

Explore the possibilities for you and your business

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mj VA
& Associates

Seven Steps to Successful Partnerships with VAs

In order to effectively work with a VA it's important that you understand how that Client/VA relationship works and set good foundations to ensure your partnership with a VA will be a successful one. Here are Seven Steps to Successful Partnerships with VAs.

1. Communication

When communicating your needs to your Virtual Assistant, be concise and direct, especially when communicating by email. And it's essential to have these lines of communication open as much as possible - be available to your VA for any questions he/she may have at any given time. We recommend weekly strategic meetings to connect and address any new or existing work. Remember the relationship works best as a partnership.

2. Be Open

To have an effective virtual relationship, we recommend you be open to new ideas and suggestions your VA may have about the productivity of your business. A Virtual Assistant has many resources within the on-line community and has worked with many clients in similar situations, although not all his/her suggestions will be viable to you and your business, always be open to the possibilities.

3. Trust

As with all relationships trust plays a large factor in the success of a virtual relationship. Your VA will be involved in many areas of your business for instance if he/she is doing your bookkeeping, all your financial information will be viewed by your VA. You must be able to trust your VA with the most intimate of details and feel good about it.

4. Control

Giving up some control is not an easy task for most to do but by doing so it will allow you to free up your time to focus on other business related issues such as the attracting new clients, meeting the expectations of existing ones, etc. This does not mean that your VA is now solely running your business - it means you are allowing them to take care of the day-to-day administration of it. All those tasks that have in the past taken hours for you to do will now automatically be handled by your VA.

5. Patience

It's important to also remember that there may be a learning curve when you first begin working with a VA. They will need to learn, in a short amount of time, about your business that may have taken you years to establish. Patience, understanding and guidance in helping your VA understand the "in's and out's" of your business initially, will pay long term dividends in the end.

6. Ground Rules

When beginning any partnership it is important to establish ground rules to avoid any surprises later on. Most VA's will provide an initial agreement that is agreed upon by both parties before any work begins. Have a list of items, which are important to you for discussion with your VA. This list may include: timelines, confidentiality, resources, etc.

7. Partnership

Virtual Assistants are professionals in all that they do. They are more than just a secretary or personal assistant; they become a partner in running your business. Through mutual respect and appreciation your VA could become a significant factor in the success of your business.