



My Virtual Assistant

Your Right Hand
www.my-va.com



**Outsourcing
Your
Business
Administration
to a
Virtual Assistant**

T: 0844 357 1409
E: info@my-va.com
W: www.my-va.com



Practical

Professional

Proactive

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

What Is Outsourcing and Why Should You Do It?

Outsourcing is a term often used in business and it is gaining popularity on the Internet as millions of business owners discover that they do not have all the tools and skills necessary to handle each and every function necessary to the efficient running of their businesses.

Unlike having to recruit, interview, and take on an employee - and thus incur the tax and NI liability of a new employee, not to mention the additional costs incurred such as holiday pay, sick pay, maternity leave, etc - often savvy business owners turn to outside companies. Outsourcing services take on the tasks underlying a business leaving the owner more free time to pursue the front-end of his or her business.

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

Wikipedia states:

"Outsourcing" involves transferring or sharing management control and/or decision-making of a business function to an outside supplier, which involves a degree of two-way information exchange, coordination and trust between the outsourcer and its client."

Outsourcing, therefore, becomes an integrated part of your business. The importance is to determine what should be outsourced, why it should be outsourced, and who will provide your outsourcing services.

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

How To Make Outsourcing Work

To make any outsourcing relationship work effectively, the business owner must be able to step back and make an honest evaluation of his or her talents. We are not all created equal. We all have different strengths. One thing is certain; to ensure business success a business owner must cultivate the ability to delegate responsibility through the use of outsourcing. That's how a well-run, profit-pulling business accomplishes its goals.

Today's businesses - large and small - gain immense benefits by finding other companies outside their own arena who possess the know how to analyse, plan, and implement target objectives.

In the case of the smaller business owner finding an outsourcing service to handle tasks such as marketing, diary management, bookkeeping, and word processing is one such effective strategic move.

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

Choosing the Right Outsourcing Company

As a small business owner it is easy to become frozen in place trying to keep up with all the day-to-day tasks associated with running your business. You can't possibly be proficient in every skill required to effectively run your business so lot of time can be taken up with trying to perform even the "smallest" of tasks. Trying to learn how to do everything can literally take hours of your week away from you. Hours better spent on developing relationships with your prospects or clients, updating your web site content, creating new products, and just being there to respond to new enquiries. Unless you are willing to give up some control, the grind of trying to do everything in your business too often takes priority over the human approach to being there for your customers.

When looking for a company to outsource to, pick up a phone and call or send email enquiries to those that appear to have the skill set you require. Make sure your questions are addressed intelligently and at a level of understanding that you feel most comfortable with. Look for a company that is interested in what goals you are trying to achieve by outsourcing and how you like to

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

work. The conversation should be an effective two-way open communication and you should come away with a feeling of trust and confidence. By weeding out any company that is vague in their explanations of how they can achieve what you want them to do and you should easily find the best company to work with for your business needs.

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

In Summary

Don't try to do everything yourself. You may have many fine strong points, but running your business single-handedly should not be one of them. Learn when and delegating responsibility can actually make your business grow by leaps and bounds. Then find an outsourcing service you can work with - one with a complete understanding of your business and one that is proactive and willing to go the extra mile to make your business a success.

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

Is Outsourcing to a Virtual Assistant Right For Me?

The most common reason for hiring a virtual assistant is that there is too much work to be done on the day-to-day running of the business that is taking you away from things that you should be doing. The best way to evaluate whether or not your business could benefit from using a virtual assistant or not, is to take a look at what you are doing all day. Keep a record of everything you do during your working day, every day for a week, and see what it tells you. If you are spending time on administrative correspondence and not your vision, then a virtual assistant may be a good answer.

This is especially important if you have noticed that your business is beginning to grow or expand or you would like it to but you simply haven't got enough hours in the day to make it happen.

Another factor to consider with a virtual assistant is the resources that you will need. If you don't know how much work you will have, or if your workload is erratic, a virtual assistant is also better option because everything is more flexible. If you don't have much work, and you have nothing to delegate, you can usually cancel your

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

contract at fairly short notice and then unlike an employee you don't need to pay them.

By hiring a virtual assistant, you will be helping yourself with both time and money. The simple thing to do is to evaluate your situation. If you could use some help, but are not ready for the larger step of taking on an employee, or if your home is your office and you simply don't have the space for an assistant, hiring a virtual assistant is the best option. This will ensure that you will get the best professional administration support, while saving time and money in the long run.

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

Building a Top Notch Virtual Team

Outsourcing to an experienced professional makes perfect business sense. It's easy when you first start out to try and save every single penny by doing everything yourself. Then when the cash flow has improved, you might try outsourcing on the cheap, a project to a student, an everyday task to an admin service in India, a design task via an outsourcing bidding site such as Elance. Been there? Ever done it again? I thought not.

Trying to do everything yourself, or outsourcing to the cheapest option is false economy. In your business you need hire professional outsourcers who are experienced, skilled and proficient at the services they provide. Established businesses who thrive because they take a vested interest in producing high quality work for your business.

The point of outsourcing is not always to find someone to do the task better than you or even cheaper – it's to offload the majority of your daily required work so that you can focus on the core portion of your business where you add unique value. Think of it as the

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

80/20 rule. If 80% of the results come from 20% of the effort, then spend all your time on that high yielding 20% and outsource the rest.

So how do you go about building a top notch virtual team?

1. **Invest in your outsourcing education.** If you've never outsourced before, or you're not sure what you can offload to someone else, experiment. Invest a small amount of cash in outsourcing something small. If you don't have anything small, make something up. If it's admin, get someone to put all your business cards into a spreadsheet or database, if you're looking for design work, get someone to design a logo, if it's proof reading, send over a short document with deliberate minor mistakes. You get the idea. The point is to see what works for you, and to get used to letting go.
2. **Look for professionals.** Look for companies that have been around for a while and that have a proven track record. Is there a portfolio on their web site, are there genuine customer testimonials. Whilst start ups can be equally good, if the

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

business is established, they are outsourcing partner all over again.

- 3. Look for outstanding communicators.** The secret to a successful virtual relationship is excellent communication. If the company is in a different time zone, or takes days to respond to your messages, you may have problems. If you're outsourcing a test project, do they ask sensible questions for more clarity, or guess and get it wrong? Communication is key; make sure it's prompt and effective.
- 4. Be clear and concise in your delegation.** Something you will learn from outsourcing your test projects is how to delegate effectively. If you don't ask for exactly what you want, chances are you won't get it.

Good outsourcing companies will have a format for gathering this information, or will ask very specific questions in order to get all the detail they need. However, in the first instance be clear about the result you want to achieve giving as much detail as possible, any direction about how you want that to

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

be achieved and give your project budget or time allowed, and your deadline.

- 5. Manage your virtual team effectively.** Once you decided who you want to work with on a regular basis, make sure there is a system in place to effectively manage your team. Staying in regular contact with your virtual team is vital, especially because you'll rarely, if ever, see each other. It is important not only to be in contact when there's a new project to pass on, but on a regular basis to keep them up to date with what's going on in your business. This way they will be aware of up coming projects and your clearly defined goals for your business so that they can assist you more effectively.

Decide on which means of communication work best for you and arrange how often and when you will communicate.

- 6. Don't forget to show gratitude.** If you have found an outsourcing partner that is more interested in getting it right than just getting it done, you'll want to hang on to them. These people will foresee obstacles and devise solutions

<http://www.myvirtualassistant.ltd.uk>

Outsourcing Your Business Administration to a Virtual Assistant

<http://www.myvirtualassistant.ltd.uk>

before they even occur. When they do have challenges, they present them with potential solutions and a recommendation.

When they do go that extra mile, don't forget to thank them. It's up to if you want to send flowers, cash bonuses or bottles of champagne, etc. Often a sincere thank you is all the appreciation they need.

One thing to be aware of – outsourcing is addictive. There's something oddly satisfying about that lovely soothing feeling that comes when everything is just getting done, effectively and efficiently and without any effort from you.

FREE GIFT

“25 Things You Can Delegate Today”

Feeling swamped but don't know where to start?

This free report will give you an clear idea of what you can shift from your 'In' tray to ours right now.

Get your copy at: <http://www.myvirtualassistant.ltd.uk>

<http://www.myvirtualassistant.ltd.uk>