

WHAT IS A VIRTUAL ASSISTANT?

So, what is a *Virtual Assistant*? Virtual Assistants are professionals who provide a range of ongoing business and administrative support services to other professionals. They function as freelance, independent contractors who communicate with their clients remotely (e.g. from their office - via telephone, fax, post mail, email, and other web-based tools, assisted by computer technology)

As administrative experts, they can also help you streamline your business and incorporate systems and processes to improve your workflows and create a more cost-effective operation.

While Virtual Assistants perform a number of job tasks similar to what an employee would do, it is important to keep in mind that since they are not employees, there are going to be differences in how you work together.

You may also think of Virtual Assistants as administrative consultants. When you hire a Virtual Assistant, you are hiring an independent professional who runs her own business. That means, unlike an employee who is paid a salary to be solely dedicated to you and your business, a Virtual Assistant may have other clients besides you to take care of. Virtual Assistants are also not paid a wage; they set their own professional fees, and have their own business policies, procedures and systems for working with clients.

Your Virtual Assistant is a business owner – whose administrative services you access - and NOT your employee.

- You will not be managing or supervising her or him, or the work, in any way;
- Your Virtual Assistant does not "report" to you in the way that an employee normally would
- Your Virtual Assistant essentially runs her own business and sets her own rates, hours, policies and procedures
- As the client, you have the right to control or direct only the result of the finished work performed by your Virtual Assistant, and not the means and methods of accomplishing that result.