

Is your business growing virtually?



When you run your own business, every penny counts. Gone are the corporate days when you could run off a thousand brochures and send them out with first class post without batting an eye. And every penny certainly counts if you start to think about building a team and hiring people to support you in what you do.

Five years or so ago, the only way to get administrative support and help to manage your office was to hire someone, either on a contract or take them on to payroll. And taking someone on to payroll is indeed a BIG commitment.

It's not just the monthly commitment of a fixed salary being paid. It's also the red tape that goes along with it all. Maternity leave, sick pay, insurance costs and so the list goes on. The legalities that keep employees safe can just be too much for a self-employed person to take on.

But does that mean you have to struggle on and do your own admin, manage your emails, arrange workshop bookings and confirm client orders all by yourself?

Absolutely not!

Welcome to the world of Virtual Assistants. Now, just in case you are unsure what a VA (Virtual Assistant) is, they are, first of all, real people (yes, I did have someone ask me if Alexia, who is my VA for the CanDoCanBe networking, was a real person and not some clever virtual admin tool I had found on the web!!).

VA's are people who assist you in your business virtually from their own offices and homes. The VA profession has been around in the US and Australia for many years but has exploded here in the UK over the past couple of years.

So what can a VA do for your business?

This is the great bit! A VA is not just a PA who will manage your email (although there are plenty of VAs who can do just that for you). A VA is much more than an admin assistant who sorts out a few invoices for you.

You see, a VA is not a cost centre. A **VA has potential for being a profit-generating part of your business** if you consider him or her to be.

Delegate the right tasks and business functions and a VA could be a mini-you massively increasing your ability to be in more places, do more things and make more income.

Let me give some examples:

1. Your email newsletter - you write the content, your VA formats & sends it
2. Your website - you write the content, your VA updates the pages
3. Your articles - you write the content, your VA submits them to article submission sites and printed magazines
4. Your blog - you write the content, your VA publishes it

And the really great bit is that your VA can do all four of the above examples, with you only having to write the "content." One article can become your newsletter, a new website page, a new blog article and numerous press releases.

So, do you see how a VA could be more than an admin assistant, but also someone who could help increase your marketing opportunities and be a profit-generating part of your business?

If you are interested in finding out more about VAs and where to find one, then I can recommend the resources below:

www.UKAVA.co.uk

www.VACT.co.uk

www.AssistU.com