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How to Delegate to a Virtual Assistant

Personal Touch Concierge Service® is a multi-VA company. We have 5 divisions: Administrative; Social Media Marketing and Management; Website Design and Maintenance; SEO Performance Management; and Bookkeeping Services. Please visit our website for a full description of all services we provide – and as always, please feel free to contact us!

When COVID first occurred, businesses rapidly pivoted to requiring their employees to work from home if possible. We all juggled work, school, family, shortages, and coronavirus unknowns. Talk about management overload!

And from this overload, work-from-home environments began to grow at unprecedented rates. Our world pivoted to find and develop products and services that would best build on the home office environment. When we could find them!

Most business owners found themselves juggling way too much and found their stress levels increasing and their patience running on empty. Does this describe you?

Studies show that we are not performing at our peak when we are on overload, but “life goes on.” And we would all like our businesses to go on as well. Finding reliable help can be a challenge. [stress] Trying to figure out how to do tasks we are not proficient in is a challenge. [stress] Working too much and not having a work/life balance is just not healthy. [more stress]

BUT no matter how much stress we have, we need to remember that we are only one person, with 24 hours in a day and 7 days a week. And that includes downtime as well. How can we duplicate ourselves, increase our bottom line, and find the time for the

things that matter most in our lives outside of our business?

It’s simple...**DELEGATION!**

Delegation can be so freeing if you let it! It can empower you and become a creative vehicle to propel your business goals to the next level.

I get it, your business is your baby, and it’s hard to let go of some of it for the bigger picture. But when you do, great things can happen. Let me share with you some insight on how to best delegate.

The secret? Work with a virtual assistant. Even better, work with a multi-VA company. Here’s how to assign tasks:

First, make a list of EVERYTHING you do in your business in a day, a week, and a month.

Once you have this list, determine which tasks you dislike doing. Which tasks zap your creativity and take up too much time? Which ones need to be done that you are not proficient in? Mark these with a **D**.

Next, estimate the time it takes to complete each task that you marked with a **D**. Finally, prioritize which tasks you want to delegate first and put them in order.

Completing these three important steps will help you identify which area of expertise you need the most: financial, administrative, social media, website maintenance, online business management, content creation, research, customer service, branding,

sales funnels, email management, working with various software platforms, process management, or something else.

Now that you have your list fine-tuned, the next step is to find someone you can trust to complete the tasks on time with accuracy.

Most likely you will need several different assistants to help you. Take note: one person is not likely to be the ROCKSTAR assistant who can do EVERYTHING you need. What you need is a team! Working with a team will ensure that you have coverage for your business and keep it running smoothly.

I know, you’re thinking “I’m strapped for time as it is, and you are suggesting a TEAM of people—I can’t manage that!” Oh, but you can!

Here’s how: when you work with a multi-VA company, you work with a team

that has a manager who coordinates with all the virtual experts on the team.

You and the virtual manager can create systems and processes to guide the team through each task and suggest the best platforms to utilize to manage your business if you are not currently using one.

Realize that the more experienced a VA team is, the less likely you need to hold their hands. Experienced VA teams know how to create a workflow, work independently, and complete work in a timely fashion with accuracy. It’s worthwhile to invest in an experienced virtual team.

It’s vital to create workflows for each task, but it is also extremely important to be available when a question comes up or something needs clarifying in the process—this is priceless to the team’s success!

The key to long-term success with a virtual assistant is NOT micro-managing. Guide them—yes! Virtually standing over them—no! If you have time to do that, you could do the tasks yourself...and now we’re back at the beginning.

In addition, if you do micro-manage, your VA could be considered an employee instead of a subcontractor. When a subcontractor is considered an employee, the tax structure changes, and you would be responsible for different taxes, employee benefits, etc.

When you work with a virtual team that will do the things in your business that you shouldn’t be doing, you have the time to grow your business, and your business will reach its goals and much more! Remember—work ON your business, not IN it!

Personal Touch Concierge Service® has been assisting business owners for over 15 years. With our 5 divisions—Admin, Social Media, Website, SEO, and Bookkeeping—there is virtually nothing we can’t do. Don’t put it off any longer—a phone call is all it takes to get the help you need.



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