



Hiring a Virtual Assistant

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When do you know it is the right time to hire a VA?

There are usually 3 tell-tale signs.

1. You are bursting at the seams, spending the majority of your time on busy work.
2. You don't have enough time to focus on your "zone of genius" - what you're REALLY good at.
3. You are wasting your time trying to figure out how to do a certain task either because you just don't know how to do it or you are not an expert at it so it's taking too much time.

What types of tasks do you do for your clients? What is typical?

Social Media Scheduling
Creating PDF worksheets
Editing videos (live or recorded)
Transcribing videos into blog posts

Formatting emails
Copy Editing
Copy Writing
Client communication

Instagram Engagement
Market research
Direct Messaging
Graphic creation

Facebook Engagement
Re-purposing content
Website management
Administrative tasks

What do VA's cost?

US based Virtual Assistants can range in price from \$15-\$75 depending upon their level of expertise. A VA who performs a wide variety of administrative tasks usually runs between \$15-\$40, while highly specialized VA's (extensive experience in a particular task - video editing, Pinterest, YouTube etc.) are priced higher. In this business, you get what you pay for so likely the VA's priced at \$15 are just starting out and have very little experience. There are ways to determine this by asking for work portfolio's and referrals.

How many hours should I be using a VA for?

A good VA should be able to work fast and efficient. Starting with 5-10 hours a month is a good place to start. Make sure you are asking for a time sheet so you understand how long your VA is taking for each task. This helps you better budget and plan out your workflow.

What credentials and/or skill set should I be looking for when choosing a VA?

This really is determined by the tasks you are needing the VA to complete for you. A good place to start is to ask him or her the following questions during your interview process:

1. How many clients do you currently have?
2. Do you have any references I can reach out to? You must contact each reference they provide!
3. How long would it take you to xyz (insert a task you will need them to do often for you)?
4. What app or tool is currently your favorite? You want to make sure they are using the best tools to manage your work. It's a good sign if they share apps or tools with you that you don't already know. You want your VA to be skilled in efficiency and educated on the best systems to use. Plus, it's always a bonus if your VA can teach you something new!
5. What type of tasks do you excel at?
6. What type of tasks do you love to do? You want to know this because if he/she loves it, they'll be great at it.



What is the difference in hiring a VA from the US vs. overseas?

An overseas VA can range in price from \$3-\$15. While it's very appealing at that price, there is often a language barrier, a significant time difference and a strong learning curve. You can find these VA's at [upwork.com](https://www.upwork.com) but proceed with caution. Sometimes the effort it takes to research and train your VA outweighs the benefit of hiring a VA.

Where do I find a Virtual Assistant?

In our opinion, the best place to find a Virtual Assistant is through referral. If you are a part of a Facebook group of entrepreneurs, ask in the group. You can also ask on your personal Facebook page - you may already have a friend who is a VA or knows someone who is. You can always check out [upwork.com](https://www.upwork.com) as well but make sure to get at least 3 references and reach out to each one.

What should I ask the VA's references when I contact them?

When you reach out to a reference you want to ask as many questions as you can to get a feel for what it will be like working with this individual. Here are some good questions to get started:

1. How long have you worked with this person?
2. What types of tasks did this person perform for you and were you satisfied with the quality of work?
3. What is this person's greatest quality or skill?
4. What type of work should I *not* assign to this person?
5. Does this person complete the tasks in the time it was estimated and to your expectations?
6. How did this individual exceed your expectations?
7. Would you recommend this person?

What should I do in preparation of hiring a Virtual Assistant?

It's imperative you are organized before you get started. To set your VA up for success, you will need to provide him or her the following:

1. A copy of your Brand Rules - colors, fonts, language, writing style, logo you use for your brand.
2. A list of your passwords for all of your programs - either create a shareable Google Doc or utilize Last Pass. Last pass allows you to share your credentials without actually sharing your unique passwords.
3. Stock Photos - if you will be having your VA to create social media posts/graphics he/she will need a pool of stock photos, selfies and graphics to draw from. Share these images with her via Google Docs or Dropbox.

You also will need to have your list of tasks prepared for them. Asana or Base Camp are great project management tools you can utilize to organize and assign tasks to your VA. It would be wise to create your list ahead of time and then ask your VA which project management tool he/she prefers.

For more information please join Ragan's Idea Group for women in Network Marketing:

Passion PushHer Facebook Group