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## What Are the Benefits of Hiring a Virtual Assistant?

**Personal Touch Concierge Service® is a multi-VA company. We have 5 divisions: Administrative; Social Media Marketing and Management; Website Design and Maintenance; SEO Performance Management; and Bookkeeping Services. Please visit our website for a full description of all services we provide – and as always, please feel free to contact us!**

Now that the holidays are behind us and so is the first month of the new year, have you kept your New Year's resolutions for your business?

When you were planning 2019, you were filled with new dreams, new goals, and a renewed spirit for taking your business to the next level. You wrote down goals you wanted to accomplish this coming year. Did one of those goals include delegating more tasks to someone else? What have you done about that so far?

"The secret of getting ahead is getting started."  
Agatha Christie

If one of your goals was to delegate more, you are on the right track. You need to work ON your business, not IN it!

What are some things you can delegate?

Are you bogged down with bookkeeping, completing your 2018 taxes, and the everyday daily tasks that need to be completed just to maintain status quo? And do you really just want to maintain the status quo, or are you ready to work on improving your work/life balance?

Many entrepreneurs find that their well-intended goals made at the new year have fallen to the side by the time January is over. Refocusing is fine, but are you buried under tons of post-it notes and to-do lists? I know your intentions were genuine, but the truth is it's pretty impossible to do everything

yourself. You are an expert in your field – but no one is an expert in every field.

If you've wondered how you could clone yourself, it's time to take steps to reorganize how your business is being run and bring on a team of professionals who can be there when you need them, to do what you need.

It's simple... hire a Virtual Assistant (VA) team!

Many small business owners in today's landscape have discovered how they can leverage their time by hiring virtual assistants. The best way to go about that is to hire a multi-VA company that can oversee and manage every task.

Here are some benefits to partnering with a VA:

**Saves you time and money**  
Virtual Assistants are not employees; they pay their own benefits, taxes, and insurance. You can hire them for a one-off project, a monthly time block, or long term. And you are only paying them for work actually done. VAs are highly trained in their field, so training costs are generally only needed for specific programs that you use, for example.

**Reduces your workload**  
Many business owners take twice as long to do daily routine tasks because they are working outside of their expertise. Virtual assistants are experts in their field – they specialize in handling routine core business tasks such as:

- Administrative tasks
- Social media
- SEO (Search Engine Optimization)

- Website creation and maintenance
- Content creation
- Copywriting
- Travel services
- Bookkeeping
- Creating work flows and processes for duplicatable tasks.

Working with a multi-VA team like Personal Touch Concierge Service® can help you duplicate yourself even more and tap into a large network of virtual assistants who are specialists in their area of expertise.

**Takes many tasks off your plate**

**Administrative tasks** such as answering emails and phone calls with your clients can take a significant amount of your time. VAs can manage your overextended calendar, create and edit documents and spreadsheets, create PowerPoints, arrange meetings and travel, maintain databases – anything your executive assistant would do for you

as if he/she were sitting in the office next to you.

**Social media** Who has time to properly maintain all the platforms you should be on? A social media VA does. He/she works with you or independently with input from you to schedule posts at optimum times for your demographic, curating content, managing comments and likes, engaging with your audience, reviewing analytics—and his/her job is to keep up on the ever-changing platforms.

**Update content on your website**

– or create your website. You certainly shouldn't be taking your valuable time to handle content updates on your site—especially if you have a shop on your site. Processing orders, maintaining subscriptions, and providing customer service should not be on your to-do list!

**Develop and write blogs.**

Don't feel so overwhelmed about the thought of writing a blog that you never start. Think of a topic and a few bullet points you want in your blog, and a VA writer will take it from there. You can edit it once it's done to make it in your own voice,

or spend 5 minutes on the phone with the writer. Or even create a short video or audio to put your thoughts into a recording. Whatever is easiest for you is the best way to do it.

**Work with a team**

Take the first step. Set up a meeting with a VA to discuss your needs. Not sure? Take a week and make a list of everything you do in your business. Then at the end of the week, review that list and cross off everything YOU have to do. Everything else can be delegated.

When you work with a multi-VA team such as Personal Touch Concierge Service®, the benefits of having your own team of professionals that would be YOUR staff, with a team lead to manage all tasks and projects, will allow you to take your business to the next level – whatever that looks like for you.



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