



## OUR TOP TIPS FOR CHOOSING THE *RIGHT* VIRTUAL ASSISTANT FOR YOU

With the rapid rise in the adoption of flexible working arrangements, and the consequent growth of the Virtual Assistant industry, we are often asked “**How do I choose the *right* VA for my business needs**”.

Sadly, not all VAs are great at what they do... in fact, our experience shows that there are a lot of “back-yarders” who are simply “*giving it a go because I can type*” – and believe-you-me, this is **NOT** the VA we want you to work with!

The good news is that there ARE definitely wonderful, professional, responsive and highly experienced VAs out in VA land just waiting to be of service to you and your business!

To help you out, we’ve put together a basic checklist that we encourage you to refer to if and when you’re in the position where you are actively seeking a professional and experienced VA to handle some of your admin tasks.

- **FIRST IMPRESSIONS DO COUNT** – if a potential VAs first contact with you (whether by email, phone call or other) is not professional, then that’s a good indicator that they’re not top of their game. First impressions really do count, and if a VA doesn’t go out of his or her way to impress from the outset, then I’d give them a wide berth.
- **CHECK THEIR WEBSITE** – check their website and see what services they are offering, and whether they are a match for what you need. If they are a “jack of all trades” then they are potentially also a “master of none”. We encourage our startup VAs to niche into a specific area, and offer something that they are really good at. This means you’re working with an expert in the field.
- **DO THEY HAVE A LINKEDIN PROFILE** – check for testimonials, and view their work history. This should ideally be in line with what services you want them to provide you with.
- **ASK FOR REFERENCES** – the same as if you are working with someone on-site, you should not hesitate to ask for references, and then **CHECK THEM!!!!** Easiest thing to do is to get phone numbers and call people.



- **INSURANCES** – check that your VA has at least Professional Indemnity insurance... and we also recommend Public Liability to all our VAs, although for self-employed contractors, it is not yet compulsory to hold these. Cyber insurance is also something we're actively encouraging VAs to investigate and take out if applicable – as this protects them AND THEIR CLIENTS (i.e. you!)
- **MEMBERSHIPS** – are they affiliated with specific Virtual Assistant organisations such as The VA Institute or AAVIP. Being a member of these should indicate that they are operating professionally (as opposed to a hobby).
- **HOW DO THEY CHARGE** – think about what you need... i.e. are you going to have flexible (varying) requirements from day to day or week to week. If so, perhaps an hourly rate is a good way to go. If it's a consistent or fixed level of service (such as social media management / posting, website maintenance etc), then a package could be the way to go. Have a good idea of what hourly rate you would be prepared to pay, bearing in mind that Australian VA rates can vary from around **\$40 to \$75 per hour**, depending on the niche or service area, and this rate would (in general) translates when converted to other world currencies. Remember, you are not paying any employee related costs, or providing any equipment, and you generally only pay for the time spent working on your project. Also, if you're paying by the hour, don't be afraid to ask your VA to send through a timesheet with their invoice.

Working with a VA can be such a liberating experience provided you find the *right* VA.

**Find a VA** is able to quickly and easily source Quality VA Service Providers for you... giving you peace of mind that you are connecting with only the best VAs the industry has to offer.

For more information, visit [www.findava.com](http://www.findava.com), or email [info@findava.com](mailto:info@findava.com)