

TASKS **YOU CAN DELEGATE TO A** **VIRTUAL ASSISTANT** today



Outsource those tasks you can't do,
don't do and shouldn't do!

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HOW WE CAN HELP

you

A virtual assistant is a scalable resource to make sure you spend more time in your zone of genius ... doing those tasks only you can do. That you love doing.

It can feel overwhelming as you start to make that shift. What exactly can a VA shift from your to-dos, to ours? To help you *we've captured the most popular tasks* to help you see what's possible.

Note down tasks on the following pages that you identify as either not being done in your business (and should be) or being done by you (and shouldn't be).

Then, if you're keen to learn more about how we can help you simply [click here to schedule a 15-minute call](#) with me.

Before you know it you'll be working on the tasks you love doing, that only you can do, and that ultimately will increase your profitability, grow your business ... and give you your life back! That's *our goal*, to help you achieve all of this.

Justine Parsons

Founder

Your Virtual Assistant

DELEGATE YOUR

admin

In today's fast-paced and competitive business environment, time and efficiency are key factors that can make or break your company's success. One effective way to optimise your business operations is to outsource administrative tasks to experts in their respective fields. By doing so, you can free up valuable time and resources, allowing you to focus on the core activities that drive revenue and growth.

Here's some of the admin tasks we can help you with:

- *Email management:* responding to messages, forwarding important messages to you, and archiving unimportant ones.
- *Calendar management:* manage your calendar by scheduling appointments, setting reminders, and keeping track of important dates and deadlines.
- *Data entry:* help with data entry tasks, such as entering information into spreadsheets or databases.
- *Online research:* help with online research tasks, such as researching your competitors, finding new suppliers, or gathering information on a particular topic.
- *Customer support:* customer support tasks, such as responding to customer inquiries and resolving customer complaints.
- *Travel planning:* such as booking flights, hotels, and rental cars, and creating itineraries.

- *Document preparation:* prepare and format various types of documents, such as reports, presentations, and proposals.
- *Meeting coordination:* coordinate meetings, including scheduling, sending out meeting invitations, and arranging for necessary equipment and materials.
- *Database management:* manage your databases, including updating, organising, and analysing data.
- *E-commerce management:* help manage your e-commerce store, including processing orders, handling customer inquiries, and managing inventory.
- *Research and analysis:* conduct market research, analyse data, and provide insights and recommendations to help you make informed business decisions.
- *Human resources:* help with various human resources tasks, such as recruiting, screening candidates, and scheduling interviews.



DELEGATE YOUR

design

Creating a strong brand image is essential for business success today. However, design-related tasks can be challenging for businesses with limited resources. Outsourcing these tasks to our experts in branding and design offers many benefits, allowing you to leverage the skills and expertise of experienced professionals.

- *Creating graphics and visual assets:* create graphics and visual assets for your website, social media, or marketing materials. This includes designing logos, creating infographics, or producing visual content to accompany your blog posts.
- *Designing presentations:* design visually appealing presentations for your business meetings, webinars, or conferences. This includes designing slide decks, creating animations, and integrating multimedia elements.
- *Creating marketing materials:* help design marketing materials, such as brochures, flyers, or business cards, to promote your business and services.
- *Designing web pages:* help you design web pages or landing pages for your website using website builders or content management systems.
- *Editing photos:* edit photos for your website, social media, or marketing materials. This includes resizing images, cropping them, adjusting colour, or removing unwanted elements.
- *Designing email templates:* design email templates for your business email campaigns, including newsletter templates, promotional emails, and automated email sequences.

DELEGATE YOUR EVENT

management

Outsourcing event coordination allows you to focus on core operations, resulting in cost savings, better quality events through access to a wider network of suppliers and venues, with reducing stress for your team.

- *Venue research and selection:* research and select the perfect venue for your event based on your preferences, budget, and location.
- *Vendor management:* manage vendors and suppliers, including catering, audio-visual, decor, and transportation.
- *Guest list management:* help you manage your guest list, including sending invitations, tracking RSVPs, and managing seating arrangements.
- *Event registration:* set up and manage online event registration, including payment processing, ticket sales, and attendee information collection and email workflows.
- *Budget management:* manage your event budget, including tracking expenses, creating a budget, and identifying cost-saving opportunities.
- *Event promotion:* promote your event through various channels, such as social media, email marketing, and online advertising.
- *Post-event follow-up:* post-event follow-up, including sending thank you notes, collecting feedback, and analysing event performance metrics.

DELEGATE YOUR EXECUTIVE

assistance

Executive assistance offers a range of benefits to business leaders and executives, providing valuable support in managing busy schedules and workloads. With one of our executive assistants on board, you'll be free to work on your business. No longer spending your days in the weeds of your business!

- *Data management and analysis:* manage and analyse data, such as financial reports, sales data, or customer feedback, to help you track performance and identify opportunities for improvement.
- *Project management:* help you manage projects by creating timelines, delegating tasks, and monitoring progress to ensure timely completion.
- *Expense management:* track and manage your expenses, including processing invoices, reimbursements, and credit card statements.
- *Human resources support:* posting job listings, scheduling interviews, and onboarding new employees.
- *Social media management:* manage your social media profiles, such as creating content, scheduling posts, and engaging with followers.
- *Event planning and coordination:* plan and coordinate events, such as corporate retreats, team building activities, and holiday parties.
- *Customer service support:* help you respond to customer inquiries, manage customer complaints, and maintain positive customer relationships.

- *Customer service support:* Your virtual assistant can help you respond to customer inquiries, manage customer complaints, and maintain positive customer relationships.
- *Vendor management:* manage vendor relationships, such as negotiating contracts, scheduling deliveries, and processing payments.
- *Sales support:* sales-related tasks such as lead generation, customer outreach, and managing sales pipelines.
- *IT support:* help you with IT-related tasks, such as troubleshooting computer issues, managing software updates, and setting up new equipment.
- *Personal errands:* personal tasks such as scheduling appointments, running errands, and booking travel for personal trips.
- *Project management:* manage projects by creating timelines, delegating tasks, and monitoring progress to ensure timely completion.
- *Executive support:* handling confidential information, managing your contacts and network, and providing strategic advice and insights.



DELEGATE YOUR

finances

By delegating your finance and bookkeeping tasks you can save time, improve accuracy, save costs, get better financial insights, and ensure compliance with relevant laws and regulations. This will free up your time to focus on high-value activities such as business strategy and growth. Additionally, the right VA who has relevant expertise and training can provide you with regular financial reports and insights, helping you make better business decisions.

- *Recording transactions:* record all transactions in your accounting software, including invoices, bills, payments, and deposits.
- *Reconciling accounts:* reconcile your bank statements, credit card statements, and other financial accounts to ensure that your records match your actual financial activity.
- *Payroll processing:* manage your payroll, including calculating and distributing payslips, withholding taxes, deductions and bonuses.
- *Accounts payable and receivable:* including processing invoices, following up on late payments, batch payments, and issuing invoices to clients.
- *Financial reporting:* A virtual assistant can prepare regular financial reports, such as profit and loss statements, balance sheets, and cash flow statements, to help you make better business decisions.
- *Tax preparation:* help you prepare your tax returns and ensure compliance with all relevant tax laws and regulations.

DELEGATE YOUR

marketing

With their skills and expertise, our marketing specialists can help with a range of marketing tasks, from creating and implementing marketing strategies to managing social media accounts and creating content. We can conduct market research to help identify new trends and opportunities for growth, as well as create and manage email marketing campaigns to reach customers and prospects. We can also assist with SEO and manage paid advertising campaigns to improve your business's online visibility and drive traffic to your website. By outsourcing your marketing tasks to us, you can save time and resources while still achieving your marketing goals and objectives.

- *Social media management:* create, curate and schedule social media content on social platforms to engage customers and prospects, as well as monitor and respond to messages and comments.
- *Email marketing:* create and manage email marketing campaigns, including designing templates, creating content, scheduling and sending emails, and tracking results.
- *Content creation:* help with content creation tasks, such as blog writing, creating social media posts, and graphic design.
- *Search engine optimisation (SEO):* optimise website content for search engines by performing keyword research, optimising website pages, and building backlinks.
- *Lead generation:* research and identify potential leads for the business, as well as qualify and follow up on leads through email or phone calls.

- *Analytics and reporting:* monitor, report and strategise on website traffic, social media engagement, and email open and click through rates using analytics tools such as Google Analytics and Facebook Insights.
- *Podcast management:* help with podcast tasks, such as researching and booking guests, editing and publishing episodes, promoting the podcast on social media, and managing email marketing campaigns to grow your audience.
- *Marketing strategy:* work with you to develop and execute a marketing strategy that aligns with your business goals and objectives, including market research, competitive analysis, and creating a marketing plan.
- *Online courses:* create and manage online courses, including developing course content, designing course materials, setting up and managing the course platform, and marketing the course to potential customers.
- *Affiliate marketing:* help with affiliate marketing tasks such as researching and identifying affiliate partners, creating affiliate marketing content, and tracking affiliate program performance.



VIRTUAL BUSINESS

manager

While a VA gives you your time back, a VBM keeps you focused and accountable while helping to build scalable, profitable operations.

The role of an VBM is to make sure the right THINGS, get done at the right TIME, in the right WAY and by the right PEOPLE.

Also known as an Online Business Manager (OBM), Integrator, Operations or Admin Manager, they are responsible for:

- *Project Management*: laying out plans and managing projects through to completion, including launches, managing programs, creation of new revenue streams, updating websites, etc.
- *Operations Management*: automating systems and creating processes for all day-to-day activities in the business to streamline and simplify how things are run
- *Metrics Management*: tracking stats for key business activities to see what is working and what is not working so that decisions can be made for ongoing growth
- *People Management*: outsourcing, managing, and leading the efforts of the team to meet your business goals



CLICK HERE

For more info on how a VBM can help you build a sustainable, profitable business



CONTACT INFORMATION

**QUESTIONS?
BOOK YOUR 15-MINUTE CHAT HERE**



JUSTINE PARSONS

FOUNDER, YOUR VIRTUAL ASSISTANT



+64 21 177 5137



justine@yourva.co.nz



Auckland, New Zealand



<https://yourva.co.nz>