

VA HIRING PROCESS

FINDING AND TRAINING YOUR SUPERSTAR VAS



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Host of the CoachYu Show

GUIDE VERSION

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Welcome

Over the past 5 years, we've hired multiple virtual assistants that have become long term team players for CoachYu and assisted our partners in getting high quality virtual assistants following our proven hiring process.

We've compiled our system approach in screening and hiring virtual assistants in our VA Hiring Process. With our step by step process, you'll be guaranteed to have amazing virtual assistants for your brand and company. You will learn how we "hacked" the virtual hiring process.



With our VA Hiring Process, you'll learn the six (6) different types of virtual assistants: operations/general VAs to Digital Plumbing VAs; along with the six (6) stages in hiring a virtual assistant. This includes our templates and recommended tasks you'll send over for your virtual assistant to complete.

Are you ready to hire your very own virtual team and scale your business?

Benefits Of Hiring VAs



Before we start teaching you the process of how to hire an amazing virtual assistant, we'd like to tell you eight reasons why you should actually do it.

First off are the **decreased operational costs** you'll have across the board. You won't need to rent out a space or buy equipment like computers or business Internet to utilize a virtual assistant's skills.

As compared to a regular employee, a VA costs way less, and you won't even have to pay for any employee benefits or pay them when they're sick. There is an understanding that if they don't work, they won't get paid.

The second reason is that virtual assistants give you more time to work on your business rather than in it. Try to think back to all the times you wasted doing menial and repetitive tasks when you could've focused on building and scaling your business instead. VAs can perform all these tasks and let you have the time to plan for your business in the future.

This also leads to the next two reasons, which are to decrease workload and improve your personal brand. As your VA works on various tasks from data entry to transcription to marketing, you'll have less work on your hands and more time for professional and personal development. How many times did you cancel a conference or workshop because you had "things" you needed to do and, on the other spectrum, how many times did you have to cancel on holidays with family and friends because "something came up" at the last minute? With a VA on your team, you won't need to stress over those "things that come up" as you can rely on them to field those "things". You'll have more time to build your connections, both professionally and personally, that will greatly improve your personal brand.

The next reason is that you'll have more access to individuals with specific skills. If you're starting your own business, you have to juggle learning multiple fields from digital marketing to website creation to graphic design. Rather than limiting your options to specialists near you, fielding VA inquiries will remove any geographical restrictions. You'll get access to competent VAs and specialists. But our experience has been that, when we have given them projects, there are competency and organizational gaps.

So we hire on an individual basis, not by team, which creates another layer of distortion. All of our people are dedicated to our mission (and to their 3x3 goals), not subcontracted out.

The US-based specialists are mainly account management, which is hard to get outside the United States. The last two reasons have more to do with dealing with your customers rather than how your business operates.

Other businesses utilize automation to field potential customers as well as respond to customer inquiries. This provides a bad taste to some customers as we're all human and want that human interaction, be it from a human voice or spontaneous chat exchanges. VAs provide them with that personalized human response, which provides a better customer experience.

Aside from a more personalized feel, VAs generally provide quality service. VAs are committed to delivering maximum value to their employers as well as ensuring and repeatable results. They are dedicated to their work and will do their best to give you high-quality service. We know of businesses that think VAs actually perform at even higher levels than full-time employees.

Six Roles For VAs



1. Video Editor

- Takes raw videos and uploads to YouTube library and Content Library.
- Chops them up, edits them, and adds captions and effects.
- Uploads to Facebook as drafts

2. Operations Specialist

- Onboard new clients and specialists.
- Handles packages and billing via Infusionsoft.
- Follow up on dropped items.
- Schedule meetings, including reminders.
- Update Operations Process

3. Content Specialist

- Transcribes audio
- Manage Quuu submissions.
- Lightweight editorial and coordination-- listicles, interviews, webinar summaries, Topic Wheels.
- Gather content to assemble Topic Wheel and other components of the client and internal Content Libraries.

4. Designer

- Maintain guide iterations, working with full-time employees.
- Update master asset tracker and list of Infusionsoft landing pages.
- Create client-specific versions, including infographics.

5. Partner Management

- Lightweight responses on Facebook, LinkedIn, blog, Twitter, etc.
- Help users with basic questions-- sending them to relevant articles, videos, and courses.
- Manage connection requests for Dennis on Facebook.
- Answer the phone during core hours-- phone number on site, and Facebook messenger leads.

6. Digital Plumbing

- Implement plumbing on new client websites.
- Manage IF/THEN triggers in the Logic Builder.
- Configure new websites for clients and specialists (WPMU and integration).
- Update database schema documentation and Digital Plumbing roadmap.

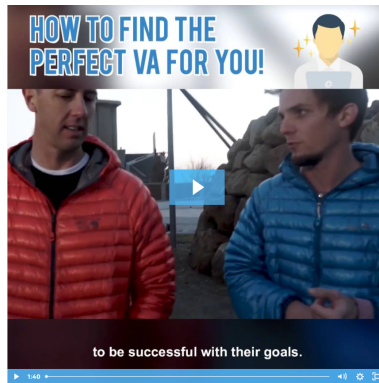
VA Hiring Checklist

1. Check Applicant's Initial Email.
 - ☐ Keyword
 - ☐ Video
 - ☐ Onlinejobs.ph link
2. Recommend Applicant for the First Phase.
3. Check Applicant's First Phase Email.
 - ☐ Keyword
 - ☐ Video(If requirements aren't met, DQ.)
4. Recommend Applicant for the Second Phase.
5. Check Applicant's Second Phase Email.
 - ☐ Keyword
 - ☐ Video/Document/Other Form of Submission(If requirements aren't met, DQ.)
6. Recommend Applicant for the Interview Phase.
7. Check Applicant's Interview Phase Email.
 - ☐ Correct Email Format
 - ☐ List of Documents/Video Links.
 - ☐ Video links (Initial, First, and Second Phase (If applicable)
 - ☐ Onlinejobs.ph profile link
 - ☐ Resume
 - ☐ Portfolio (if applicable)
 - ☐ Goals Sheet
 - ☐ Development Plan
 - ☐ Perceived Strengths/Weaknesses
 - ☐ 3 Skills You Are Good At and 3 Skills You Would Like to Learn

Onlinejobs.ph Vs The World

A lot of websites are up like upwork.com, fancyhands.com and others that a lot of entrepreneurs confuse with onlinejobs.ph. There are stark differences between onlinejobs.ph as compared to other online job platforms.

How To Find The Perfect VA For You!



[\(1:40\) How to find the perfect VA for you!](#)

Related Article: [How Filipino VAs Change Your Business Outlook](#)

Along with all of that, English is ingrained in their culture. It's the second language of more than 90% of them and over 60% of them are fluent English speakers; that's the best in Asia.

"The quality of their English depends on the VA role. Designers, video, and Digital Plumbing don't have to be amazing, but can't be shoddy. Content VAs must be amazing, while Operations VAs must be very good. Everyone must have solid English skills, since they must be able to understand and teach our concepts."

1. Focus on the Filipino Virtual Assistants

John Jonas, founder of onlinejobs.ph, noticed four characteristics of filipinos that make them perfect employees:

- loyalty
- fast learners
- problem solvers
- dedicated workers

He also noticed that there was a vast majority of fresh graduates who were unemployed because of job-skills mismatch and the overall lack of job opportunities in the country. He wanted to change the lives of both entrepreneurs stateside and the amazing Filipino people who only needed a chance to prove their worth in the world.

2. Long-term vs Short-term

Websites such as [upwork.com](https://www.upwork.com) and [fancyhands.com](https://www.fancyhands.com) hire virtual assistants on a contractual basis. You pay x amount of dollars for one project which will take x amount of hours for a virtual assistant to complete.

After that, it's either you post a new project for virtual assistants to apply for and the cycle continues. This leads to robotic and impersonal output that appears out of touch to your specific needs.

In [onlinejobs.ph](https://www.onlinejobs.ph), there is a belief in the value of providing a stable, long-term job opportunity for virtual assistants. This method has great implications for you as an entrepreneur and for your virtual assistant.

Work is done with a greater understanding of your business.

The advantage of hiring someone for the long-run is that you'll be getting work done with a more holistic approach as your virtual assistant knows the ins and outs of your business, what it stands for and to whom the content is specifically targeted for. You'll be able to save money by requiring less revisions as they know your vision.

Training Your Virtual Assistant

The beauty of having a virtual assistant is that you can start them off at a lower base salary as the inherent room for growth is apparent by providing training for them to “level up” and increase their workload in time. This allows you to see their progress and to evaluate the value they give you every step of the way. It also gives your virtual assistant a continued sense of accomplishment as they see a system for growth and promotion as compared to freelancers as they’ll need to have the specific skill set immediately in order to “snag” the project.

As such, they’ll demand more money but will only provide you with one-off value which will always be trumped in the long run by your dedicated virtual assistant.

Even if you’re putting a VA on the right projects, you cannot assume they know all the details and systematic approaches.

For example, specialists might understand what it means to update a client’s Content Library, why this is important, and how it fits into our processes.

But if Specialists and Managers are not explicit, VAs will make mistakes and do things like:

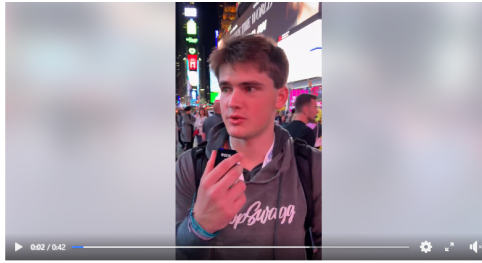
- Blindly copy and paste every single Facebook post into this document-- burning weeks of time for something we could do in 10 seconds or have automated (which we do).
- Insert irrelevant or negative content-- since they don’t understand the 3 components of authority, even if we explicitly direct them to training on it and to update the 3 columns to score authority.
- Bill 4 hours a day on an inactive project for months-- not wondering whether what they’re doing has any value, if anyone is using it, or anyone even knows about it.

Filipinos are some of the hardest, loyal, and caring people we have. Their culture is just different from ours.

You have to be explicit about these components and make sure they understand the business value of these tasks, allowing them to grow into tasks tangential in the chain (to go from collecting content, to editing content, to cross-posting content, to boosting, etc).

What makes a senior VA is part skill (to bridge from a single task to working the entire value chain), but the understanding to think from the standpoint of a client-- what drives business value and what is "common sense".

When They See The Bigger Picture, You Can Start To Eliminate Systematic Waste



[\(0:42\) Brennan Agranoff, Founder of HoopSwagg & PetPartyCo, talks about the power of hiring VAs](#)

Trust and Workload

Do you trust freelancers with your personal information? The simple answer is no. They'll only work for you one project at a time and the inherent risk of sharing your personal information is extremely high.

I'm not saying that you should trust your virtual assistant 100% but as time progresses and you develop that relationship that only time can nurture, trust will be easier to give. John even trusts one of his virtual assistants to [manage his paypal account!](#)

Along with that trust will be an increased workload. This is inevitable as they go higher through your leveling system. This will allow you to spend more time with family, your hobbies and really focus on working ON your business and not IN it.

Maximizing Value

At the end of the day, we understand the bottomline: maximize the value of every dollar you spend. Onlinejobs.ph accomplishes that for both you, the entrepreneur, and your future virtual assistant. For a fraction of what Indian, Pakistani and American specialists make (\$450 to \$1000+) every month; you'll be getting an individual who's grateful for the opportunity you've given them as well as having loyalty, honesty and an insatiable drive to succeed ingrained in their very existence. There are people like this in other nations but you'll come to find out soon that Filipinos will do their very best for you each and every time.

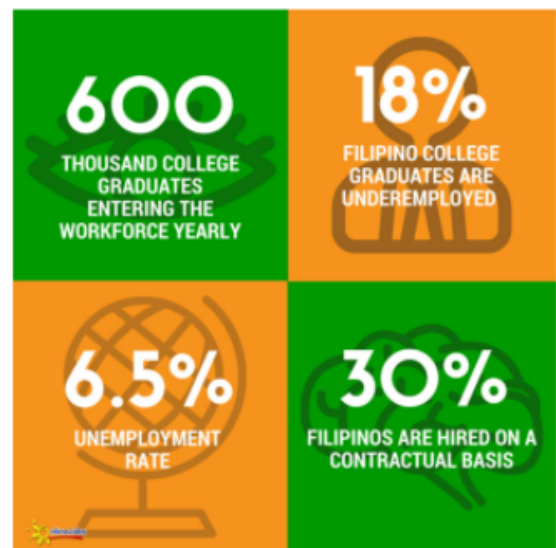
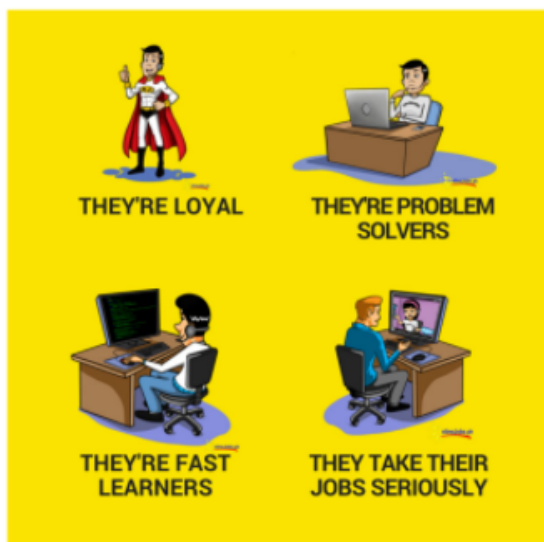
Related article: [My Outsourcing Method is Different than Yours](#)

You might think that you're low-balling them but, in truth, you're actually providing them with an above average salary as compared to their compatriots.

Furthermore, the concept of family is huge in the Philippines. The children take care of their parents when they become elderly, multiple family members live nearby each other. By providing them with an online job, you'll be allowing your virtual assistant more time to spend with their loved ones at home. You'll be allowing them more freedom to grow as people because they aren't chained to the usual transport problem in the Philippines which takes 2 to 4 hours of their days just to get to their 9 to 5 jobs.

WHY HIRE FILIPINO WORKERS?

WHY HIRE FILIPINO WORKERS?



Some Of The VAs Will Ask About Pay, So Here's What You Need To Know

Most VAs make \$500 a month in the Philippines. That's a decent living for a college-educated digital marketing specialist, low as it may seem compared to what we enjoy in the US. Awesome VAs make \$1,000+ a month-- yes, it's a monthly salary, as they don't really do hourly and prefer to be loyal employees. Onlinejobs.ph is THE dominant site for VAs and their top range of pay is at \$1k+ a month.

Our first VAs were at \$1,500 a month, which is why we've gotten so many responses to our postings-- over 400 applicants. But only the very best will get this pay.

Instead of declining other promising VAs that have the right attitude, but not the skill/experience, we can hire them at different grades between \$500 and \$1,000 a month, so at least they can start in our program and work their way up-- provided we have a joint understanding and expectation of this progression.

Care less about trying to get your VA cheaper and look more about their ability to get stuff done and be long-term players since low-quality people actually lose us money, instead of making us money-- and worst if they aren't long-term, it's a waste when they leave.

It doesn't mean though that if the talent costs more, doesn't mean they're better. Hire quality people and offer them the opportunity to earn their way up through the level system instead of rewarding them in advance just by accepting the work.

Of course, pay is DOE (dependent on experience) and performance over time, so it doesn't really matter what their starting pay is, since the good ones will keep advancing.

Not the same 9 leveling system as we have in the United States, since these are different economic conditions and different roles.

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