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How a Virtual Assistant Can Help You With Your E-Commerce Business

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!

In the past 25 years, the world has drastically changed how products and services are sold.

Many entrepreneurs have created high-value courses and subscriptions that are sold online. The online course industry is around \$11 billion and expected to grow in the next 2 to 3 years to \$200 billion!

Subscription-based websites ended 2022 at \$120 billion and are expected to grow even more in 2023.

Brick-and-mortar businesses have found a way through online selling to increase their sales volume exponentially and allow their businesses to be open 24/7, which is how they closed this past year at \$905 billion!

Ebay, Amazon, Etsy and Facebook Marketplace have paved the way for small mom-and-pop businesses to have an online presence.

If you are selling antiques, creating handmade products or doing online or retail arbitrage, these four sites are critical to giving you exposure to sell your items.

Twenty-five years ago no one knew about these platforms because they hadn't been created yet. But now there are close to 1.3 billion users selling or buying on these platforms. Not only that, but these sellers are more than likely to purchase an online course to help give them the edge they need to become a top seller on these sites.

Unfortunately, most online buyers do not realize all

of the back-end work that takes place to create a course or website, sell a subscription, or sell products.

Have you ever watched the Olympics? The best of the best from around the world compete on an international stage. And when you see them perform at their event, they make it look so easy—almost as if they woke up one day and, lo and behold, were a top athlete.

Why is this? Because we weren't with them day in and day out for years and years; we didn't see them practice. We didn't see them fall, tear up or get frustrated. We only see the front end—their performance at the Olympics. People who purchase goods and services online see it the same way.

But if you have any experience selling or producing items or services, you know that is FAR from the truth.

It takes a lot of hustle and perseverance to have a successful online business these days. It's hard work, and profitable business owners will tell you that it is not a get-rich-quick endeavor by any means.

For course creation businesses, you create (or have someone create) a website, develop content, make videos and reels, send emails and newsletters, and increase your online reach by posting and interacting with your social media platforms. You may also interact in your private Facebook group many times a day and hold weekly Zoom calls.

If your business sells products, you are probably

doing many of the tasks that an online course creator is doing, but additional tasks are needed, such as online purchasing, shopping carts, posting product updates, and shipping your products worldwide through the various mail carriers like UPS, USPS and FedEx.

Do you want to spend all of your time working on this? You can't work 24/7 and still have some work/life balance. And, to be honest, it can soon become a drag on your bottom line because you are stuck working in your business and not on your business. You need to be the creator, not the administrator if you want to grow your bottom line, but how do you do that?

The quick answer is to partner with a Virtual Assistant (VA) or a Virtual Assistant team—they are worth their weight in gold! Virtual assistants are there to support you in the daily tasks that are required to grow your business. They

partner with and work alongside you to complete any task that can be delegated.

For a content creator, this could mean uploading courses onto a course platform, creating graphics and social media posts, and then scheduling them, updating content and SEO keywording, editing videos and podcasts, and sending emails and newsletters. The tasks they can do are limitless.

So, think about it: what would you be doing if you could delegate some of your tasks? Could you see yourself spending more time where it counts the most—like drafting more course modules, perhaps writing more content, sourcing more products, working on getting a better price point, or maybe creating freebies for your community?

VAs can handle customer service, prepping shipping, and blog and content editing for product-centric businesses. If you can delegate tasks, a virtual administrative assistant can handle them.

Virtual assistants can also handle bookkeeping, inventory management, marketing and advertising

projects. Often you can work with a task-specific freelancer who is trained on specific tasks like content writing, social media management and creation, sales funnels and product launches.

Did you know that virtual assistants are responsible for paying their own taxes, health insurance and retirement funding? There is no sick pay or vacation pay since they are subcontractors, not employees. Also, they only charge when they work for you and are not on the clock waiting for you to give them tasks. Or if you need specialized services such as social media management, they often create a monthly package tailored to your specific needs.

Don't put it off any longer! Get the help you need, when you need it. Reach out to us. Consultations are free!



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