

50 WAYS

A VBM CAN HELP BOOST YOUR BUSINESS

**HOW USING A VBM CAN HELP YOU SCALE,
PROFITABLY **AND** EFFICIENTLY**



AN INTEGRAL PART OF
YOUR

growth

A GUIDE FOR BUSINESS OWNERS WHO NEED MORE THAN A VIRTUAL ASSISTANT.

Every business should have a virtual assistant, but not every business is ready for a Virtual Business Manager.

This guide outlines 50 ways a VBM can boost your business and help you scale, profitably and efficiently.

Based on this information you'll then be in the best position to decide, if **you're ready** for a VBM.



"You don't build a business, you build people, then people build the business."

~ Zig Ziglar

WHEN IS THE RIGHT TIME?

A VBM will become an integral part of your growth when you:

NEED SUPPORT

Because you realise you can't grow your business without support at a management level.

HIT THE CEILING

Feeling overwhelmed and know you don't have the capacity to do it all on your own.

HAVE THE BUDGET

Your business has grown to a 6-figure revenue turnover but has been stuck trying to scale to the next level.

HAVE THE TEAM

But current team members don't have the ability or capacity to support you at the VBM level. You need help to build, manage and train your team.

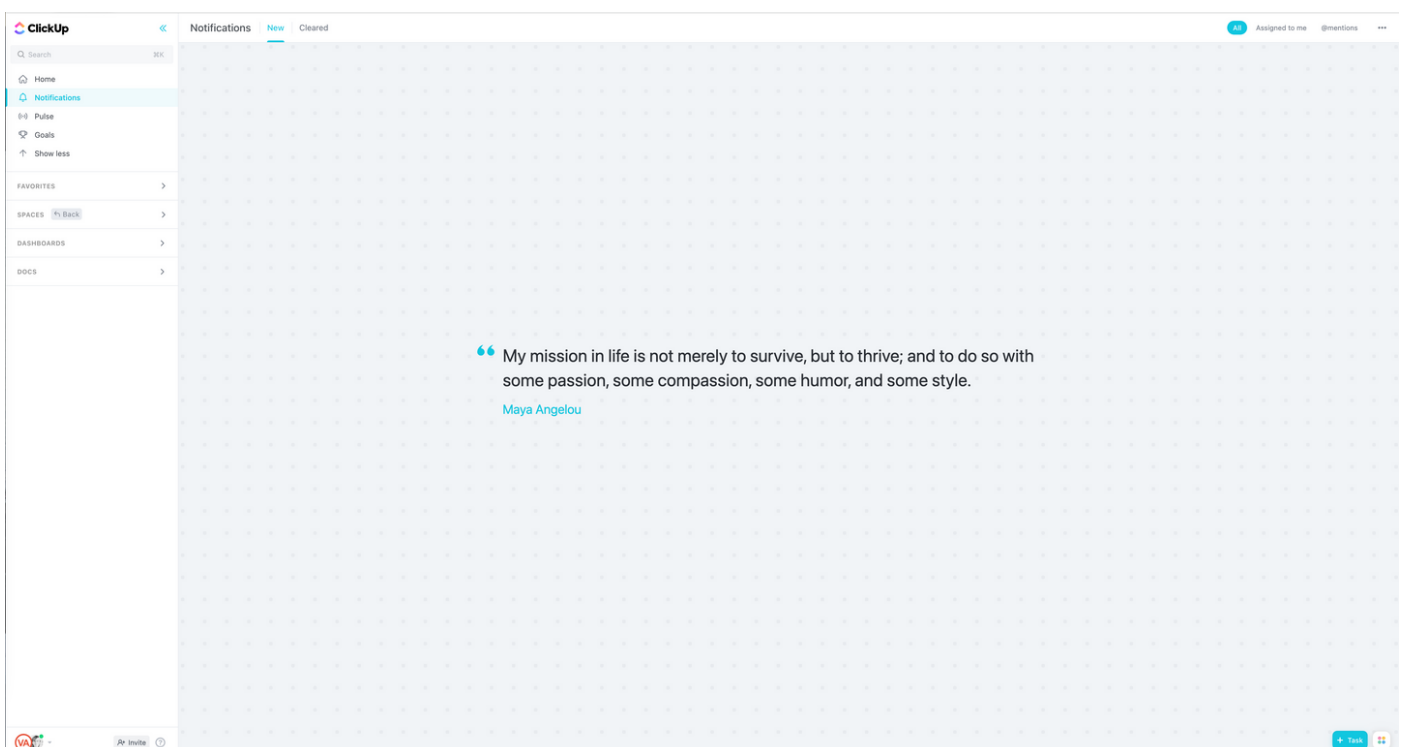
KNOW OPERATIONS IS NOT YOUR PASSION

You need someone to manage the day-to-day operations so you know that the right stuff is being done by the right people at the right time. You want help to implement key systems and processes to support your business, and management to ensure systems are followed by all with consistency.



YOUR PROJECT MANAGEMENT

- Initiating, planning, delegating, executing, monitoring and closing projects to meet deliverables
- Creation of a project plan, including timeline, process, people and other resources
- Setup and maintenance of an online project management tool
- Delegating details of the project to various team members
- Communication of project status and ongoing details to all players
- Following-up with players as necessary to ensure that “the right stuff gets done” by the right person at the right time
- Managing the budget for the project
- Handling challenges for the project as they arise, with a focus on finding a solution quickly



YOUR TEAM MANAGEMENT

- Building strong team culture
- Keeping a pulse on the day-to-day team activities, tasks and communications
- Allocating resources, hiring, onboarding, firing and off-boarding
- Identifying team needs based on current business goals and projects
- Creating measures of success for roles
- Determining what type of specialist would be the best fit
- Managing the hiring process
- Create communication plans with new team members
- Regular reporting on measures of success for their role
- 90 Day Review (for long term) or End of Project Review
- Keeping the team motivated in their work
- Handling team challenges as they arise
- Managing the team budget and expenses
- Promote alignment, focus, simplicity, and clarity across the organisation
- Model the company values to promote a healthy organisational culture
- Team leadership, managing team and holding people accountable
- Resolve any issues and conflicts in a practical and healthy manner using a coaching approach.

YOUR OPERATIONS MANAGEMENT

- Overseeing systems for billing, client relationships, workflow, communications
- Management of all payments and collections processes
- Management of systems access and login information
- Ensuring there is an effective backup system in place for all information
- Establish decision-making guidelines for team members.

YOUR SYSTEMS MANAGEMENT

- Documenting, streamlining, extracting and optimising business systems
- Review of the key systems needed to run a business
- High-level systems and processes set-ups
- Creation of processes and tools for key systems within the business
- Implementation of automated business tools & software to manage various systems
- Creation and maintenance of Standard Operating & Procedures (SOPs).





YOUR METRICS & REPORTING MANAGEMENT

- Tracking and interpreting the important data based on the company's goals and key initiatives
- Keeping track of key statistics for the business
- Setting up a reporting system that includes what to track
- Analysing metrics and discussing trends/patterns with business owner.

YOUR STRATEGY & GOALS

- Executing business plan, achieving or exceeding established P&L objectives
- Developing short and long-term goals for performance and growth strategies
- Translating the business owner's strategic level vision to day-to-day tactical operations and functional plans for the company
- Delivering a 'road map' on how to hit specific business goals.



PROACTIVELY LOOKING FOR WAYS TO

free you up

- Bringing a solutions approach to issues, getting to the bottom of the problem with an ability to remove obstacles and barriers
- Reviewing where the business owner is spending their time
- Proactively taking stuff off the business owner's plate
- Acting as gatekeeper on behalf of the business owner
- Creating an email management system for the business owner
- Setting up a scheduling system for the business owner

YOUR RETURN ON INVESTMENT

MORE TIME

Who doesn't need more time!

Our main goal is to free up your time so that you can work on the things that only you can do or the things that you enjoy most about your business.

A TRUSTED PARTNER

Essential to any business owner

We truly care about your business. We understand the overall business vision, are excited by the things to come, thrive working in day-to-day operations, are comfortable with outsourcing and delegating, and strive to make your business succeed. We treat your business as if it were our own. Hiring a good Virtual Business Manager is like hiring a trusted thought and implementation partner invested in your business.

A DECISION MAKER

Reducing bottlenecks in your business

Running a successful business requires a lot of day-to-day decisions and projects are often delayed because you don't have time to handle them all. Fortunately, most decisions don't have to be made by you! We're willing to make decisions on your behalf. This doesn't mean we will be making all of the decisions; however, after establishing a guideline with you, we can certainly handle many issues that arise throughout the day meaning you don't have to.

COMPLETED PROJECTS

A key component to profitability

Aside from you, the business owner, your VBM is the workhorse of the business. We'll spend most of our time planning, organising, and managing the tools, resources, and staff within the business. Our focus is to ensure that things are running smoothly and efficiently; answering questions, dealing with unexpected issues in a timely manner, and keeping projects on track so that business goals are met. The seamless transition from one project to the next allows you to stay focused and the business to grow.

ACCOUNTABILITY & STRATEGIC SUPPORT

Keeping you focused on what's important

Because you'll work together on your short and long term goals, your VBM will keep you accountable for the tasks you need to do, to achieve those goals.

With more time for business development, your VBM will keep you focused on the big picture while they manage execution of your plan on an operational level.

A sounding board for your ideas, not afraid to gently keep you on track on what's important.

NEXT STEP



It's time TO DELEGATE WORKING IN YOUR BUSINESS

SELECT A TIME

FOR A 15 MIN CALL

SO YOU CAN START WORKING ON IT

On the call:





- We'll explain a bit more about how we work
- We'll discover how you like to work
- You'll leave knowing the support options that will have the biggest impact for where you are, right now!

CONTACT INFORMATION



JUSTINE PARSONS

FOUNDER, YOUR VIRTUAL ASSISTANT

-  +64 21 177 5137
-  justine@yourva.co.nz
-  Auckland, New Zealand
-  <https://yourva.co.nz>