






**MATT RHODES**

Why should you hire a Virtual Assistant? 

Before you start outsourcing... 

What tasks to outsource 

How to hire your first assistant 

Case Studies 



## Why should you hire a Virtual Assistant?

Working for yourself vs. owning a business

You must become the "New Rich"

Check out the 4-Hour Work Week...

FREEDOM is worth more than money

Live life NOW, not in retirement

Earn money for specific goals

Anyone can become the "New Rich" with smart, focused action

Virtual assistants make money for you

Not really an expense, if...

You can LOSE money by not hiring a VA

You're multiplying your efforts

McDonalds is ALWAYS hiring

Saves you time

How much is your time worth?

There are things you MUST do to grow, but are time consuming

Saves you aggravation

Don't let fear get in the way!

## Before you start outsourcing...

Every business model is different

Literally 1,000s of different online business models you can follow...

"Pathetic Money Makers"

Research --> Product --> Sell

Affiliate Marketing

Digital Real Estate

Physical Products/Dropshipping

It all works!

But, there are similarities among most online business models

You MUST have traffic

You MUST be developing new content/products

If you had all the time in the world, how would you grow?

Define EXACTLY what needs to be done

Define EXACTLY how much it's worth to your business

Define EXACTLY how often it needs to be done

Start building a task list... (see module 3 for ideas)

Do the numbers!

Knowing your metrics is KEY to owning a business

Key metrics to know...

Value of each customer

(total \$ of sales / number of customers)

Example: (\$2500 in sales / 50 customers) = \$50

Conversion rates (squeeze pages, sales pages)

(total sign-ups or sales / number of visitors)

Example 1: (50 sales / 1000 visitors) = 5% sales conversion rate

Example 2: (500 subscribers / 1000 visitors) = 50% squeeze page conversion rate

Value of a visitor

(total \$ of sales / number of visitors)

Example: (\$2,500 in sales / 1000 visitors) = \$2.50

Value of an e-mail subscriber

(total \$ in sales / number of e-mail subscribers)

Example: (\$2,500 in sales / 500 subscribers) = \$5 per subscriber

If you know your metrics, you know how much you can spend!

Remember, you're spending money to make money...

Example: If each visitor is worth \$2.50, you know you can spend up to \$2.49 on PPC

Example 2: Article marketing - if each article brings in 20 visitors, you know you can spend up to \$50 for one article

How to turn \$100 into \$2,400 per year...

It's all simple metrics...

You can have 20 articles written and submitted for \$5 per article (\$100 cost)

Each article brings in, on average, just 20 visitors to your site

Those 20 articles = 400 visitors to your site

400 visitors / 50% squeeze page conversion = 200 e-mail subscribers

\$1 per subscriber per month = \$200 per month

\$200 per month x 12 months = \$2,400.00 per year

## What tasks to outsource

### Customer Service

Basic support (FAQs)

Refund requests

Escalate important questions to you

### Article Marketing

Write articles based on keywords or general topics

Submit articles to major article directories

EzineArticles

GoArticles

Associated Content

Searchwarp

### Video Marketing

Create simple videos for YouTube

Can use articles as a script

Submit to video submission websites (e.g., TubeMogul, Traffic Geyser)

### Link Building

Blog Commenting

Press Releases

Directory Submissions

RSS Feed Submissions

### Social Media Management

Twitter

Facebook

LinkedIn

### Expansion Prospecting

Can send e-mails to major websites on your behalf, offering to write articles

Can monitor websites on Flippa / DigitalPoint that would make a good addition to your portfolio

### Affiliate / JV Recruitment

Search Google's Top 10 for your primary targeted keywords and try to recruit new affiliates

Can get their phone number from betterwhois.org and call on your behalf

### PLR Development

Can find PLR articles or reports related to your niche

Can edit or break up the PLR for you

Can post the PLR to your website, or create a package out of it

### Wordpress Blog Setup / Maintenance

Can backup your Wordpress database

Can create new blogs for you

Can edit and post content for you

You can have **EVERYTHING** done for you...if you're specific!

## How to hire your first assistant

### Where to find virtual assistants...

oDesk (my favorite)

Fiverr

Guru.com

Freelancer.com

Forums!

### Hourly rates

Depends on tasks required

Higher pay = higher trust

Start out low (\$4 to \$6 per hour) and work your way up

### Criteria for hiring an assistant

See job posting template (included in 4-Hour Outsourcing package)

ALWAYS include a qualifier - "Roger Wilco"

Make them answer specific questions

Make them tell you why they're better

I prefer US, Canada, UK, Australia, and NZ, but...

### Monitoring assistants

oDesk provides "Work Diary"

After 90 days, measure direct results from VA...

Metrics (visitors)

Time saved

### Break up tasks between workers

Requires more management, but protects your business

Handle the money (except refunds) yourself

### How to hire your first manager

"Promote from within!"

After 6 months to a year of consistent, high-quality work, give a substantial raise

Biggest question: Can you trust them?

Managerial duties...

Finding new VAs to make money for you

Ensuring other VAs are working at top speed and with high quality

Suggesting improvements for your business

Operations manual/videos for assistants

As smart, or smarter than you

The bigger you get, the more managers you'll need

## Case Studies

### "Pathetic Money Maker" Business

Created a dead simple Amazon review site

Had only 4 posts and 1 backlink

Pulled in between \$20 to \$100 every month

I KNEW I had to expand it...

Expand the existing review site to include more reviews

An assistant can write 3 articles in 2 hours

At \$5 per hour, \$10 for 3 reviews

Each article is worth between \$5 and \$20 per month

\$3.33 per article for a return of \$5 to \$20 per month is a no-brainer

Create new review sites for me

My review site took about 3 hours to build

Assume a VA will take longer to start - 4 to 8 hours

Review site is worth \$20 to \$100 per month

I supply the niche and register the domain - they do EVERYTHING else

Find products on Amazon

Find reviews on Amazon

Write the review

Link to Amazon with my affiliate link

Promote the website

Total cost to build a review site from scratch: \$20 to \$40

Can make it 100% hands off by hiring a manager to research niche and register domain

### \$20+ Million Dating Business

My biggest take away from a \$2,000 product...

Reverse engineered substantial portions of his business

This guy has 0 employees, but over 80 virtual assistants

Essential pieces of the business...

Building an e-mail list

Following up with customers via phone

Getting exposure via major media (e.g., top dating websites and magazines)

Managing ad campaigns

Virtual assistant tasks:

Finding ad opportunities (he knows value of a visitor!)

Call customers with a script after they buy to get them to buy upsell/related products

Writing articles and creating videos for external websites



Editing video from live events to post on YouTube and website

Customer support, DVD fulfillment

Organizing events

Finding potential candidates for interview (monthly membership)

Website editing/development

He creates products and is the "face" of the company, his assistants do EVERYTHING else...

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