



VA VERSUS VBM

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What a VBM does ...

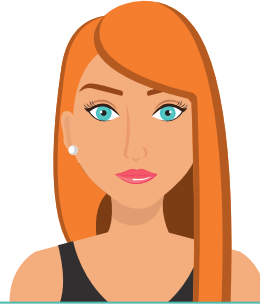
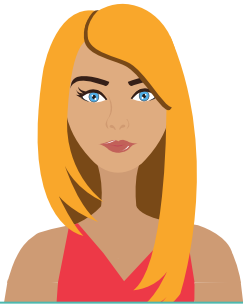
The VBM is a project manager and business integrator who works with the client at a strategic level, and manages the company's day-to-day operations, teams and projects.

What a VA does ...

The VA operates primarily in a task-doing mode working directly with the client if there is no VBM in place. If the client has a VBM it is likely that the VBM will manage the VA along with the other members of the client's team.

There are some fundamental differences

between the virtual assistant and virtual business manager roles:



Virtual Assistant

- Assistant
- Reactive
- Task Orientated
- Requires Direction
- Responsible for Own Work
- Indirectly Involved in Business Growth
- Less Work for More Clients
- Lower Price Point

Virtual Business Manager

- Manager
- Proactive
- Project & Operations Orientated
- Decision Maker
- Responsible for Self & Others
- Directly Involved in Business Growth
- More Work for Less Clients
- Higher Price Point

8 working examples of differences:

1. A VA will manage certain tasks within their client's business, to allow valuable time for them to work on more lucrative aspects of their business, or take time out to develop and grow their business. A VBM will actually be involved in this process with their clients, helping them research, discover and manage the different aspects, so they actively grow their business.
2. A VA will receive specific instructions on what tasks need to be accomplished and when. A VBM will work with their clients on a schedule to assign tasks to a VA, Web designer, developer, affiliates, or other support partners.
3. A VA will create a newsletter template or content and send it out to the email list. A VBM will work with their client to create a sales funnel strategy to launch or sell a product or service.
4. A VA will manage enquiries and basic requests. A VBM will build relationships with their client's existing customers and communicate with them at a deeper level.
5. A VA will create an opt-in form for your email list and manage that list. A VBM will manage the analytics of the opt-in to measure results and create a strategy working forward.
6. A VA will produce and send out invoices and possibly track payments etc. A VBM will invoice clients, pay affiliates, pay contractors and create and manage other systems within their client's business.
7. A VA will typically work with 5-10 clients a month, implementing the various tasks assigned to them. A VBM will typically work with 2-3 clients a month, as the focus is much deeper with more attention required to work that closely with client's businesses.
8. A VA is a member of their client's team. A VBM is more like an associate partner, managing certain operations of their client's business, managing team players, and aiding in cost-control.

5 signs you're already providing a VBM service for your clients

1. You create your own list of tasks because you see the big picture and have the trust of your client to get things done as needed.
2. You're proactive in how you communicate with your client, becoming a filter for their ideas and initiatives to keep them focused on what's important to meet their short term goals.
3. You manage your client's team, whether that be internal staff or external contractors.
4. Budgets are something you're very hands on with, crunching the numbers for your client to make sure the business's revenue goals are on track.
5. You've become a trusted partner in your client's business, a sounding board and often strategic partner creating plans in order to achieve goals.



8 key characteristics of a VBM

1. You create organisation out of chaos
2. Strategic business growth excites you
3. When an idea is shared with you, you naturally start thinking about how to execute it
4. You enjoy using systems and procedures to get things done in the most efficient and consistent way
5. Delegation, communication and leadership is second nature
6. You're tech savvy with online tools and software
7. You turn ideas and concepts into practical actions and plans
8. Rather than a yes-man, you know how to 'manage' clients to keep them happy while focused and meeting expectations (theirs and yours!)

your turn ...

Here are some quick questions to help you decide if a VBM is looking like a good fit for you so far:

1 On page 2, which of the roles do you relate the most to?

2 On page 4, how many of the 5 signs did you tick?

3 On page 5, do you have at least 6 of the 8 characteristics listed?

What are you doing now for your clients, virtual assistance or virtual business management? Note, at this stage it's quite possible you're doing both and there's an opportunity to either transition your clients to VBM services, or set some boundaries around VA services.
