



## 7 misconceptions about working with a Virtual Assistant

Many people nowadays have heard of a Virtual Assistant. If you have, it's likely that you already have some idea of what it would be like to work with one - hard to manage, complicated, expensive and time consuming, right? Wrong! There are many misconceptions about working with a Virtual Assistant and here I'll try and dispel some of them and let you know what it's really like.

### 1. A Virtual Assistant is expensive

Virtual Assistants charge by the hour and actually offer a personalised service at the fraction of the cost of taking on an employee. When you choose a VA, there's no holiday pay, sick leave, PAYE or national insurance to pay, and the flexibility to pay only for the time you use makes it very good value. If you charge more per hour than your Virtual Assistant, you make money by simply passing either routine or niche tasks on to them instead of doing them yourself.

### 2. It's time consuming to manage

It always takes a couple of weeks to settle into a way of working with a new colleague and it's no different working with a Virtual Assistant. Once systems and processes are in place it shouldn't drain you of time, but relieve you of tasks that you shouldn't be doing and free you up to do other things. In no time at all you'll be wondering how you managed without one!

### 3. It's best to have an assistant in the office

Just because a Virtual Assistant doesn't sit next to you in an office doesn't mean they are any less productive. In fact with little to distract them they are super efficient. It's true that they won't be able to make you a coffee, but that's probably the only thing they won't be able to do. A Virtual Assistant working from home can strike a good work-life balance leading to a great enthusiasm for work and loyalty to clients. They're used to working remotely and will walk you through the practicalities of using a Virtual Assistant.

#### **4. They only do basic administration**

A Virtual Assistant can offer lots more than basic admin. Services offered might include project management, bookkeeping, marketing, social media, website support, event planning, proofreading, online banking and much, much more. That's not to say that Virtual Assistants can do everything, but they will certainly have a good network or use Associates who can offer other services such as creative or branding work. Virtual Assistants are serious professionals often with years of experience under their belt. A Virtual Assistant will be an ambassador for your business, take time to understand your objectives and add real value.

#### **5. Communication is hard with a Virtual Assistant**

A good VA will discuss upfront how often and how you like to communicate - be that in person, by email, phone, Skype or WhatsApp. It's best to have a discussion from the outset about deadlines so there are no surprises and communication can be greatly improved with a good onboarding process.

#### **6. You need to know what tasks you want help with**

If you know you want help, but aren't sure how a Virtual Assistant could assist, you may need some guidance on identifying which tasks to outsource. A good Virtual Assistant will coach you through the process and help identify the stuff you shouldn't be doing. You don't have to come prepared with a list. They'll discuss the challenges you face and the level of support you require to make more of your day and suggest tasks they can take off your hands and ways they can help you become more productive.

#### **7. You can't trust time-tracking**

How do you know the Virtual Assistant you've just hired isn't doing the bare minimum or taking forever to do a task so they can eek out more time to charge? This is an understandable concern but a good VA should be able to give you an exact breakdown of how they've spent their time, so you can see exactly how long tasks are taking. Virtual Assistants are professional business owners and wouldn't want to destroy their business by being dishonest.

If any of these misconceptions are still bothering you I'd be happy to have a chat. Hit the button to [book a chat](#) or email me at [rona.campbell@cloudberryservices.com](mailto:rona.campbell@cloudberryservices.com).

