

How to Take Your Business to the Next Level

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When you started your business, you choose the type of business because you love it. If you're a coach, you may have started your business because you love helping people realize their potential. If you're a realtor, you may have started your business because you love seeing the excitement on someone's face when they see the perfect house. No matter what the reason was, it was because you loved something about the business and how it made you feel.

When you were in the planning process and the opening of your business, there was a sense of excitement about everything you did. The first time you held your business cards and looked at your name, you couldn't contain yourself. When the first payment came in, you couldn't wait to deposit it and record it in the books. Writing your first proposal or at your first interview, your palms were sweaty.

Do you ever wonder what happened to those feelings? Has your business become routine? Is it moving forward or is it the same thing day in and day out? Have you sat down and thought about what is diminishing the excitement in your business? Is it the bookkeeping that seems to take up one whole day to maintain, or sending out the thank you notes, or ordering supplies? Do you get excited when you have to sit down to your desk and take care of the administrative tasks, or do you dread it?

When opening a business, many don't realize all the mundane tasks that go along with their beloved work. Running your own business is different from working for someone else, just doing the tasks you were hired to complete. When working for someone else, the business portion is done for you. When running your own business, you have to do it all! This may be holding you up for growing your business further. Let's analyze how doing the administrative end of your business is holding you up.

For scenario purposes you are spending 10 hours/week on administrative tasks (bookkeeping, marketing, follow-up, etc.). You charge an hourly rate of \$100/hour when you are working with clients. So, if you are losing 10 hours/week on administrative tasks you are losing \$1000/week. That is \$4000/month you are losing doing administrative tasks.

What if you could hire someone for \$40/hour to do your administrative tasks so that you could spend the time doing what you love? What would be the gain for you? It would cost you \$400/week to have someone else complete the work. This subtracted from the \$1000/week you would be freed up to earn, would leave you with an extra \$600/week or \$2400/month! Wow, that is a great increase for doing only what you love!

Are you worried you don't have the space to hire someone to come in and work? Or you don't always have enough work for 10 hours/week for someone? What about the cost of a computer and supplies for the person coming in? With these barriers and others you can think of, is it really worth it to hire an assistant?



What if I told you there is a whole world of assistants out there that can help you overcome these barriers? Assistants who have their own computers, supplies, and even office space. Assistants that are willing to work only when you need them, and don't require you to commit to "x" amount of hours/day. These assistants have labeled themselves virtual assistants, and are taking the world by storm. You can literally find assistants that are stationed in America, Australia, Europe, and more. The great thing is a virtual assistant doesn't have to live in your town, state, or even country for you to work with them. I won't spend the time in this report sharing how they can do it all, while living in other parts of the country and even world, as I promised to share with you how to take your business to the next level.

Do you consider making an extra \$2600/month (as mentioned in the scenario above) taking your business to the next level? Or even the fact that you could start devoting more of your time to doing what you really love, rather than doing the things you hate, as a step up to the next level? By hiring a virtual assistant you can start taking these steps in the direction to loving your business again! Here are some ideas on how you can use a virtual assistant to free up your time:

1. Want to promote your business via teleseminar, but you don't have a clue how to go about this, or the time to set it up? Your Virtual Assistant can walk you through the whole process, and support you in getting everything together.
2. Send your virtual assistant your list of appointments for the week, and they can call to confirm the appointments for you.
3. You need a new computer, but don't have the time research computer prices and what computer would best fit your needs, so you have your virtual assistant put together a report with their recommendations.
4. You "try" to send a thank you note after your first appointment with a new client (or after a sale), but find it takes you 3 weeks to get your notes out. You can now send the information to your virtual assistant, let her know who you need it sent to, and she can get it out, sometimes the same day!
5. You normally rely on your spell checker to check your less than perfect grammar in a business letter and hope for the best. Send an outline to your virtual assistant, she can type it up and proof it.
6. You go to weekly networking events and collect business cards, but don't have time to put them into your contacts system to follow-up. You can send them to your virtual assistant weekly or monthly to enter into your contacts. She can even send a follow-up email for you!
7. You designed your marketing materials years ago. They could use some sprucing up or even a complete redesign. Your virtual assistant can redesign them, format them for the printers, and send them to the printers.
8. Haven't enjoyed a vacation since you started your business because you need to check and respond to your emails? Have your emails forwarded to your virtual assistant. She can check them and respond, contacting you only if necessary.



9. Have you been sending out a newsletter that “sometimes” makes it out? Have our virtual assistant find or write the content, put it together, and send it out.
10. Tired of balancing your checkbook? Send your virtual assistant your receipts and they can enter them into your accounting software, balance your checkbook, and even invoice your clients.
11. Need to go on a business trip? Give your virtual assistant the details, and she can arrange your flight, hotel, car rental, and set up all needed appointments while there. (She can even make dinner reservations for you at your favorite restaurant so you can enjoy your trip. Why not even use your virtual assistant to plan your vacation?)

These are only a few of the things a virtual assistant can do for you to start freeing up your time so you can focus on taking your business to the next level. Imagine handing these simple tasks to a trusted assistant, and not having to give them another thought, except to see them on a completed list. You might even find the time to leave work early to spend some time with your family!

If you want to learn more about how to work with a virtual assistant and if a virtual assistant would help you, contact us for a FREE no obligation consultation. You can send us an email at info@professionaladminteam.com or call us direct at 303.766.3051. Learn more about our Unique Approach to supporting clients at www.professionaladminteam.com.

Patty Benton runs a training program for new entrepreneurs interested in venturing into the virtual assistance industry that is affordable to all, and she has also written an e-book that takes virtual assistants through the process of setting up their business. Additionally, Patty is the owner of JERPAT Virtual Assistants and JERPAT Web Designs which providing affordable tele-seminar, administrative, and web design support to coaches and soloprenuers. She has also partnered to establish the ministry Acknowledging Christ Together at Work. Learn more at www.professionaladminteam.com.