

Virtual Assistant Outsourcing

Fast Track Your Business Growth by Hiring a
First-Rate Virtual Assistant



Course Book

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Introduction

Virtual assistants work remotely and can take on a wide variety of tasks that you don't have the time to do yourself. Having a VA can take you from stressed out and struggling to calm and focused on growing your business. Recruiting a VA is often the hire that makes the biggest difference to solo entrepreneurs. But it doesn't happen by magic.

You need to pay close attention to the route you choose for hiring and onboarding a VA. There are a lot of people out there who call themselves virtual assistants, but it takes a disciplined process to find the one who's the right fit for you. You'll be working closely with them and delegating tasks to them that you've always done yourself. So you need to feel comfortable with them and trust that they are there to support you and your business.

In this course you'll prepare your business to take on a VA, follow a step-by-step recruiting process, find strategies to build solid systems, and create in-depth training so your chosen VA will be effective and productive as soon as possible.

Learning Objectives:

By the time you complete this course, you'll be able to:

- Get into an open and receptive mindset for a virtual assistant, so you can see the advantages for your business and be in the right frame of mind to proceed with recruitment
- Identify the tasks you can delegate to a virtual assistant and plan ahead for hiring, so you know exactly what you want them to do and when your business will benefit from the recruitment process
- Define the experience, qualifications, and personal qualities you need

in a VA, so you are clear about the person you're looking for and how they can best support you

- Plan how you will shortlist and assess potential candidates, so that you only move forward with those who are suitable and don't waste time on those who aren't
- Research sources of VAs and advertise for your ideal candidates, so your ad is in the right place to attract high-quality, motivated candidates
- Interview your VA candidates to ensure they have the experience and qualities you require and select the best fit
- Set up the systems and standards you want your VA to follow, so the work between you will run smoothly
- Design the onboarding and training activities for your new virtual assistant, so that they will feel welcomed from the start and learn the skills to become productive as quickly as possible
- Plan how you will delegate to your virtual assistant, so that they will be clear on what's expected and you'll be confident to hand tasks over
- Manage your VA effectively to ensure tasks get done as and when you want them
- Motivate your virtual assistant and develop their skills to build your relationship, so that your business will benefit in the long term
- Consolidate and implement your learning and plan future action steps, so you can achieve the goals you set for this course.

This course is broken down into 12 modules to take you step-by-step through hiring and onboarding your virtual assistant and delegating to them.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Expectations

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

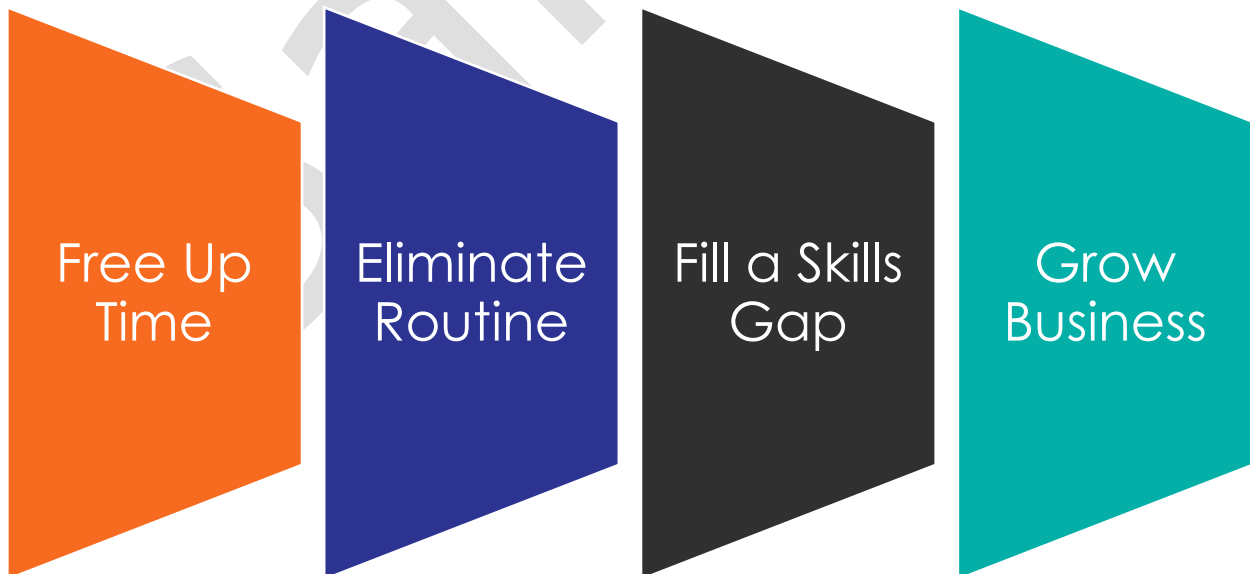
Now that you're clear about what you want this course to deliver, we can get started.

Module 1 – Get Ready for Your Virtual Assistant

It's a familiar story with entrepreneurs and small business owners: they spend so much time working, they don't have time to grow their business. Without growth your business will stagnate. This makes hiring a virtual assistant (or VA) a critical step to moving your business forward. But it isn't always easy to think about relinquishing parts of your precious business to someone else.

In this module you'll examine common concerns that stop people from recruiting a VA and challenge your mindset about outsourcing, so that you'll be in the right frame of mind to proceed with recruitment.

Why Use a Virtual Assistant?



Having a VA will free up your valuable time and eliminate the routine, daily tasks so you can focus on business growth activities like marketing, developing new products and services, and so on. By reallocating your time in this way, you can boost your business to another level.

But having a VA isn't just about saving time. Even though you've probably been doing pretty much everything in your business yourself up to this point, you can't excel in all tasks. There may be skill areas you simply don't have (and don't have time to acquire), so hiring a VA with those skills will fill an important gap.

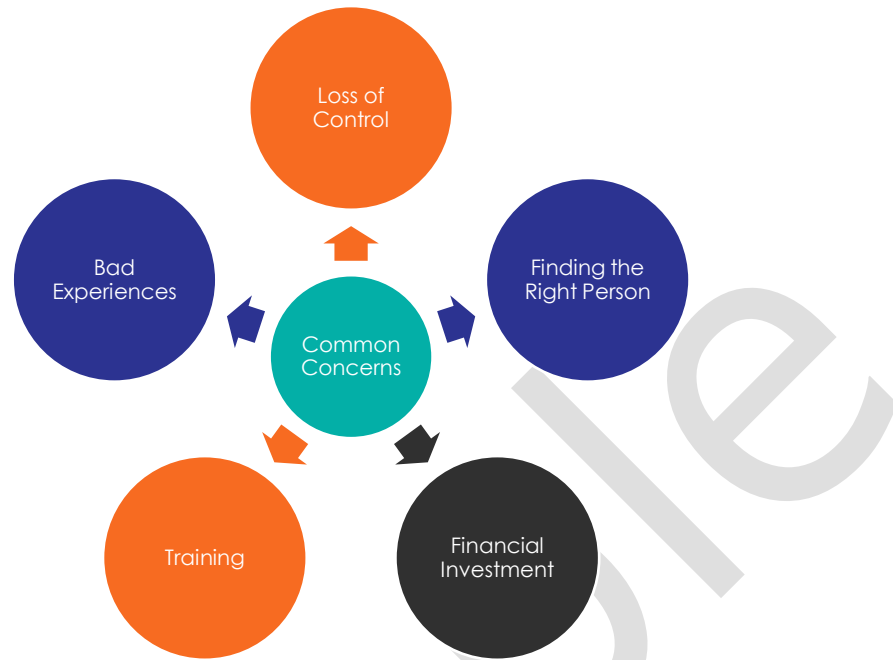
And because your VA will be working remotely, it doesn't matter where they live. This means you'll have access to talent around the world and can choose the complete range of skill sets you need from experienced, enthusiastic freelancers.

If you want to build a successful business, you will need to hire people. A virtual assistant is a great first employee for your company.

Are You Ready for a VA?

If you're overwhelmed by an endless to-do list of business tasks, then chances are you're struggling to get everything done. You're probably spending too much time on repetitive admin tasks and not enough on launching a new product or service. Or you're burning the midnight oil to get it all done, and facing exhaustion and potential burnout as a result.

The idea of having someone to take those routine tasks away may sound like heaven. But even so, some entrepreneurs don't go ahead with recruiting a VA. There are a number of reasons for this - some of them you may find familiar:



- **Fear of loss of control** – *It's my business*
 - This is a very common objection to hiring a virtual assistant. You've built your business yourself. You know it inside out. You don't want to let go of part of it to someone else. But having a VA doesn't mean you hand over the control of your business to them. They are there to work for you and help you develop your business, and you're still very much in charge of that.
- **Concern about finding the right person** – *No one will do it like I do*
 - You've done everything up to now. You've developed your ways of doing things that you're happy with. But maybe a VA with additional skills and experience could do the job too. They might even do it better than you.
- **Financial investment** – *I can't afford to pay someone to do something I do myself for free*
 - Hiring someone means paying them. Up to this point you haven't had to pay out money regularly to anyone else. But just because

ATTENTION:

This is only an excerpt from our full course [Virtual Assistant Outsourcing](#). The full, customizable course contains 12 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, tweets, and other resources.

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