Bonus Report

VA Infoproduct Creation

The following report was written by my virtual assistant, after I had asked her for her advice on **how to help infoproduct developers use virtual assistants in the most effective way possible**.

I've left it almost entirely unedited so you can see the quality of work that a virtual assistant can produce with the right guidance.

I hope you find it as valuable as I did!

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Overview

Digital items and infoproducts are very popular on the internet and you can earn substantial amounts of money by selling them in infoproduct marketplaces such as Clickbank – the largest online marketplace for eBooks, video, audio e-courses, reports and membership sites. The best thing about this type of money-making system is that you don't need to be an expert on everything or on anything in order to succeed. As a matter of fact, most of the tasks necessary to run this business can be outsourced. You can hire virtual assistants to streamline your business and get plenty of things done.

Virtual assistants can minimize your workload by taking on the duties that you cannot handle. They can perform a wide range of low-value tasks allowing you to spend your time on more important matters. These responsibilities include data and website management, graphics and software installation, email and telephone correspondence, invoicing and bill paying, internet marketing and advertising, copy writing and proofreading, and just literally anything. Put simply, a handpicked team of virtual assistants can be a major asset for the success of your company.

This short course aims to orient readers on how to create profitable informational products and reports for Clickbank and other infoproduct marketplaces by using the help of virtual assistants. At the end of the course, the reader should have a full understanding of the following topics:

• How to get your virtual assistant to write the best possible report and informational product for you.
• How to ensure that your virtual assistant is going to provide exactly what you are looking for.
• What you need to provide to your virtual assistant to get the best quality content.
• How to test your virtual assistant to ensure she is up to the task for writing for you.
• How to effectively write an outline for your virtual assistant.
• What are the best starting points for a virtual assistant to do her research.

Chapter 1 Introduction

You don't have to be a writer or an author to create a profitable infoproduct for Clickbank and other infoproduct marketplaces. Take note that there is no need to write the e-Book yourself. All you need to do is find a competent virtual assistant to put your ideas into writing. As long as you know what kind of niche your product is going to be and you have plenty of ideas on how to actually sell it in the internet marketplace, there is a high possibility of succeeding in this industry.

Chapter 1.1 Misconceptions about virtual assistance

1. Expensive – for those who have experienced outsourcing first hand, they know that paying for the services of a virtual assistant is absolutely worth it. In truth, most entrepreneurs agree that their VA is one of their most valuable assets.

2. Difficult – there are a lot of online companies offering virtual assistance services. The hiring process is easy and most of them even offer a free trial period so you can assess the performance of the VA.

3. Low quality output – it happens. But only to a small minority of business owners who don't know the right way of outsourcing.

Chapter 1.2 What is a virtual assistant?

The definition of a virtual assistant is somewhat broad but is very interesting. For one thing, a VA is not "boxed" in one particular job or company. Virtual assistants are freelancers who work for several companies and multiple contracts at the same time. They are well versed with almost any kind of corporate transactions and they can also be entrusted with difficult duties with minimal supervision. Owners of small and medium sized businesses hire online assistants to have someone who will perform the routine tasks for them. In this way, they will have more time to conceptualize better business strategies without neglecting the daily clerical and technical tasks in the office.

Chapter 1.3 Qualifications of a virtual assistant who can write an internet infoproduct

As of this writing, there is no specific degree or level of education required to become a VA. Although there are a lot of online schools offering courses and training to become an online staff, most employers are not asking for certifications or any type of written document that will prove an applicant's skills and expertise.

However, this is not the case if you are particularly looking for a VA who can ghostwrite an e-book or report that you can sell on Clickbank and other infoproduct marketplaces. You will have to ask for sample articles, blog links and a comprehensive portfolio to ensure that she fits the job. Also, you will have to trust your guts when choosing the best candidate. As you can see, hiring a VA is mostly based on "trust and confidence." Which means that if you feel that this particular person is trustworthy, then you may hire her to be your personal online assistant. No need to meet in person for an interview whatsoever.

As time goes by, more and more individuals are becoming interested in starting a career in this profession. Because of this, the competition among online providers is becoming stiffer. So it won't be surprising at all if employers will begin requiring candidates to submit training certificates relevant to the position that they are applying for.

Freelancers also tend to compete not just in terms of skills and experience but in pricing as well. From a businessman's point of view, this is an excellent time to hire a virtual team – labor cost is way cheaper in comparison to hiring a regular employee.

Chapter 2 How to get your virtual assistant write the best possible report and informational product for you

Aside from the usual responsibilities, virtual assistants are also capable of writing an e-book, report or an instructional manual that can be sold on Clickbank and other infoproduct marketplaces. You can make tons of money from this. However, you have to remember that your VA is not a robot and that she is not a mind reader. Here's what you can do to help your VA come up with the best possible report and informational product for you:

1. *Specific topic.* When assigning a task to your VA, the most important thing that you have to consider is the clarity of your instruction. This is especially true if the assignment entails writing an e-book or an online infoproduct. Tell her the overall concept of the book and what topics you want to include in each chapter.

There are several ways to do this.
• Write down the details of the job in a step-by-step process
• Create a video of yourself describing the job
• Discuss the task with your VA via Skype video chat.

As much as possible, define the scope of the job in a detailed manner and provide a realistic time frame for her to finish the assignment.

2. *Communication.* To avoid confusion, send follow-up emails to your online assistant about the current status of the job. Although this is not exactly applicable in all cases, you may want to check on the progress of the task to spot errors and to give further instructions. This will also allow your VA to ask questions if there is anything that needs clarification.

3. *Report.* If necessary, ask your online staff to submit a report of the book's progress. Aside from the regular updates, this will help you

make necessary adjustments in terms of revisions and delivery date. For instance, the VA can inform you early on if the task is not possible to be delivered on the agreed date thus you will have a chance to find alternative ways to accomplish the task on time.

4. *Flexibility*. One distinct characteristic of most virtual assistants is their ability to multitask, which is great. So you can assign her to submit a report about the current market trends in affiliate marketing while writing simple blog entries for your website.

From a client's perspective, having a good VA is a great value for your money. In general, a VA is much better than an employee who is physically present in your office. But don't forget that these online assistants are not machines so don't expect them to be flexible all the time.

To eliminate misconceptions, ask the VA about the niches that she can or cannot write for you. In this way, you will have an idea about what kind of topics to assign hence avoiding conflicts and disappointments.

5. *Feedback*. It doesn't matter if the contract is long or short term. The truth of the matter is, you have to evaluate the VA's performance. If the job will be ongoing for a couple of months, then make a fixed schedule when you are going to give feedback. Inform the VA about what needs to be improved about once a week, as well as what you appreciate about her work.

Hot tip: When giving feedback, you may want to consider the nationality of your VA. If you plan to outsource from the US or European countries, they might not be comfortable with the idea of receiving client feedback. But there shouldn't be a problem if the VA is from Southeast Asia like India or Philippines.

Chapter 3 How to make sure that your virtual assistant is going to provide exactly what you are looking for

Since there is little chance of meeting up in person and most of the transactions are done online, communication problems may arise. As

a buyer, productivity is not your only concern. Aside from being productive, your VA should also deliver accurate reports, exactly as you have instructed. Here are a few tips to ensure that your VA is going to provide exactly what you are looking for.

1. *Know your virtual assistant on a personal level*. This may sound absurd to some clients but you have to have an idea about your online staff's strengths and weaknesses. Remember that a VA is also a real person, which means she can't possibly be an expert in all niches. If you want her to write an infoproduct which is entirely new in the market, she will need some training and coaching in order to conceptualize the e-book.

2. *Assign one task at a time*. Ideally, a virtual assistant must be able to do multiple tasks at once. However, assigning tasks one at a time would allow your online staff to focus on what is really urgent and necessary. Inform your VA about what is included in your list of priorities and make a lineup of what must be done first.

3. *Keep instructions simple*. When sending out written instructions via email, make sure to use the simplest words possible. Your VA may be the best in the industry but if the job description is vague and ambiguous, it can result in errors or worse, rework. So, if you are working on a niche informational product that covers a very wide scope, it is recommended to break down the topics into a clean outline to avoid confusion.

To explain further, if your target is to create a 300 pages e-book, do not show the VA the entire line-up for the book. This is not only confusing for the VA, it is also tempting for less-than-honest staff members. You'll never know... They might steal your ideas and build an infoproduct of their own. It would be wise to work on a per chapter basis.

4. *Be firm about working hours (optional).* Generally, virtual office assistants are able to choose their work schedule, which means that they have the freedom to write at any time of the day as long as the deadlines are being met. However, in some cases an employer can also set a fixed working schedule depending on the needs and requirements of his company. In Upwork, a lot of virtual employers

from Australia prefer applicants who are able to work according to their country's time zone. If you plan to do this, it is important to consider the time availability of the VA that you are going to hire. Remember that VAs work for a number of clients at the same time so to avoid conflicts, hire someone who is available to work at your desired time.

5. *Set clear goals*. This is one of the first things that you need to communicate with your online staff. As you assign tasks, discuss with your VA about your requirements and how fast the turnaround should be. When do you need the report or the article? If the task is SEO related, when do you need to see results? Before the VA begins to work, these things must be clear to him or her so as not to cause potential delays.

6. *Use Skype*. Or any other type of VOIP tools that let you contact your VA anytime for free. Let's face it. Hiring off shore VAs is not exactly a piece of cake. For one thing, time zone differences can make things complicated specially if you urgently need the files. Slack, Skype, and other types of instant messengers can make communication much simpler.

7. *Make a comprehensive list of tasks*. Create a precise list of tasks you want to have done on a daily basis. This should help your VA in organizing her work schedule.

8. *Say thank you*. Don't forget to show appreciation for a job well done. Although these VAs are working for different bosses all at once, believe it or not, they are trying their best to make each boss feel like a VIP.

9. *Constructive criticism*. Of course, motivation is not all about praises. Being able to tell your VA politely about an unsatisfactory performance is a part of a healthy working relationship. This will also motivate your online staff to strive harder to deliver better content each time.

10. *Training and coaching*. Unless the infoproduct that you are going to assign are self-explanatory, passing off responsibilities to your VA and waiting for things to work out perfectly is not always advisable.

Before hiring a VA, try the applicants' skills by letting them go through an intensive job simulation. If the job entails writing of instructional manuals, hire the VA to write a sample of your chosen topic to check if the VA's writing style will pass your standard.

11. *Stay positive*. No matter how disappointed you are, try your best to be as professional as possible. Choosing the right words when criticizing a VA's work is crucial to a lasting work relationship. So, instead of saying "This article is a total mess," say "Thank you for your work. Here are a few suggestions to make it better ..."

12. *Ask for your VA's opinion or suggestion*. Doing so will make your online staff feel that she is part of a team even if she's working from a remote place. Sharing your goals will motivate the VA to think of more effective ways to contribute to the company's growth and success.

13. *Allow for taking short breaks*. Does your VA work full-time for you? If so, you might want to consider giving your virtual staff a rest day. But this is really on a case-to-case basis as most VAs have self-imposed days off to re-charge their energy. It all depends on your agreement and the urgency of your products.

14. *Respect them as professionals*. Although these online employees are not physically present in your office, they are contributing their tasks and skills for a lower operational cost. Treat them as an important part of your human resources.

15. *Learning curve*. No matter how intelligent and skillful your VA may be, she will need ample time to fully cope with your business's niches. As already mentioned earlier, VAs need to be coached during the first few days for them to be able to learn the ropes. Orient your online staff properly and do not expect them to master everything in a very short span of time.

16. *Respect cultural differences*. Generally, these VAs are outsourced from a foreign English-speaking country. This means you're working with a real person who probably has totally different beliefs from yours. People from Asia, particularly in the

Southeast region, believe that it is not okay to be brutally frank at work but it is very okay to work 7 days a week without a day off and you won't hear a complaint.

Although it is difficult to make generalizations about all Asians, it is safe to conclude that Asian work conventions differ significantly from those of Americans and Canadians. Generally, the virtual staff will make all the necessary adjustments but they will certainly be grateful for your sensitivity and consideration.

17. *Reasonable expectations*. Of course all employers want their virtual employees to be as productive as possible. However, expecting your VA to perform miracles will not only cause you major disappointments. To avoid frustrations, assign easy reports to a new VA and then after some time, when she's finally learned enough about your niche, you can start assigning more challenging reports.

18. *Recognition and rewards*. In the same way that regular workers are craving to be recognized at work, virtual assistants also want to be appreciated for a job well done. Since you can't give them a pat on the back physically, you will have to find alternative ways to reward an excellent work performance. For short term contracts, some clients give bonuses while for long-term contracts, employers give basic rate increases on a quarterly or yearly basis.

19. *Trust*. Virtual assistants believe that they are hired for the position because they are competent and capable of delivering the job. Close monitoring (such as following up every hour about the e-book's status) how they are performing may insult your VA. Make your online staff feel that you have confidence in her skills. Besides, the primary reason why you hired a VA is to free yourself from the burden of doing so many things, so you might as well relax and believe that your online assistant will be able to handle her duties and responsibilities even without close supervision.

20. *Take advantage of online tools*. Since VAs are usually outsourced from other countries such as India and the Philippines, it would be impractical to communicate through expensive long distance calls. Fortunately, there are various technological tools that you can use to contact your VA.

21. *Established work hours*. Before the contract starts, the working schedule must be clarified to avoid late submission of articles. Remember that being on time is a part of high quality write-ups. Most employers won't mind at all whether the VA wants to work during daytime or nighttime as long as all articles are completed on time. On the other hand, some employers prefer to monitor work performance by being online while the VA is working. This set-up can be beneficial as well. If the online staff encounters a problem with regards to the project, she can immediately raise her concern and ask questions. No need to wait for the boss to come online. The downside is that most VAs are not comfortable with this kind of setup.

22. *Easy methods of communication*. When working with a VA, the client has 3 options about how to effectively delegate a task.

1. *Visual*. This is probably the easiest way to describe a particular job. You may create a short video of yourself explaining the detailed requirements of the job. This method is specifically effective for creative and technical writing. Your virtual assistant will easily get the "picture" of what you want to have accomplished.

Hot tip: When creating a video, make sure that the tools that you are going to use are in good condition. The video must be of high quality and the sound must also be clear. Quickly skip the video before sending it to your VA. While watching it, ask yourself if it is easy to understand and if there's anything that may confuse the VA.

2. *Audio*. This is less complicated to prepare and preferred by a lot of online contractors. Making a recording of your own voice discussing a step by step process and explaining how you want the job to be done is way simpler than making a video.

Hot tip: Sending an MP3 is a fantastic way to delegate tasks to your VA. Before you begin to record, you may want to jot down some notes first. In this way, you won't forget anything once the recorder is turned on. Jotting down notes will also allow you to arrange the instructions in a sequential order, from the most important to the not so urgent tasks.

3. *Paper*. Writing down all your requests can be tedious and may consume a lot of your time. But this is actually the standard way of delegating tasks to a VA, especially to freelance writers and bloggers. All instructions about your infoproduct or report are usually sent via email (minimum number of words, total number of pages, keyword density, total number of times a keyword must be mentioned throughout the page, etc.).

Hot tip: Do not delete sent emails right away. You can use these for future reference.

Should you prefer to stay in touch via email, a standard subject line for each task will enable both parties to easily track the progress of a specific job. Doing so will also help organize things. The instructions for a certain task will not be confused with other duties.

For example, if the job of your VA is to write press releases and update blog entries on your website, all emails related to press release should be sent under the "Writing of Press Release" subject line while everything related to blogging should be sent under the subject line "Writing of Blog Entries." In this way, you won't get lost in monitoring your virtual staff.

Hot tip: Do not assume. Believing that your VA knows exactly what to do even before you tell her is one of the common misconceptions of buyers and clients. Even if you believe that the job is totally "mindless and repetitive," it is still an SOP to provide a brief orientation about the nature of your niche and business.

But this is not to say that you need to teach literally everything to your VA. The bottom line is to set clear instructions to avoid frustrations. From the start, make a super-easy-to-understand job description to prevent yourself from being trapped in a painful situation such as the VA not delivering high quality content on time and other scenarios that can damage your business.

Chapter 4: How to ensure that a virtual assistant can help create a profitable online infoproduct

As a buyer, you are naturally concerned with the money that you are going to spend for hiring a VA. Thus, it is not enough that your online staff is working, you want to receive the finest quality output as well. How do you ensure the VA that you are going to hire has the capabilities of delivering the job? Here are some of the things to consider before awarding the contract:

1. Do not accept bids from contractors without an area of expertise. Take note that there are many types of virtual assistant. Some focus on the technical side such as web design, app development, search engine optimization and social networking. Since your goal is to create a profitable infoproduct, you might want to filter the applicants. Give priority to candidates with laser-sharp focus in writing of e-Books, company manuals, press releases, and editing of magazine-type materials.

Although VAs are generally "all-around" workers, it would be wise to hire a niche writer. I.e.: If your infoproduct is about making money online, hire a freelancer who is an authority in that field. Carefully read the contractor's cover letter. This will give you hints if she is sincere to help and is capable of delivering a quality and timely output within your budget.

Hot tip: Professional niche writers are normally more expensive but you will see that their job is far better than those who write about anything under the sun. It is true that lower labor cost is one of the main reasons to outsource but quality and satisfaction should not be compromised.

2. Study your needs and requirements before you begin the screening process. That way, it will be easier to spot the perfect VA for the position.

Hot tip: Some VAs complain that there are buyers who are not certain about their objectives and specifications leading to conflicts and to the job being done unsuccessfully. You can avoid this scenario

by asking yourself what kind of infoproduct you intend to build and why you need to outsource.

3. Finding the right person for the job means lots of patience and it can take some time. To attract the best contractors, try to write a clear job description and offer a reasonable and fair hourly rate. If the compensation is too low, highly caliber writers will not be interested in applying. Remember that you are paying not just for the skills of the VA but for her time as well.

4. When choosing a writer, consider the personal traits of the candidate. More than expertise, work attitude should be given priority. No matter how skillful and smart a VA is, lack of professionalism and sincerity will give you serious headaches in the future. During the interview, ask psychological and behavioral questions like why should I hire you or what makes you stand out from the other candidates. If possible, come up with a question that is not too common. Job applicants, particularly VAs, usually have a ready "template" answer for such questions.

5. Another way to ensure that a VA can help you create a viral infoproduct is by checking her writing style. Writers express their thoughts in varied ways. Some write in a conversational manner while others write in a professional tone. With this, ask yourself again. What is your infoproduct all about? Who is your target audience?

If your digital product is business related, such as affiliate marketing, you must be targeting entrepreneurs and other types of business people. In this case, your audience is expecting a professionally written e-book. Not the kind where lots of "LOL" and smileys are scattered throughout the text. To make the article more convincing to the readers, the VA must research the topic to come up with a write-up that is comparable to what you can see from Ezine and Wiki.

6. As mentioned earlier, the job must also be delivered within budget. This means that the VA will also have to work within the allotted time for each article or for every page. This aspect is very broad and will be discussed further in Chapter 7.

7. If at all possible, hire a virtual assistant who can proofread her own articles. Although most buyers also hire a separate proofreader to perform this duty, the VA must be able to check her work for spelling and grammatical errors. This should not take much time as Open Office and Windows Word can automatically detect errors.

8. A virtual assistant who can commit time and dedication for the project promises to help build the best infoproduct. Committed VAs submit their work on time and if possible, they will even try to beat deadlines to give you extra time to review the write-up and request a revision if necessary.

9. Use a timer. If the VA is working on Upwork, she can use the Upwork desktop app and her Diary to log her time. If not, there are a number of opions online that allow the user to manage time, milestones, messages and tasks. TeamworkPM and Project Management Software are good options. An excellent VA is not only good at writing, she must also be good at managing her time. You can see this by checking how many tasks she accomplished in a specified period of time.

10. Equipment. Don't overlook this part. Before you award the contract to a virtual assistant, ask her if she has the necessary equipment and software for the project. Does she own a computer or a laptop? Does she have a stable internet connection? Does she have Microsoft Office or OpenOffice, Skype, and any other software and online applications needed for the job? It is a known issue that virtual assistants from the Philippines have connection and power supply problems. If you are planning to hire
from this country, you should have a back-up plan in case of emergencies. Or adjust your time-line. Tell your VA that the turnaround is 3 days, but actually allow for 6 days.

Chapter 5: What do you need to provide to your virtual assistant to get the best quality content?

The virtual assistant also has a few expectations from you as her employer. Being able to meet these expectations will greatly help your VA with providing the best quality content.

1. Complete instructions and clear directions. After months and years of working online as a VA, I have learned that there are 2 types of employers. The first is the kind who completely entrusts the tasks to his VA and the other one is the type who wants to closely monitor the progress of the project. It doesn't matter which type of client you are. What matters is that the materials and sources you are going to provide are clear and readable.

2. Accurate information and data. This is applicable if the tasks that you will be assigning to your online staff involve using your company's software and tools. Don't forget to introduce your VA to your business system and all the things needed for her job.

3. Sharing of resources and knowledge. A few months ago, I worked as an SEO specialist for a company that sells computer software and online applications. I was asked to join forum sites to promote their products and services. Since I was having a hard time to be accepted at the forum websites, the employer provided a list of sites where membership doesn't need approval from the admin.

4. The VA expects her employer to communicate exactly what he wants and when he needs it. As a client, you will have to be as specific and as detailed as possible to avoid misunderstandings. Inform your online staff about in how many days you expect them to complete the writing assignment.

5. Provide regular feedback about the VA's performance. As explained in Chapter 2, the nationality of the VA must be taken into consideration. VA's from western countries may find this quite unprofessional as they see themselves as business persons instead of employees. However, informing your online staff which aspects of her work she needs to improve is essential to ensure that your virtual assistant is going to provide the best possible web content and articles for you.

Chapter 6 How to test virtual assistants if they are up to the job

Virtual assistants can carry out plenty of duties and responsibilities even without being physically present in your office. However, hiring a

remote worker also has a downside. For one, it is difficult to tell if the virtual staff is really up to the task of writing for a client. Although this is actually an issue of trust and confidence, the following behavioral and psychological questions will help you find the best VA for your business. Before hiring and signing a contract with a virtual staff - specially if the project will be ongoing for longer than 6 months – don't forget to ask the following questions during the interview.

• Ask if she has prior experience with writing articles and web content. A VA who specializes in content creation should be able to provide samples and links to her previous work. Checking out her online portfolio will give you insight into the kind of online writer she is.

• Ask what kind of software and tools she uses to track the number of rendered work hours. Since you are going to pay for the time spent on writing articles, it is essential that the VA makes use of a reliable software that gives accurate information such as snapshots, memo, messages, total time consumed for a specific task, etc.

• Ask the VA about her time availability. As you know, most virtual assistants are working for several different clients at the same time. You will have to find out how many hours she can commit to your project.

Hot tip: Presumably because of the unpredictable nature of a VA's job, most virtual assistants will send their resume and portfolio to as many employers as possible. They want to bag as many contracts as they can. This is their way of minimizing the possibility of having "dry" months. From an employer's perspective, this is a major disadvantage. If you are looking for a VA who is available to work 5-8 hours a day, hiring an applicant who already has committed to working for several other employers can lead to disappointment and frustration.

The best thing that you can do is to ask the virtual assistant about the number of employers she is currently working for and if she can handle the additional workload. Hiring a person who already has more than 2 employers might not be a good idea. Remember what elders say – one cannot serve two masters at the same time. So

imagine how busy the VA is if she's got more than 2 employers. Chances are, she's just going to give you headaches with regards to deadlines and turnaround.

• Ask how many hours does she usually spend on writing an article. By establishing upfront how much time you expect her on finishing a 500-word article (or on whatever number of words you want to have written), open-ended tasks are avoided.

Hot tip: The goal of hiring a VA is to find a person who can assist you in the everyday tasks of your business. A virtual assistant who respects your allotted budget for each article demonstrates her sincerity to help. For instance, if a 400-word article can be finished in less than an hour, she should not exceed that time.

Chapter 7: Understanding the basic rate of virtual assistants and why using them is a low-cost way to create infoproducts.

Understanding the basic rate of virtual assistants is a very important aspect of VA management. First it must be emphasized that the terms "employer" and "contractor" are generally used in the virtual industry. The VA or the contractor usually refers to the buyer as an "employer" rather than a client. However, according to Upwork.com "These are only used in the generic sense and are not meant to define the legal relationship between the two parties."

Having said that, hiring a VA does not bind you to the legal obligations of being an employer. So, if you are an American citizen and you hire a VA from Asia (the Philippines in particular) you will not be obligated to pay for taxes, SSS (social security system), health insurance, and other benefits. Take note though that this is only applicable if you hired the VA through Upwork.com. Since you are paying Upwork for the services and NOT the contractor, you don't have to worry about tax ramifications. You might want to consult the legal matters with your accountant and lawyer for more accurate facts though.

The following factors will give you an idea about how VAs set rates.

1. Expertise and experience – VAs who have been in the industry for many years charge higher service fees. The advantage of hiring a "senior" VA is that these people are highly skilled and management is almost unnecessary. They know exactly what to do with minimum supervision.

2. Nationality – VAs from Asian countries are able to ask for lower rates simply because their standard of living is significantly lower in comparison to the US, Australia and Europe. The rate for a Filipino full-time VA ranges from $5 to $25 per hour, depending on the skills and expertise that they offer.

3. Agencies – If you want to hire a VA through a company or agency that offers virtual assistance services, the company gets a cut or share of the contractor's earnings. If possible, it is better to avoid third parties and agencies and deal directly with the VA to avoid additional fees.

4. Difficulty of tasks – higher payment is expected for writing articles on difficult topics such as medical, legal, business and niches requiring extensive research. On the other hand, simple blog entries and personal essays are priced lower.

5. Urgency of the articles - when do you need the articles? Remember that VAs can have a lot of clients at the same time. This means that changing her schedule and asking her to prioritize your requests gives her the right to ask for additional fees.

Chapter 7.1: Why outsourcing is a low-cost option to create a profitable infoproduct

Now, the question remains. How much is the average cost of hiring a VA? This is a very broad question and there is no specific answer. But since you are paying only for the rendered hours, labor expenses will depend primarily on the length of time it takes to complete the report or the infoproduct.

The hours worked are the first consideration when computing the total amount of labor cost. Work hours include the following:

• Discussing the project through IM or Skype
• Researching the infoproduct
• Gathering of data
• Conceptualizing and planning of what will be included in the e-book or report.
• Actual writing
• Proofreading and editing
• Preparation of daily report through email
• Revising the text if necessary

Take note that the ones mentioned above are part of the general process of creating an infoproduct. Some clients do not pay for the time spent for miscellaneous activities such as composition of emails for regular updates and for chatting about the job. It all depends on the agreement between you and the VA.

Let's say your VA's rate is $5 per hour. Before she starts writing for you, you will have to clarify your budget for each task. For instance, if she is going to do research, limit the research time to 3 hours or shorter than that if the writing assignment is not that difficult. If you are requiring her to submit a daily report about the progress of the project, allot an hour for her to compose an email. For the actual writing task, you can set an hour for every 400 words written or **one and a half hours*** for every finished page of the e-book.

Setting limitation is the key. A lot of buyers are doing this to avoid overspending. Now for the computation... A 10-page report should cost you:

1. Discussing the job description, your expectations, goals, deadlines, etc., via Skype chat 1 hour = $5
2. Researching task 2 hours = $10
3. Gathering of relevant data 1 hour = $5
4. Conceptualizing the e-book or report 2 hours = $10
5. Actual writing 15 hours for 10 pages* = $75
6. Proofreading and editing 2 hours = $10
7. Prepping of daily updates 1 hour = $5

8. Minor revision (if applicable) 2 hours = $10
9. Total cost of the infoproduct = $130

Again, please remember that this is just a sample computation of how much you should expect to pay a VA for helping you create a viral online infoproduct. To further save money, you can opt to eliminate some steps which you think are not necessary or vice versa, you can add steps or processes which you believe are important. Also, expect your VA to accomplish the task within your budget but prepare for any problems that might arise as she is in the process of creating the infoproduct.

Why is hiring a virtual assistant considered cost-effective by company owners who have experienced it first-hand?

• Allows you to stay within your budget.
• Does not require you to supervise the VA closely, hence allowing you to focus your time on high-value tasks that are giving you income.
• Professional VAs have the essential expertise to do the job.
• No need to hire an office space or buy equipment because the VA will provide it for herself.
• VAs can multitask. Most of the time, a VA can write, proofread and edit an e-book or report without the assistance of another staff member. This means there is no need to hire redundant employees like researchers, proofreaders, editors, etc.

Chapter 8: Online tools for Virtual Assistance Management

• **Skype.** This is highly recommended as most VAs have a Skype account. It's free and it allows you to make cheap calls and conduct video conferences. In my 3 years of working as a VA, most clients prefer to discuss tasks and duties via Skype.

• **Cisco WebEx**. Ideal for clients who are always on the go. It is one of the best mobile apps for helping you manage your virtual team members who are from the other side of the globe. Its features include video conferencing, which means that you can hold a meeting with your virtual employees no matter where you are. With just a few

clicks on your mobile phone, you can monitor the task, track and discuss its progress with your VA easily.

• **Project scheduling apps**. There are lots of freeware tools on the web that can help you simplify task management. Most of such apps have a user-friendly interface that allows managers to drag and drop data and information, eliminate unnecessary and time-consuming typing, schedule specific tasks, and view real-time reports and the current status of each task.

Chapter 9: How to write a list of tasks for a virtual assistant

Aside from communicating effectively, creating a comprehensive outline of the VA's duties and responsibilities will greatly help in cultivating a good working relationship between the two parties.

1. First, determine what kind of tasks you want to outsource. Being clear about these things right from the start will help you organize your work faster, and it will also allow you to determine which specific tasks should be assigned to your VA.

2. Analyze your business's needs. Think about the tasks you can no longer handle. Are they too sensitive? Meaning you will have to give out your FTP and website password to your VA? You should do critical tasks yourself as much as possible. But if it is not possible, at least hire a virtual staff you can trust 100%.

3. Document everything or at least keep a copy of everything you are giving out to your VA. In other words, have a backup plan. If the VA is going to access a critical software of your company, make sure everything is retrievable. In case she accidentally deletes something, you will not lose your mind wondering how you are going to retrieve the lost files.

4. Make a list of routine tasks (separate from priority tasks) to avoid confusion.

5. Indicate in your work plan the following details:

• Description of the task. What is it all about? If the assignment is to write articles, do not forget to specify the topic, keyword density, inclusion of links, total number of words, meta tags, and other special instructions.

• Objective of the task. What is the goal of the task? Is it for SEO purposes? Google Adsense? Website traffic? Some buyers don't want to disclose such details but remember that you have to trust your VA. This will give her ideas about how to improve her skills and increase her knowledge.

• Deadlines. This is a critical aspect of VA management. Missed deadlines can ruin your business's reputation. But VAs are not miracle workers. Give her ample time to finish a report. Setting a realistic turnaround date will be beneficial for both parties. It gives the virtual assistant time do the research and the writing properly, and the client will receive the finest content possible.

• Formatting. When assigning writing tasks, most employers are particular about the formatting of the article. I.e., it must start with an introductory paragraph and must end with a concluding paragraph, keywords should be scattered all throughout the text, it must pass Copyscape, etc.

• Expectations. Expectations have to be reasonable, realistic and achievable within the allotted time. Consider also the price that you are going to pay to your VA. Expecting miracles for a $2p/h contract may not be fair to the VA. Take note that work ethics are still important even though the contractor is working from a remote office.

Chapter 10: The best starting points for a virtual assistant to do research

Research is one of the basic things that you can assign to your virtual assistant. Almost every task of a VA requires researching and data gathering. This is going to be one of her primary duties if you are to assign her to build internet informational products, special reports and e-books for your company.

The following is a list of starting points for a VA to do research:

1. Provide all necessary data and information to your VA. In this way, you will not waste time or money for researching data that are already available.
2. Provide also a clear outline of what you expect to be included in each chapter of the e-book.
3. Ask your VA to use highly relevant keywords when searching in search engines
4. Before she starts writing, ask the VA to read a relevant article to give her ideas about what type of infoproduct you are expecting her to create. It can also be an e-book or other types of references which will enable her to visualize your instructions.
5. Make a list of authority websites that you want her to use as references.
6. Infoproducts aim to educate and teach valuable things to readers. Hence, remind your VA that it is very important to use resources and materials yhat are up to date.
7. Jot down new ideas as they come to your mind and immediately inform your VA on your next video conference.
8. Ask your VA to jot down reference citations if necessary. Take note that it is against the law to use the ideas of other authors and parts of other books and web sites without permission.

Chapter 11: How to effectively write an outline for your virtual assistant

Let's face it, creating a viral internet informational product is not that easy but you can simplify the process by writing an outline for your virtual assistant. This will help her understand everything she needs to know about the infoproduct the two of you are going to build. The following pointers must be considered when writing an effective outline for your virtual assistant:

1. *Length*. Before you start writing the e-book or the manual, make it a point to have a target number of pages. How long would you like your book to be? Remember that when you are an infopreneur, you are selling valuable information to your customers. Hence it is crucial

to create an e-book which is rich in content. No nonsense, as they say. Some people will tell you that it has to be as short and as concise as possible because nobody wants to read a very long infoproduct. However, based on the most successful infoproducts in Clickbank, longer sales copy tends to make more money than the shorter ones. This clearly shows what consumers prefer to buy.

2. *Quality*. Who wants to buy an infoproduct that is not worth reading? You probably know the answer. If your e-book is about making money online, make sure to offer interesting and useful content to your target market. Your virtual assistant must focus on writing about monetization techniques that are not yet known to readers. This is applicable to whatever niche your product is going to be in. Take note that buyers are going to write a review about your content and the last thing that you would want to happen is for them to think that they have been duped for buying a useless product.

3. *Tone*. You will have to clarify with the virtual assistant what kind of writing style or tone you want for the e-book. Usually this depends on the niche or topic the infoproduct is about. Some topics would require a professional tone while other niches would be best presented in a light and conversational writing style. An effective infoproduct is easy to understand, as if you were directly talking with a customer.

Chapter 11.1 How to use a virtual assistant in selling your online information products

As mentioned earlier, a virtual office assistant is not confined to one particular task or duty. One specific characteristic of a VA is his or her ability to multitask. Here is the list of duties that a VA can do for your internet business:

1. Article writing – This is the best way to promote your online infoproducts. Buyers want to read press releases and blog posts to know more about your offerings. However, not everyone can write compelling content that would capture the interest of readers. Add the fact that most website owners don't really have enough time to update their blogs, having a VA who can write blog posts, product

reviews and press releases helps save a lot of time. It allows you to focus on things that can monetize your product.

2. Forum posting and social networking – One proven method to drive traffic to an affiliate product is through active participation in forums and social networks. By leaving relevant comments and using a signature link on popular forum sites, the number of visitors to your website will significantly increase. You can also obtain free hyperlinks to your site by doing so.

3. Press release submission – An excellent way to attract attention from the media is to submit well-written press releases all over the net. But there are hundreds of PR websites on the web and it will consume a lot of time doing it yourself. So it would be better to assign this task to your VA.

4. Online research – Do you need a report about the best hotels in Italy? Or would you like a comparison of products online but are too busy to do it yourself? Hire a VA who specializes in that niche.

5. Website management - The best virtual assistants are not only writers, researchers and link builders. They also have the initiative to oversee affiliate programs, traffic rank and other aspects that may affect the employer's sources of income.

A good VA can do much more than these things that will be discussed in the succeeding chapters. In some cases, clients also assign personal tasks to their online staff. For instance, simple graphics preparation or formatting of PowerPoint presentations for client meetings.

Chapter 12 Final words

Digital infoproducts can be your ticket to financial freedom. People want to learn. They want to buy e-books and special reports that are not only useful but entertaining and inspiring as well. On Clickbank and other online marketplaces, millions of dollars worth of these infoproducts are sold! The good news is you can do it too. You can author an e-book without writing a word. That's right. All you need is a

brilliant idea, a profitable niche and a reliable virtual assistant who can transform your ideas into an e-book.

The bestselling infoproducts in the marketplaces today are about making money online, affiliate marketing, advertising, SEO secrets, etc. You'd be surprised to find out that most of the infopreneurs who are making money from these digital items are not really authors or writers. They only hired a competent virtual assistant who put their ideas into writing. If you think you can't write, or just don't have the time or energy to actually do it, hiring a VA is the perfect solution.

Outsourcing is inexpensive and requires very little time and effort. Having a VA is like having a whole team of employees who can do tons of work for you. Aside from writing, a VA can contribute to your infoproducts by giving you fresh new ideas and executing those ideas for you. Put simply, a virtual assistant is like an automatic solution. Just give her your instructions and wait for results. It's that easy.