



Virtual Assistants - Could be the answer for you!

There you are: the self-employed, home-based businessperson working hard and doing everything. It was fairly easy at the beginning: running the business, marketing, catching up with the books when it was necessary and all the other required tasks.

Now it's getting busier: more presentations, more sales, more administration, more phone calls, and more bookkeeping (to keep track of everything). How do you handle it alone, without burning out? You have one room, one desk and one computer; you don't have space to bring in extra help. Sometimes, it would be nice to talk to someone who knows your business to talk about plans and ideas – just to know that you are not alone.

With today's technology of e-mail, file and disk transfer, you can hire a Virtual Assistant (also known as a VA). What are Virtual Assistants and why are they having such a profound impact on the lives of small business owners? A VA is just the person (or team) that you need for support in your own business.

Virtual Assistants are home-based administrative professionals who perform a wide range of office functions for one or more clients without setting foot in the client's office.

Because VAs work as independent contractors, you will never need to provide workspace, benefits, training or deal with issues such as taxes or payroll. They may even be considered the perfect employee. The Virtual Assistant is never late; they do not require training or need an office. In fact, VA's operate right out of their home with their own equipment.

These virtual partners contract to businesses their skills in various fields such as bookkeeping, word processing, desktop publishing and web design, to name just a few. Services can be retained on a regular monthly basis or "as needed" for special projects or busy times of your business year. These administrative professionals will alleviate the mundane tasks for the professional to concentrate on more important tasks such as developing new clients.

Virtual assistants are the answer to the entrepreneur, small business and even large corporations which have experienced frustration with hiring and retaining staff, corporate downsizing or just spending too much time completing simple administrative duties.



Numerous Personal & Business Coaches, Consultants, Keynote Speakers have already discovered the benefits of using a Virtual Assistant.

Pamela Richarde, a Personal & Business Coach has been working with the same VA for over a year "Working with my VA as a virtual support system for my business, is wonderful. On a weekly basis, we connect by phone in a management meeting with our company execs. The communication is really dynamic and amazingly efficient, allowing us to set up systems and processes effortlessly. The amount of detail, systems integration, problem solving and overall support has made a huge difference in doing business with our customers. The fact that I am in California, USA, and my VA is in Ontario, Canada has had no effect on our ability to do good business together."

Where can you find the perfect VA for you? There are a wide variety of associations geared to assist you with your search. The International Virtual Assistants Association (www.ivaa.org) and The Canadian Virtual Assistant Network (www.canadianva.net) are two such organizations.

Do You Need a VA? Take the VA Quiz!

1. Do you find the administrative aspect of your business overwhelming?
2. Is a lot of your time spent replying to emails or voice messages?
3. Are your client billings always late and unmanaged?
4. Do you find you just don't have the time to follow up on prospective client leads?
5. Do you miss important dates?
6. Do you feel incapable of producing professional looking documents or marketing materials?
7. Do you have unfinished projects, that you just don't have the time to complete?
8. Are you lacking the necessary balance in your life to be successful in business?
9. Do you feel lonely in business?
10. Are you always wishing there was more of you to go around?

If you answered yes to any of these questions than a Virtual Assistant could be the answer for you!

About the Author:

Michelle Jamison, President of MJVA & Associates has been a Virtual Assistant for over 5 years. She is also the founding member of The Canadian Virtual Assistant Network. Her company is one of the leading providers of Virtual Assistant Services to coaches, small business owner and executives.

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