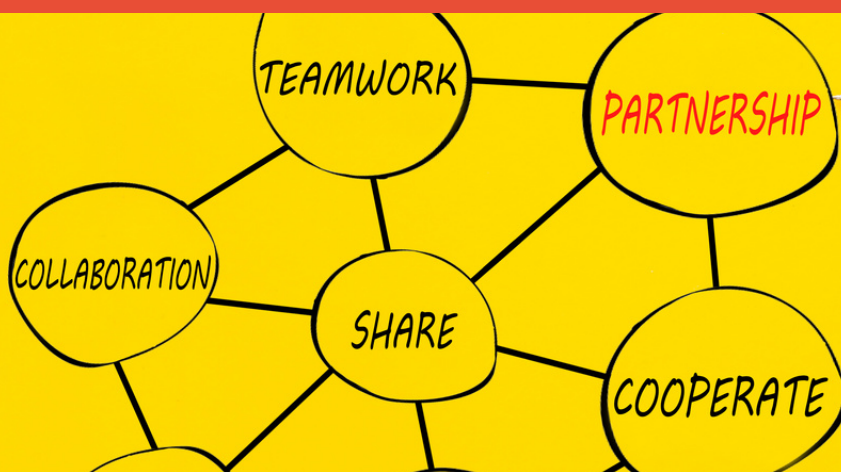


# delegate to **YOUR VA PRICE GUIDE** elevate


**WE LOVE THE TASKS YOU DON'T DO,  
CAN'T DO AND SHOULDN'T DO**





## TABLE OF CONTENTS

<b>04</b>	Our Purpose and Promise
<b>05</b>	Key Benefits to Partnering With Us
<b>07</b>	VA versus Employee Comparison
<b>08</b>	Pricing: Virtual Assistance
<b>09</b>	Pricing: Virtual Management
<b>11</b>	Our Credibility
<b>13</b>	How To Work With Us
<b>15</b>	Core Values
<b>16</b>	A Full Service Agency
<b>17</b>	Frequently Asked Questions
<b>18</b>	Contact Information

Thank you... 

Thanks for downloading this guide. I'm so happy you're looking into virtual support to help you achieve your business goals ... and your personal ones. We've included some kind words from clients so you can get an idea of what working with us looks like.

If you have any questions at all please don't hesitate to contact me, or if you'd like to discuss what support you're looking for to see if we're a good fit please [click here](#) to book an obligation free chat with me.

*Justine*

Founder

[NZ's Virtual Business Support Agency](#)



## OUR PURPOSE

To provide exceptional virtual support solutions for entrepreneurs who want to change the world.

## OUR PROMISE

We GUARANTEE that as a client of Your Virtual Assistant you will receive PROFESSIONAL and EXPERT virtual business support services, where we treat your business AS OUR OWN. We promise to PROTECT your IP securely and confidentially and to COMMUNICATE with you honestly and consistently. We cannot guarantee outcomes but we do GUARANTEE YOUR SATISFACTION with our service. If at any time Your Virtual Assistant does not perform to your satisfaction, we ask that you inform us PROMPTLY. We will then resolve the issue to YOUR SATISFACTION, even if that means reducing our service fee or providing rework at NO COST to you.



## BENEFITS WHEN YOU PARTNER

# with us

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### SCALABLE AND FLEXIBLE

In uncertain times, having a VA team means you're agile enough to take advantage of opportunities and lean enough to reduce spending if needed. No commitment, no risk. Our level of support can change to suit your lifestyle, budget and business.

②

### SPEED OF HIRE

If you're like most of our new clients, you need help yesterday! Employees can take an average of 42 days to recruit whereas you can onboard a VA immediately. Just imagine how much you could accomplish with 42 additional days of help!

*Source: 2019 HireVue Study*

③

### ACCOUNTABILITY

Enjoy working with accountable business support, taking more of the load (and stress) from your own shoulders. We make mistakes, we're only human, and we own these and go out of our way to put them right, every time. Beware, we'll make sure you're accountable as well!

4

## **BUSINESS GROWTH**

Business development and nurturing growth is paramount to your success. We offer strategy sessions to brainstorm your ideas, goals and development.

5

## **COST SAVING**

Hiring employees means the cost of payroll taxes, benefits, annual, sick and maternity leave. With a VA, pay only for what you need, when you need it, and have a skilled person ready to hit the ground running to work for you.

6

## **PRODUCTIVITY**

VAs love what they do! Studies show home-based workers are 13% more productive than their in-house counterparts. Our VAs only turn on the timer when working on your tasks. And, we actively review your processes looking for productivity gains through automation, apps, tools and procedures.



# 2021 COST COMPARISON

## FULL TIME EMPLOYEE

Average Hourly Rate  
\$30 NZD

Kiwisaver  
\$1,872

ACC  
\$250

Annual Leave  
4 weeks

Public Holidays  
12 days

Sick Pay  
10 days

Overheads  
\$9,000

Hours Per Year Worked  
1,744

Productivity Rate  
60%

**Effective Hourly Rate**  
**\$70**

**Total Annual Labour Cost**  
**\$73,522**

## VIRTUAL ASSISTANT

Hourly Rate  
\$83 NZD

Kiwisaver  
NIL

ACC  
NIL

Annual Leave  
NIL

Public Holidays  
NIL

Sick Pay  
NIL

Overheads  
NIL

Hours Per Year Worked  
520

Productivity Rate  
100%

**Effective Hourly Rate**  
**\$83**

**Total Annual Labour Cost**  
**\$43,160**

\* Sick Pay is calculated at 10 days per year, as per new legislation coming in this year.

\* Hours Per Year Worked is 2,080 hours, minus leave and public holidays for employees.

\* Hours Per Year Worked for a VA has been calculated at 520, as 10 hours per week can be the equivalent of a full-time employee role when the work is streamlined, automation is implemented and an experienced specialist is undertaking the tasks.

# YOUR INVESTMENT

## MONTHLY RETAINER

**\$2500+ GST**

30 hours p/mth

### INCLUDES:

- + Dedicated NZ-based Lead VA assigned to you
- + Backup VA assigned for uninterrupted support
- + Access to our full team and range of services
- + Full confidentiality and IP protection
- + All repeatable tasks documented in shared SOPs
- + Monthly strategy zoom
- + Monthly link to our time tracking system

### PLUS

- + Any additional admin hours at a reduced rate\*
- + Access to our creative team at a reduced rate\*\*

### TERMS

- Retainer hours do not roll over to the next month.
- In our initial handover session we agree on your 'wish list' - these are non-urgent tasks that can be undertaken when hours are available to be used. This is how we endeavour to use all the hours in your retainer.
- Additional admin hours\*: invoiced at \$83 + GST per hour (paid in arrears on top of your retainer).
- Creative team reduced rate\*\*: invoiced at \$120+ GST per hour (paid in arrears on top of your retainer). This includes projects such as graphic design, website creation and marketing.





## HELP IN A HURRY? OUR CASUAL RATES

Our casual rates are a perfect option if you're wanting to try before you commit to a retainer or have a specific task of project you need help with.

### YOUR INVESTMENT

**CASUAL VA ADMIN SUPPORT**  
**\$93 + GST**

**CASUAL CREATIVE SERVICES**  
**\$130 + GST**

**FIXED PRICE PROJECTS**  
**POA**

### We can help with your:

- Inbox cleanup
- Newsletter design
- Marketing campaigns
- Documents and templates
- Graphic design
- Website design, development and maintenance updates
- Automation consultancy and implementation
- Brand guidelines
- Logos
- Finance and accounting support
- Strategy and planning
- App advisory and setup (incl Xero)
- and so much more!

# VIRTUAL MANAGEMENT OPTIONS

## VIRTUAL BUSINESS MANAGER

A solution for business owners who need more than a VA. Proactive and strategic partners, a VBM is responsible for making sure the right things are done, at the right time, in the right way, by the right people.

**MONTHLY RETAINER \$5,600**

## FRACTIONAL INTEGRATOR

Enjoy the benefits of an EOS Integrator without the full-time price tag. Our fractional integrators work with you and your team to execute the EOS framework throughout your organisation.

**MONTHLY RETAINER \$7,000**

## THE TIME MASTERY PROGRAMME

This 90-day programme delivers a framework where we work together to transition you from being overwhelmed with tasks that aren't the best use of your time to being able to leverage the benefits of a VBM.

At the end of this programme you'll be working in your business as a Visionary, leading with big ideas, growing big relationships and driving your business development.

**MONTHLY RETAINER (3 MTHS)**

# OUR CREDIBILITY

## A WORD FROM OUR **FAVOURITE** CHEERLEADERS

### CUSTOMER SERVICE (SHORT TERM SUPPORT)

"The VAs Justine employs are talented, professional and work hard to give you results and ultimately Justine and her team have helped take the pressure off my own team when work has become too big for my own small team to handle."



**Katherine Richards**

*Save The Children (NZ)*

### VIRTUAL BUSINESS MANAGEMENT + VA SUPPORT

"Between Justine listening and understanding what we needed and Liz being a true team member, our organisation has made huge administrative strides that has helped me to be able to focus on strategic priorities, thus enabling our team to sow the seeds of growth and love of the outdoors with New Zealand youth."



**Hillary Campbell**

*Sir Edmund Hillary Outdoors Education Trust*

## VIRTUAL ASSISTANCE

"The VAs Justine employs are talented, professional and work hard to give you results and ultimately Justine and her team have helped take the pressure off my own team when work has become too big for my own small team to handle."



**Simon Lewis**

*GoodWolf Pty. Ltd*

## CREATIVE DESIGN

"Working with Your VA has been an absolute breeze, I would recommend them to any one or any business who need that extra help to relieve the pressure when there are just too many juggling balls in the air!?"



**Rowena Smith**

*Ngāti Apa ki te Rā Tō Charitable Trust*

## SOCIAL MEDIA

"Jilanne does a great job of managing all of our regular social media posts and communication and we finally have a regular presence online."



**Darryl McClay**

*Design Thinkers Academy*

# HOW TO WORK WITH US

We know you're busy. That's why we've developed our outsourcing made easy process, so you don't feel overwhelmed. Our team are here to take the weight off your shoulders, partners every step of the way!

# step by step

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## **BOOK YOUR 15 MINUTE DISCOVERY CALL**

We listen as you talk us through your goals, your challenges and what needs to shift from your desk to ours. This session is all about you! Use this time to ask any questions you have about outsourcing and we'll explain how we work, and why we're a little bit special!

②

## **WE'LL SEND YOU YOUR PROPOSAL**

Along with an outline of your goals and priorities, we'll send you a proposal with all the details following our discovery call. Once (if!) you decide to work with us, simply sign the signed letter of engagement included in the proposal.

3

### **MEET YOUR NEW VA!**

We'll pair you up with one of our lead virtual assistants and introduce you during your introductory session. We'll talk about your expectations and ours, and work with you to ensure we have the information we need to get started. Then we get cracking.

4

### **DELEGATE AND ELEVATE**

It's more than just ticking off boxes; we build a relationship with you so we can help in ways that you might not expect. More than just routine support, our VAs are trained to be your business partners, and collectively use the resources within our team to help you grow your business while freeing you up to work in your zone of genius.

5

### **CHECKING IN**

Communication is everything. You'll check in with your lead VA daily, weekly or monthly. You choose! You also have the option to zoom with Justine each month at a strategy level, talking through your goals and making sure that as a team we're all moving in the same direction.

6

### **MONTHLY REPORTING**

Accountable and transparent. Each month you'll receive a report showing exactly how we've spent your time.



## OUR CORE

# values

### **HUMBLY CONFIDENT**

We have an ability to appear confident without arrogance, to be self-effacing while still projecting strength and competence. We call this special quality 'humble confidence'. It's the sweet spot that comes from knowing and being able to focus in our own zones of genius.

### **EXCEEDING EXPECTATIONS**

We never settle because we believe there's always an opportunity to do better and improve how our clients run and grow their business.

We go the extra mile to add value because 'it will do' isn't in our vocabulary.

### **POSITIVELY DETERMINED**

Armed with a can-do attitude we look for solutions, not problems. If it can't be done, we'll find a way and we'll do it knowing we're making a difference for who we work with, and who we work for.

### **SOCIALLY AUTHENTIC**

Our whole is greater than the sum of our parts. We're human, not perfect. Our success is driven by our ability to ride through highs and lows with a smile. Team is valued over individuals and we're here for each other as our success is driven by our ability to create relationships.

### **ETHICALLY HONEST**

We work with transparency and integrity. What's right isn't always easy, but we do what's right. Building trust requires confidence, patience, respect and effort so we do what we say we'll do and if we can't do it, we'll say. We recognise strength in asking for help. In asking, we all get over the finish line together.

### **TRAIL BLAZERS**

We have a culture of innovation and continuous improvement, there is no status quo. By constantly seeking personal and professional growth we keep our passion for what we do, we stay relevant and blaze a trail for those who follow us.

**A FULL SERVICE**

**agency**

## **WHEN YOU PARTNER WITH US YOU PARTNER WITH A WRAP AROUND SERVICE**

That means you have full cover, no matter what happens.

Because we document all your procedures, and share those with you, your support isn't dependent on one person.

And if you ever do take the plunge and get someone in-house, we can help you with the handover. Easy!

Agency support also means we're a one-stop-shop. You're busy, and we know you don't want to be dealing with a number of different companies or contractors to get what you need done, done. So we make sure you don't have to.

Our virtual assistants, virtual experts and virtual business managers are seasoned strategists, project managers and... experts! More than being your assistants, it is our mission to partner with you in order to help grow your business while giving you the time you need to add value where your own strengths lie.

**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!

A close-up photograph of a person's hands. The left hand holds a silver smartphone, and the right hand holds a white disposable coffee cup with a black lid. The background is blurred, showing warm, bokeh light spots.

## CONTACT INFORMATION

"Find a group of people who challenge and inspire you, spend a lot of time with them, and it will change your life."

~ Amy Poehler

### JUSTINE PARSONS

FOUNDER, YOUR VIRTUAL ASSISTANT



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