

What a Virtual Assistant Is and Is Not

Finding someone to help you in your business is not an easy task. Sure, you could use the help, but what kind of help exactly? Do you need a coach to help you in moving forward with your business goals? Is a business manager what you want, someone to advise you in your business and help you makes important decisions? Or, do you prefer to start with someone who can save you time by taking over those administrative tasks that just take you too long to do?

If you decide you want to delegate those administrative tasks to someone else so you can spend your time more effectively and efficiently on other business activities, then a Virtual Assistant is what you need.

The Virtual Assistant (VA) industry is growing rapidly in all parts of the world with each VA offering a variety of services and specializing in a number of areas. But, many people do not know what a Virtual Assistant really is or how one would fit into a private business?

A Virtual Assistant is defined as an independent contractor who offers administrative support via his/her own home office. Having a Virtual Assistant join your team can provide many benefits while eliminating the need to hire an employee. For example, VA's have their own equipment, software, and space, all of which you would not have to supply.

Because Virtual Assistants offer such a wide range of expertise and skills, they are often able to assist in numerous roles. However, it is important to understand what a Virtual Assistant really IS, and what a Virtual Assistant IS NOT.

A Virtual Assistant is someone who:

- is an independent business owner
- assists you with various administrative task
- can help you boost your profits
- offers expertise in areas that are not the focus of your business
- provides feedback/becomes a sounding board as your relationship grows
- Genuinely interested in the success of your business
- is someone you communicate with regularly and share your business strategy and goals with so they can provide you with the support you need

A Virtual Assistant is NOT

- a business coach
- a business manager
- a decision maker
- an expert in every ara that you may require assistance in
- a person responsible for establishing business goals and strategies for your

business

Some Virtual Assistants offer expertise in web design while others know more about bookkeeping/accounting, and still others are more involved with e-commerce and internet marketing. There are even some virtual Assistants who simply provide traditional administrative support such as word processing, scheduling appointments, and making travel arrangements. What you can expect is that, if your VA does not have the answer, he/she can research, connect with other VA's, and provide you with as much information as possible.

Most VA's have a genuine interest in helping their clients succeed and in building a successful relationship with their clients. As the relationship with your VA strengthens, you may find yourself wondering how you ever ran your business without him/her.

Take the time to share your business goals and strategies with your VA, and over time, it will be obvious how valuable your VA is as part of your business team.

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