

February 12–14, 2010
Nashville Airport Marriott
Nashville, Tennessee

Imagine

2010 NSA WINTER CONFERENCE

CONCURRENT SESSION: *HOW A VIRTUAL STAFF CAN BENEFIT YOUR BUSINESS*

Types of Virtual Providers & Services

- Conference/public seminar production
- Event/Conference Registration
- Event vendor logistics management
- Contract or Service Agreement follow-up
- Payment & terms negotiations
- Answering in-bound calls / Receptionist
- Answering Contact Us emails for general information requests
- Sending out hard copy promotional materials when requested
- Researching offerings and opportunities
- Graphic artists (company and product logos, etc)
- PowerPoint Designers
- Ghost writers (books, ezines, social media posts, website copy, newsletter copy, etc)
- Website designers
- Website, email & Internet Tech support
- Keep websites current
- Upload documents, etc to websites
- Shopping Cart Management
- Bookkeeping
- Payroll & Payroll Tax Reporting Services
- Accounts Receivables/Collections
- Office supplies ordering and management
- Event planning
- Event management
- Sales, Outbound Calls
- Marketing Support
- Mailing Campaigns
- Contact data base design and management
- Compile / sift through articles, blogs, etc to gather book content
- Break apart articles and books into blogs, Tips, booklets, e-books, Tweets, etc.
- Editors (newsletter, web-copy, book, etc.)
- Monitor internet presence to ensure speaker brand consistency
- Project (& process) management & support
- Internet research & prospecting
- Proposal preparation for speeches & presentations
- Preparing, packaging, and mailing product packages, books, DVDs, CDs, etc.
- Preparing & sending training workbooks etc ahead to client sites.
- Compiling CSP & other Certification documentation
- Special Projects

Indicators That It Was Time to Get Virtual Support

- I was spending more time with administrative tasks than business building tasks.
- My personal time was being eroded.
- I realized I had spent 1 hour trying to reconcile a \$0.02 discrepancy on a payroll tax report.
- I was spending my time, at my billable rate, doing administrative work (mailings, database management, etc) that a VA could do much less expensively.
- I needed someone with design skills I don't have.
- I needed someone with technical skills I didn't want to learn.

Panelists:

- **LENORA BILLINGS-HARRIS, CSP**
EXCEL DEVELOPMENT SYSTEMS, INC
PO Box 1628
GREENSBORO, NC 27402-1628
LENORA@LENORASPEAKS.COM
WWW.LENORASPEAKS.COM
- **MONICA WOFFORD, CSP**
CEO CONTAGIOUS COMPANIES
PO Box 683316
ORLANDO, FL 32868
MONICA@CONTAGIOUSCOMPANIES.COM
WWW.CONTAGIOUSCOMPANIES.COM
- **JANINE HEYDRICK**
PROJECT MANAGEMENT SPECIALIST, LLC
JANINE@CONTAGIOUSCOMPANIES.COM
WWW.PMSPECIALIST.NET
- **MAILYNNE CALVIN**
VIRTUAL ASSISTANT
AVA OFFICE SOLUTIONS
MAILYNNE@AVASOFFICE.COM
WWW.AVASOFFICE.COM
- **LIZ WEBER, CMC—EMCEE**
CEO WEBER BUSINESS SERVICES, LLC
41 SOUTH ANTRIM WAY
GREENCASTLE, PA 17225
LIZ@WBSLLC.COM
WWW.WBSLLC.COM

Virtual Services—Best Practices

**REMEMBER:
YOU GET WHAT
YOU PAY FOR....
EVALUATE &
CHECK
REFERENCES!**

**BUILD A
PROFESSIONAL
RELATIONSHIP
FIRST. THE
FRIENDSHIP
SECOND. THEN
KEEP THE
PROFESSIONAL
AND PERSONAL
CONVERSATIONS
SEPARATE.**

**EMPLOYMENT
AGENCIES**

ELANCE.COM

SHRM CHAPTERS

INTERNS

FRIENDS/FAMILY

NSA COLLEAGUES

SPEAKERNETNEWS.COM

- Build a business relationship first versus friends who then go into business together
- Share clear expectations on timeframes, due dates, work products, end results expected, etc.
- Clarify up-front what each other's work style is (i.e., late night/early morning, email vs phone calls, lots of input vs a little, etc.)
- Identify what each is "best at" and areas in which each struggles.
- Clarify competencies.
- Establish an email or phone "meeting" or checking-in schedule (i.e., daily, weekly, etc.)
- Communicate immediately when expectations are not being met.
- Communicate immediately when expectations are exceeded.
- Refer the virtual service provider to others who may benefit from his/her services.
- For designers, writers, etc. provide several specific examples of other web-sites, logos, books, etc that you like and that you don't like. Specify what you do & don't like so the designer / writer can learn your style quickly.
- Develop an SOP (Standard Operating Procedures) manual before hiring, or make that a critical task of the new VA.
- For general administrative, VAs use Outlook tasks to keep track of what you delegate and when it is completed.
- Require weekly or monthly digital reports of work. (Outlook Tasks makes this easy.)
- Do not assume one VA can do everything you need.
- Remember you get what you pay for.
- When checking references, evaluate the source of the reference—Do they have a similar business model? Do they have the same expectations of performance as you? Do they have the same work style, etc? What works for someone else may not work for you.
- Clarify what software packages you use to ensure their work will integrate with your systems.
- Be clear on what you are or are not willing to pay the VA to learn i.e., certain software packages, internet applications, etc, and which you expect them to learn on their own time. *Remember: They will be able to resell this new skill to other clients so why should you pay for them to learn it?*
- Ensure all registrations are made in your company's name, not the VA's company name.
- Ensure all password changes, etc are communicated.
- Work from a written agreement outlining expectations
- Have a retainer agreement (hours/rate) to outline the work.
- Communicate hours of operations.
- Open two-way communication is a must!
- Don't "hire" a VA; add a "partner" to your team!

Virtual Services—Sources

- Employment agencies - I contacted an agency I and asked if they knew anyone who wanted to work virtually. They had an excellent candidate! My current VA. Since they did not do that kind of sourcing they were delighted to make the reference, and did not charge their fee for placement.
- Wwww.ELance.com
- Wwww.IVAA.org
- Wwww.ODesk.com
- Friends and colleagues - I let folks know when I am looking for specific skills. There are many people looking for work that want to control their own schedules.
- Local chapters of SHRM (Society of Human Resource Management) - They usually have a job posting feature on their website.
- Interns - Some expect pay but many want the class credit and experience instead of pay.
- Ask fellow NSAers!
- SpeakerNetNews.com has a compilation of VAs on their site.
- Social Media postings

Date: _____

Contagious Companies, Inc.
PO Box 683316
Orlando, FL 32868
www.contagiouscompanies.com
Monica@contagiouscompanies.com
1-866-382-0121

Recipient: _____
Title: _____
Address: _____
City, State, Zip _____
Phone: _____

Re: Non-Disclosure Agreement

This letter shall constitute a letter of agreement, between both above listed parties, that information transmitted or otherwise disclosed by Monica Wofford, referred to as "Company", an author and trainer and speaker, with offices at PO BOX 683316 Orlando, FL 32868 with Contagious Companies, Inc. and all of its divisions, (CCI) to you _____, which relates to material, sayings, concepts, speeches, or curriculum for the production of any and all training or speaking presentations (hereinafter referred to as "the Property"), including information relating to concepts, titles, ideas, chapters, trademark and copyright applications, improvements, know-how, specifications, drawings, cost and pricing data, bills, customer and supplier lists, and/or any other written material referring to same, shall be retained in confidence by you, and your employees, affiliates, and/or subsidiaries, pursuant to the following terms and conditions:

1. You agree to maintain in confidence any such Confidential Information disclosed by Company relating to the above-described Property that was not previously known to you or to the general public, or that was not in the public domain prior to such disclosure.
2. Such Confidential Information shall be maintained in confidence by you unless or until: (a) it shall have been made public by an act or omission of a party other than you; (b) you receive such Confidential Information from an unrelated third party on a non-confidential basis; or (c) the passage of [20] years from the date of disclosure, whichever shall first occur.
3. Upon request, you agree to promptly return to Company any other materials obtained from or through Company, including all memoranda, curriculum, handouts, sales materials, drawings, patent, trademark and copyright applications, specifications, and process or flow diagrams, including any copies, notes or memoranda made by you that, in any way, relate to the Property or the Confidential Information disclosed or transmitted to you by Company.
4. You agree that you will not, without first obtaining the prior written permission of Company: (a) directly or indirectly utilize such Confidential Information in your business; (b) manufacture and/or sell any product that is based in whole or in part on the Confidential Information; or (c) disclose the Confidential Information to any third party.

Please indicate your acceptance of this Agreement by signing the original and enclosed copy of this letter at the place indicated below. Please return the original to me and retain the copy for your records.

Contagious Companies, Inc.
Monica Wofford, CEO
Signature: _____
Date: _____

Agreed to and Accepted:

Signature

Name

Title

Date