

- Here are just a few of the tasks a GVA can take off your plate so you have more space in your mind and in your workday:

- perform online research
- make online purchases (have the GVA use a prepaid credit card with a small amount you can fund and monitor each month)
- update your calendar

- make a dinner reservation

- draft your latest blog post or upload your YouTube videos
- send your spouse a gift
- or, if you're single, send e-mails to potential dates on Match.com or eHarmony—yes, really!
- update your Facebook status with prewritten posts
- order more business cards
- collate a list of articles from online news sources and e-mail you with a weekly update
- send a follow-up e-mail or letter to new contacts you just met at that conference you attended
- book your biannual dental cleanings and then update them on your calendar

- Australian-based James Schramko is one of the most popular Internet marketers operating online today. He is incredibly successful. James started working with virtual assistants to simply handle work that he didn't want to do himself anymore. The result is SuperfastBusiness.com, an extremely systemized online offering with well over fifty (yes, you read that correctly) VAs running his business for him around the clock.

- Which tasks should you simply never touch—meaning you could eliminate them from your schedule entirely, making way for more important tasks?

- Which low-level tasks could be easily given to a virtual assistant as part-time work?
- Which tasks are you handling that could be taken over by a professional who knows exactly what he or she is doing? These are tasks where the potential harm outweighs the cost savings of doing them yourself.
- Which tasks are stopping you from really focusing on the strategic growth of your business?

- Home workspace guides: Check out a great guide from Inc. magazine on setting up a professional, productive workspace at home at Inc.com/Guides/Set-Up-A-Home-Office.html and find another great collection of articles on setting up a home office from Entrepreneur magazine at Entrepreneur.com/HomeOffice/.

- Virtual assistant training course: Over fifteen hours of training and more than seventy-five videos aimed at Filipino GVAs (VirtualStaffTrainingAcademy.com).
- Training for administrative assistants: A training hub full of valuable resources from the Association of Administrative Assistants (AAA.ca).
- Training and more free tools: Mind Tools (MindTools.com) has a collection of some brilliant training courses and free tools.

- SEO glossary (SEOBook.com/Glossary): A thorough list of terms to give you a basic working knowledge of SEO. Even I'm still learning!

- Quick-start SEO (for you, not your VA): A must-read article from Entrepreneur magazine on the subject of protecting yourself from SEO companies that promise the world and more is available at Entrepreneur.com/Article/204594.

- Market Samurai (MarketSamurai.com): A great keyword research and optimization tool.
- Long Tail Pro (LongTailPro.com): Another fantastic keyword research tool that recently has been used more and more by big-name bloggers and Internet marketers.

- Work with multiple writers. Each writer has his or her own style, and it takes a little time to find the ones you like. It's also a good idea to work with multiple writers in the event that one of them falls through and you need to send work to someone else. • Provide your writers with the main

- Give a word count—typical blog posts are 500 to 1,000 words in length. • If you want to write articles yourself, hire a copy editor. A copy editor will proofread your work and can even tighten up loosely written pieces. Writing a loose piece is a great way for you to create content without spending a lot of time on multiple drafts. You simply write a rough draft as quickly as you can and then hand it over to a copy editor or one of your writers to improve.

- iTunes vouchers • flowers and chocolates on birthdays (ask 'em; they'll tell you when theirs is!) • overnight stays on wedding anniversaries (they can suggest local hotels) • baby clothes for a newborn • restaurant gift certificates (they can send you links of places to check out) • books arriving out of the blue from Amazon or a similar service

- When you're looking to outsource work, always ask yourself the following questions: • Will this decision affect my relationship with my audience and customers? • Is this decision motivated by cost or by the results I want to achieve? Once you answer these two questions,

- Jing (Techsmith.com/Jing): Experience has taught Paul that his VAs learn much faster if they can see a task taking place instead of just reading about it. This is why he now uses screen capture technology to give his VAs visual examples of what he's looking for. He's also found that providing these videos has allowed him to create a training library that he can reference for future projects and use to train new VAs.

- Content Writer When it comes to a full-time content writer, you need to make sure that this hire is a really solid one. Writing full-time is an art, plain and simple. If someone is going to be producing written content for you on a daily basis, he or she needs to be passionate about your business and your industry. Your content writer must also have the ability to self-motivate—a quality that you should really be looking for in every team member! Tips on Hiring Someone for This Role Whether you choose to hire an overseas or domestic content writer, I recommend that you follow these tips: • Ask for three samples of the candidate's work and ask yourself, "Is this easy to read?" and "Would this style connect with the audience I'm trying to reach?"

- • Ask the candidate to write 300 words about a recent movie he or she saw and to explain why you should watch it. This simple activity will allow you to see his or her writing abilities with regard to description and persuasion. • Keep an eye out for anyone who overuses big words in an effort to sound smart. You won't find too many in this book, I assure you! Here's a quick bonus tip in case you do end up hiring someone from overseas: if you're working on a large project together like an e-book or a collection of web articles that will be used to market one of your online products, hire someone domestically to proofread the writing before it goes live. This person can clean up the content writer's work by smoothing out any areas that sound forced—and it will likely be a lot cheaper than hiring a domestic writer. This

setup gives you the best of both worlds and is one that I incorporate regularly on my marketing materials.

- Fitting This Role into Your Virtual Team Here's my suggested workflow for content writers:

Step 1: Your writer receives a Google Drive document with a set number of monthly topics and due dates researched by you or someone on your team, such as your SEO VA or GVA. Step 2: Your writer sends the finished articles to your GVA, who then uploads the writing and any accompanying images to whichever websites they'll be published on. They go live following your approval. Step 3: Your GVA updates the Google Drive document you've created that lists each month's topics and due dates, stating that they have been, or will soon be "published". If your writer is late in delivering the article, your GVA sends an e-mail to him or her and copies you in.

- Setting Up a Social Network for Your Virtual Team Now that you've established a company culture of interaction, you may want to consider setting up your own VA social network. A digital platform like Facebook or Yammer that allows your VAs to connect privately is a brilliant idea. This may be excessive if you only have two or three VAs, but it will serve as a good breeding ground for collaboration once you're running a team of at least five people. You can even include freelancers who were brought on for one-time projects in order to develop relationships and promote the importance of high-quality work throughout the entire team. It's best to keep things simple here: I don't suggest hiring a web developer to build an entire platform for you from scratch. There are a few great options already out there that you can use right away, such as

- A Google+ Community: You can start a G+ Community for free and then invite the members directly. Just be sure to set it up as a closed group.

- The moment you begin working with at least three or four full-time members on your virtual team, you've created a need for a project manager. Whether you like it or not, that role is instantly filled by you—and will continue to be filled by you until you bring a project manager on board. For some business owners, this is exactly where they want to be—running things in the middle of it all. However, you know me by now, and you know that I'd argue that running things isn't the best use of your time!

- Career issues: Where does a college graduate or recently unemployed middle manager look for work? How do people stay informed and up to date with the most desirable skills in today's marketplace? If someone is tired of the job search and wants to become an entrepreneur instead, where should he or she start? If your web show or e-mail newsletter offers tips and tactics to people in these situations, they'll be tuning in to watch you or signing up for your e-mail list.

- People are looking for answers, and they're looking for them right now. But what if the best answers aren't available? What if your business has the solution to someone's problem, but you haven't put it out there so that it can be found? If someone has a business that's equipped to answer common questions, shouldn't he or she have content available in the most popular place that people search for answers?

- The real problem is time. It takes time to research and write a high-quality blog post. It takes time to film and edit a YouTube video that engages audience members while also presenting a clear message and call to action. It takes time to create a powerful webinar that presents life- and business-changing information in an entertaining manner that keeps attendees from being distracted or leaving early.

- I'm not talking about producing content every day, because that's excessive. Frequency is less important than producing content that's genuinely engaging and has a message that can positively impact lives. You are providing a service to those who need or want it, and it serves no one if you get burnt out because you're trying to churn out too much content.

- James Wedmore is a marketing authority who teaches people how to leverage YouTube to brand themselves and their products or services at his blog JamesWedmore.com. James has experienced the phenomenon of P2P through his YouTube videos.

- Getting Your Virtual Team to Do (Almost) All the Work for You

- content

how to outsource building a blog

- Social media expert Amy Porterfield, who blogs at AmyPorterfield.com, is regarded as one of the most influential people in the world of Facebook marketing.

- Taking action is addictive. Once customers act on advice that you've given them, you've got 'em forever—

- All of these online entrepreneurial and small-business marketing resources were mentioned in the book. I suggest digging into all of their archives.

• AmyPorterfield.com	Facebook marketing and advertising advice.
• BecomeABlogger.com	Leslie Samuel's how-to-change-the-world-by-blogging business.
• BlogMarketingAcademy.com	David Risley's blogging-for-business platform.
• EntrepreneurOnFire.com	John Lee Dumas's daily business podcast.
• EventualMillionaire.com	Jaime Tardy's super-inspiring podcast and blog.
• JamesWedmore.com	Online video and productivity tips.
• LewisHowes.com	

- Entrepreneurship and lifestyle design help and inspiration.

• MichaelHyatt.com	Leadership, publishing, and personal branding advice.
• SmallBizTrends.com	Huge small-business knowledge base by Anita Campbell and her team.
• SuitcaseEntrepreneur.com	Natalie Sisson's blog and book.
• RyanLee.com	Online marketing and product creation tips and tactics.
• SuperFastBusiness.com	Online business strategies from James Schramko.
• TheRiseToTheTop.com	Mediapreneurship and more, from David Siteman Garland.
• ThinkTraffic.net	Corbett Barr's online marketing and traffic generation blog.