take off your plate those tasks that aren't fun, and aren't the reason why your business will be The Next Big Thing. (That part is all you.)

You created your business because you are good at your thing. You excel at it. We like to call you an Artisan Business Owner. You are not a jack-of-all-trades. You're a Master.

Many businesses fail, not because they are bad at their thing, but because they aren't any good at the stuff that isn't their thing. And really, why should they be? That's not what will get them where they are going.

It's often stuff that doesn't directly produce revenue which really stops up an Artisan Business Owner. It could be calendar management, scheduling, process creation, marketing (online and off), letter and document writing, systems management, graphic design, research, follow up, document and data management, invoicing, bookkeeping, communicating with suppliers, understanding and maintaining cloud based services...all that damned et cetera.

How Much Does a Virtual Assistant Cost?

A single VA can cost anywhere from \$5 an hour for offshore assistance to somewhere near the moon for specific types of expertise. For example, at Admin Slayer, bookkeeping or graphic design Slayers typically cost more than a generalist who handles day to day admin work.

Most Admin Slayer clients will tell you that they get everything they want done, by professionals who collectively would cost the business hundreds of thousands each year, for less than the cost of hiring one full-time, entry-level employee. That's the key.

What makes this work is the things that you *don't* pay for:

- Breaks, vacations, and inefficiencies (for example: the black hole that is Facebook)
- Pension contributions, employment insurance, and other employee benefits
- Training and education upgrades
- Time that you don't use, such as when your business is in slow season. You only pay for active work.

An Admin Slayer costs more by the hour than an entry-level administrator and still costs less than an entry-level administrator. How does that work? We're so glad you asked!

An entry-level administrator will spend more time completing tasks, and requires significant guidance, training, equipment, and a place to work. All these things cost more than the \$15 - \$20 per hour that you believe you are paying. On top of that, they are dependent on your commitment to their income. You will need to train them, support them, cover them on sick days, and replace them if they leave. Entry-level administrators always leave. Unless they're awful.

As we like to say at Admin Slayer (and definitely stole from Red Adair): "If you think it's expensive to hire a professional to do the job, just wait until you hire an amateur!" **Your business deserves professionals.**

A good virtual assistant should be able to account for every minute of their time that is billed to you. At Admin Slayer, clients receive a weekly timesheet. **So even though the rate is per hour, time is measured in minutes, not hours.**

Virtual Assistants Save Money & Increase Revenue

We wouldn't think it was such a good business model if it didn't work for our own businesses in the first place. We test every single thing we do on ourselves first. If it makes sense to us, we know it'll make sense to you.

**"You must spend money
to make money"**
- Plautus

He wasn't wrong. But we need to get this exactly right if we're to be successful.

In the hard world of bootstrapping entrepreneurship, we're often focused pretty tightly on the bottom line. If you work in Vancouver or Toronto, for example, you know exactly how expensive it is to both work and live in the city. We know that too - some of us live in Vancouver. We're proudly cheap as all get out. But being cheap - correctly - means going deep.

Spending money to make money means making enough money to make it more than worthwhile.

A virtual assistant usually comes with zero infrastructure costs. You don't pay for office space, equipment, or other overhead that can eat into your profit - or worse yet, your line of credit.

With all the annoying, low-value tasks off of your desk, you can focus on the higher value tasks. If you trade all that low value time for high value time, what happens? You make money.

Here's an example (costs are not exact - but they are realistic):

Pierce is a business owner. He spends 25 hours a week developing his business and working on the stuff he really likes. This earns his business about \$4,615 every week.

Pierce also spends 30 hours a week following up on information that's outstanding, booking appointments, creating invoices, book-keeping, and more.

Pierce hires Annie, a virtual assistant. She completes the tasks in 15 hours per week - because she's a pro - and costs \$750 per week.

Pierce now works 40 hours a week instead of 55, but only focuses on revenue-growing tasks. He increases his revenue by \$2,769 per week and pays Annie \$750, netting \$2,019 *more* in revenue every week.

Pierce's revenue (minus Annie) is now \$6,634, a 43% increase, and works 15 hours less per week.

Sound like a good idea? We know!

Part 2: Getting Started with a Virtual Assistant

If you've decided that a virtual assistant makes sense for your business, what's next?

At Admin Slayer, it's important to us that the process is as painless as possible for you. We want you out there, building your business and driving revenue, not gazing at your belly button and determining what it all means.

However, a small amount of navel gazing is required as a key to moving ahead.

We've never seen our belly button before. It might be important.

Here's the first step:

Get Clear On What You Actually Want & Need

Sounds easy, doesn't it?

You could probably list a dozen things you'd like to delegate to someone else right now.

Oh wait, though: why aren't you getting the results you want?



There are secrets to delegation. Getting clear is the very first one.

We know how to do that (if we didn't, we'd be pretty seriously bunk at this whole thing).

The Wants & The Needs

Your Business Task List

Instead of making a “Things I Want Done” list, start with a list of “All The Things I’m Currently Doing.” That is, all the tasks involved in your business. Every. Single. One.

Spend one week making a list - a freeform list. Just write down all the stuff you do.

Productivity tip: make this a digital document, using a software program like Word, or an online program like Google Docs or Evernote. This makes it shareable, easy to update, and hard to lose among the paper on your desk. If you’d prefer to put pen to paper, you can print out our template in the Worksheets section.

Every single task. It might look like this:

- Answer phone
- Return phone calls
- Book appointments/meetings
- Make restaurant reservations

- Follow up with prospects
- Process a credit card payment
- Send an invoice
- Follow up an outstanding invoice
- Respond to email
- Create, proofread, and send email newsletter
- Update social media
- Review bookkeeping and sort income/expenses
- Write content for website
- Upgrade software program
- Enter data in CRM system
- Send proposal
- Create, update, forward contracts
- Create that thing you do
- Talk to people about that thing you do
- Sell that thing you do

At the end of the week, you'll probably have a long, long list.

Congratulations! Task done.

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

