FreeUp:

How to Hire a Virtual Assistant
&
Free Up your Time

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Who Are We?

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What is FreeUp?

What is FreeUp?

Top 1% of Freelancers in the World

- Pre-vetted freelancers
- Thorough interview process
- Hand picked for each job ticket

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Free Strategy Consultations:

FreeUp.net/Go

What is a Virtual Assistant?

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What is a VA?

Virtual Assistants:

- They help you to manage daily tasks so you can focus on growing the your business.
- They are independent contractors which is a scalable way to grow your business (you don't have to hire a full time employee).
- They have past experience working in an office, but now do the tasks from home.

When Should You Hire a Virtual Assistant?

If you are spending more time on daily tasks vs. growing your business it is time to hire a virtual assistant

When to Hire a VA

- If you are spending more than 25% of your time on daily tasks such as
    - Support
    - Data Entry/Book Keeping
    - Sales
    - Audits

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What Tasks Should you Start With?

Best Tasks for a VA:

- Data Entry
- Support
- LiveChat
- Phone Calls
- Schedule Management
- Filtering Emails/Managing Spam
- Travel Arrangement and Planning
- Database building/Updating CRM
- File Storage/Organization

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Which Tasks to Start With?

- What tasks do you already have S.O.Ps built out for?
- Which tasks are the most repetitive AND take the most amount of time?
  - There is not a lot of variation from task to task
- What will make you and your business the most money?
  - Be sure to hire for value
  - Hand over tasks to VA's that will have the biggest impact on your sales and business

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What to Include on a FreeUp Job Ticket

Submitting a Job Ticket:

Pricing:

- Try to not have more than a $5/hour difference or range
    - Example: $10 - $15 an hour
- Anything that requires communication (emails + phones) should be $7/$8+
- US/European and AU VAs: $15 and higher

Location:

- Be open to both US and International VA's
- This will get you more options

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Submitting a Job Ticket:

Description:

- Description shouldn't be too long OR too short
    - One or Two paragraphs with bulleted points is great!
- Include specific task responsibilities as well any systems/platforms that will be used.
- Include required skills/traits and experienced
- Include some information on your company as well!

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The Interview:

Interviewing a VA:

Questions to Ask:

- What past experience do you have with this task?
- How many past + current clients do you have?
- Describe the types of clients you typically work with.
- What would you do if you missed a deadline or couldn't work?
- What are your preferred communication channels and frequency?
- What is your preferred schedule?

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Interviewing a VA:

Preparation

- Go in with expectations for KPIs
    - How many hours a week are they allowed to bill you?
    - How much work should they be getting done every hour?
- What tools will they be using for the task?
- What specific schedule do you need them to work?
- What are the traits of past successful people in this role?

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Best Traits of Virtual Assistants

The Three C's of VA's

1. Communication
2. Consistency
3. Capability

Best Traits of a VA:

Communication:

- How quickly will they respond?
- What will they do if something goes wrong?
- Will they consistently report the work they have done?

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Best Traits of a VA

Consistency:

- Will you have to micro-manage them to make sure work is done?
- Will they consistently do a good job with their tasks?

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Best Traits of a VA

Capability:

- Are they able to do the task without extensive training and oversight?
- Do they have previous experience with the task?
- Do they have any certifications for the specific task?

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Creating an Awesome S.O.P

Standard Operating Procedures

Expectations

- What are the KPIs for this project?

    - How much should be completed per hour worked

- How often should the freelancer send a "Report"?

    - Daily

    - Weekly

- What should the report include?

    - Hours Worked

    - How much was completed in this time period

    - Any roadblocks they ran into

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Standard Operating Procedures

Instructions

- A step by step guideline of how to complete the task
    - Include full screenshots of where things are located
    - Open the image and highlight/outline where specific things are located
- A screenshare video of you doing the task
    - Example: Loom.com
- Frequently Asked Questions

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Standard Operating Procedures

Additional Resources

- Links to any additional resources they may need so everything is located in one place.

    - Canned responses

    - Specific webpages they'll need access to

    - Any login information they need/applications to use

- Points of contact for the company/project

    - If you're offline and they need help, they need to know who to reach out to in order to keep working.

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Onboarding Your V.A.

Onboarding Your VA

Login Information:

- Make sure you have logins and access set up to all programs BEFORE you start onboarding them
    - This will save you lots of time

SOPs:

- Provide them with all of the SOPs so they can follow along as you walk them through tasks

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Onboarding Your VA

Test Tasks

- Have the VA do multiple "tests" that you check over to make sure the quality is high
    - You may need to update an SOP
    - This will save time in the long run
- Heavily Audit the first week of tasks and be there to support them

Timing:

- Expect for the freelancer to go a bit slower when they are learning a new task. Set expectations for when they should be moving at full speed.

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Strategic Management and Follow Up

How to Manage a Virtual Assistant

Reports

-   Have your VA send you a daily or weekly report
    -   How many hours they work
    -   How many emails they answered
    -   Any issue they ran into + anything they need to help

Check-ins

-   Check in with your VA weekly, if not daily
    -   Do they have the resources they need?
    -   Build relationships based on trust

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Questions?

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