



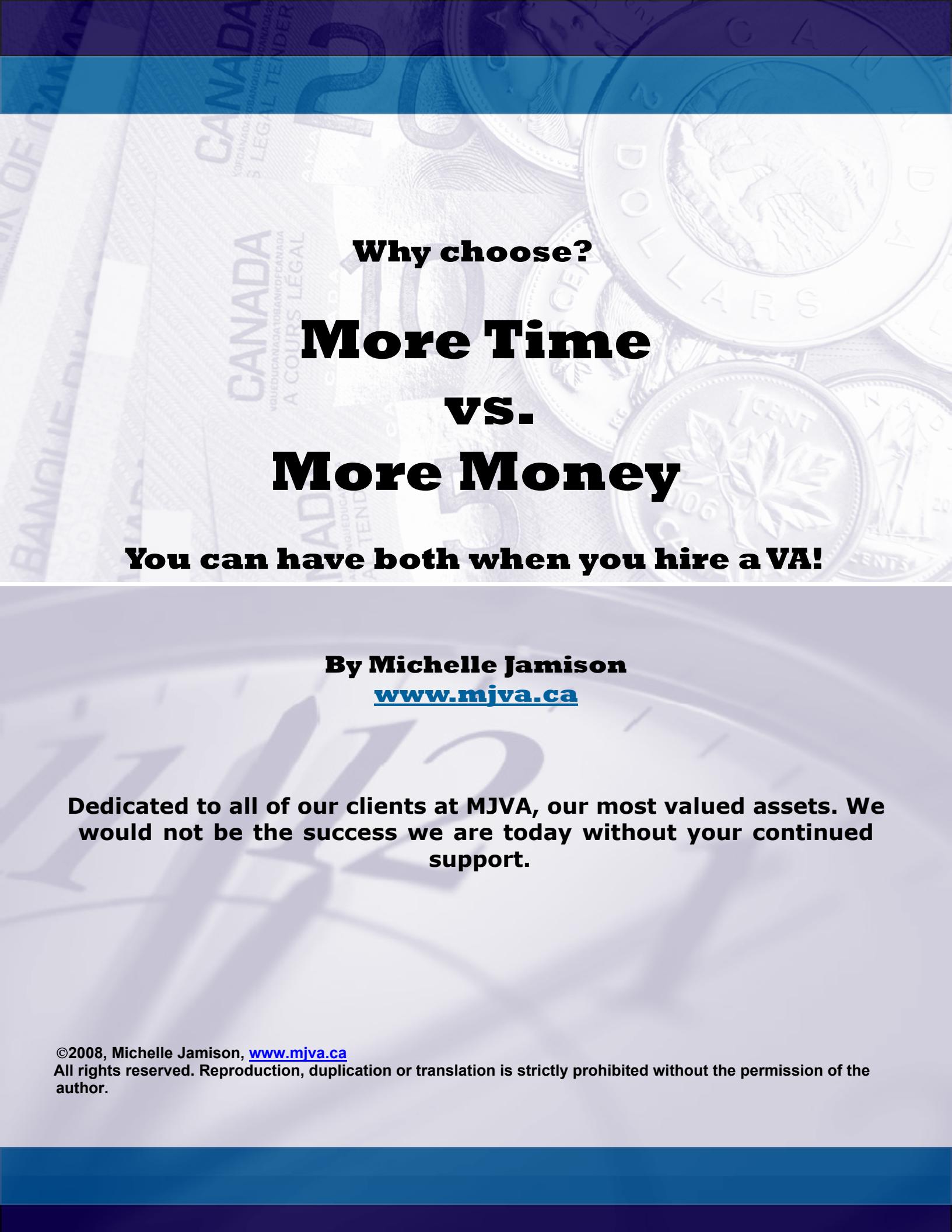
**Why choose?**

**More Time**

**Vs**

**More Money**

**You can have both when you hire a VA!**



**Why choose?**

# **More Time**

**vs.**

# **More Money**

**You can have both when you hire a VA!**

**By Michelle Jamison**  
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**Dedicated to all of our clients at MJVA, our most valued assets. We would not be the success we are today without your continued support.**

## Introduction

What is it that you want MORE of? Is it time or is it money? What if you were told that by hiring a Virtual Assistant, you wouldn't need to choose one over the other: you would have more time and make more money, PLUS experience many more benefits.

The debate between more time vs. more money is one that businesses have been struggling with, well, since businesses began. We find ourselves having to consistently make the choice between the luxury of time and the stability of money. In order to have the flexibility of more time to do those things that are important to us such as spending time with family, going to the gym or attending those critical networking meetings to grow our business, we in turn must sacrifice those necessary work hours. It's these work hours that provides us with the necessities of life: the roof over our head, the food that we eat, our children's education and more.

Now you may ask, HOW can hiring a Virtual Assistant allow me to have both in my life right now?

That's a great question and one that can easily be answered by first exploring these two questions:

- ❖ Who are these professionals?
- ❖ What can they possibly do for me and my business?

Are you ready to take the first step to having it all?

Then let's get started!

## The VA Advantage

First, let's get very, very clear on what a Virtual Assistant is. VA's are off-site administrative professionals. Independent contractors who utilize today's technology such as email and the internet to provide a wide range of administrative services such as word processing, bookkeeping, scheduling, email management, etc. All of these services are provided remotely from the VA's home office. The fact is in most cases Virtual Assistant's may never meet their clients face to face. Although the VA is not physically there, this arrangement works exceptionally well due to regular communication between the client and VA. Projects are discussed by email and/or phone, completed then delivered in the format of the client's choice. Clients only paying for the actual time worked. It's all rather simple, isn't it? What you may not know is that VA's offer more than just administrative support; there are a few misconceptions.

### **Misconception #1: A VA is just an admin assistant**

Not so! A VA will definitely support you with the hands on work, those administrative tasks that take up much of your time, but they will also be a great strategizing partner in your business. The VA you hire will become an integral part of your business, having a genuine interest in learning all about what it is you do, how you do it and who you do it for. With this knowledge a VA will be able to streamline your business processes and procedures, which gets you organized, therefore increasing productivity and yes, leading right to saving you time and money. By developing this relationship both you and your VA are working for a common goal, the success and longevity of your business. Remember VA's are business owners too. They understand the trials of creating and maintaining a business and if you choose the right VA, you will not only reap the rewards from their administrative expertise, but you will also benefit from their business and strategic planning experience.

Now who wouldn't want an assistant who not only brainstorms that next big business idea, but who can then take it and implement it immediately!

It is all about Co-Creating. And, it's this Co-Creating that gives you more time and saves you money.

## **Misconception #2: I get more BANG for my buck by hiring an overseas outsourcing company**

It's no secret that you can outsource your administrative projects for a very low fee to companies in overseas countries. These types of companies are growing at an enormous rate. With the ease of the Internet and the cost-effectiveness of an online business, it just makes sense, that companies overseas will utilize lower labor costs and offer administrative type services. So, yes, you absolutely can get your word document formatted and edited for the low cost of \$10.00 an hour. Simply submit your document with the specs, it will be assigned to a random assistant and within a day or so you have a finished product. In fact, you probably do not even need to communicate, I mean, who needs communication anyway when working on your business ideas?

You do, that's who! Is this really the type of service you are looking for? Or are you looking for a partnership? One which will contribute to the growth of your business.

Before you hire anyone, be it a VA or outsourcing company, you want to be clear on what it is you are looking for, for your business, after all we're talking about your livelihood here. So ask yourself the following:

### **Is it important...**

- ❖ for you to build a relationship with the person who is handling your business details?
- ❖ that your assistant knows what it is you do, how you do it and who you do it for?
- ❖ to have the same person work on your projects to ensure consistency and continued momentum?
- ❖ to know that you are not merely a number?
- ❖ to be able to pick up the phone and talk to your assistant opposed to using a web-based interface or call center?
- ❖ to work with someone who genuinely wants you to succeed?
- ❖ to feel confident in your assistants ability to communicate effectively with your clients or customers?
- ❖ to share your thoughts, ideas and goals with someone who can help make it happen?

If you are a business owner who is simply looking to get an ebook formatted, then sure, outsource it to one of these companies for \$10.00/hr. However, if you are looking to have someone:

- ❖ brainstorm ideas for your new ebook
- ❖ make suggestions on the book layout
- ❖ provide feedback on the content
- ❖ ensure your message is delivered in a cohesive manner
- ❖ edit it, proof it, format it, design it
- ❖ do market research
- ❖ write the sales copy for your website
- ❖ set up your shopping cart
- ❖ set up an affiliate program
- ❖ respond to sales enquires
- ❖ track sales profits
- ❖ provide weekly sales reports
- ❖ and celebrate your success

Then the choice is clear. This is the distinction and why businesses worldwide choose working with a VA over simply outsourcing projects.

That BANG for your buck...may really just be a whisper. Remember that old saying "You get what you pay for"...well need I say more?

### **Misconception #3: VA's are more expensive to hire than a in-house employee**

At first glance this might seem to be the case but, as we've mentioned above, lower costs aren't always the best choice for your business. A Virtual Assistant can charge anywhere from \$30/hr to \$60/hr depending on the types of services you are looking for. This is definitely more expensive than an in-house assistant that you can hire for around \$20/hr to \$22/hr.

But would you believe me if I told you that you'll actually save money and in turn make more money by hiring a Virtual Assistant opposed to an in-house employee?

The key word here is employee. When you are hiring an in-house assistant, you are adding an employee to your company. This means as the business owner you are responsible for payroll, taxes, benefits, not to mention equipment, software and the space for your employee to work. Remember VA's are independent contractors, which means you never have to worry yourself about any of these items when you hire a VA. That's your VA's responsibility, you simply receive an invoice each month, and that's all you have to take care of. No need to fill out mountains of paperwork when hiring a VA, however the same thing can't be said about your in-house employee.

Don't take my word for it, let's run the numbers!

### In-House Employee

Please note the figures are based on Canadian costs.

Some figures provided by vanetworking.com.

Rate of Pay	Weekly	Daily
Hourly Rate	22.00/hr	4.40
Full Time Hours	40.00	8.00
<b>Sub Total</b>	<b>\$880.00</b>	<b>\$176.00</b>

Now let's look at all the other expenses, which are added to this.

Additional costs - taxes & benefits	Weekly	Daily
Health premium tax	8.89	1.78
Canada Pension Plan (CPP)	41.97	8.39
Employment Insurance	22.17	4.43
Statutory Holidays (6 per year)	0.92	0.18
Vacation Pay	35.20	7.04
Benefits	10.00	2.00
<b>Total</b>	<b>\$999.15</b>	<b>\$199.83</b>

Also keep in mind the additional costs of equipment. Although the majority of these purchases are a one time cost, they are still items you will need to have for an in-house assistant.

In-house assistant start up expenses - equipment	Approximate Cost
Computer - mid-level system	1500.00
Software - MS Office, Adobe Acrobat, Quickbooks, etc.	2000.00+
Furniture - Workstation, Chair, Lighting, etc.	500.00
<b>Total</b>	<b>\$4000.00+</b>

In order to make an effective comparison, we'll need to look at the actual time worked by the in-house assistant. Keep in mind that a VA only gets paid for the time worked on your projects.

<b>Calculation of Working Time</b>	<b>Weekly</b>	<b>Daily</b>
Hours AT physical work place	40.00	8.00
Mandatory Breaks (1 per 4hrs x 15 mins)	2.50	0.50
Lunch Breaks (1 hr per day)	5.00	1.00
Personal Phone Calls (2 per day x 10 mins)	2.00	0.40
Restroom breaks (2 per day x 10 mins)	2.00	0.40
Causal conversations (2 per day x 10 mins)	2.00	0.40
Training (1 week priced over 1 year)	1.54	0.31

<b>TOTAL HOURS ACTUALLY WORKED</b>	<b>24.96 hrs 4.99 hrs</b>
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<b>ACTUAL COST PER HOUR</b> (Total cost/hours actually worked)	<b>40.03/hr</b>
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Now based on the actual hours worked by your in-house assistant, let's see how it compares to the costs of hiring a VA.

## **Virtual Assistant**

<b>Rate of Pay</b>	<b>Weekly</b>	<b>Daily</b>
Hourly Rate	\$35.00/hr	35
Virtual Assistant - hours hired (based on actual time worked by an in-house employee)	24.96	4.99
<b>Sub Total</b>	<b>\$873.65</b>	<b>\$174.73</b>

Already we can start to see the savings. Now what about all those other expenses?

<b>Virtual Assistant - taxes &amp; benefits</b>	<b>Weekly</b>	<b>Daily</b>
Health premium tax	0	0
Canada Pension Plan (CPP)	0	0
Employment Insurance	0	0
Statutory Holidays (6 per year)	0	0
Vacation Pay	0	0
Benefits	0	0
<b>Total</b>	<b>\$873.65</b>	<b>\$174.73</b>

Now the equipment costs of hiring a VA.

<b>Virtual Assistant start up expenses - equipment</b>	<b>Cost</b>
Computer - mid-level system	0
Software - MS Office, Adobe Acrobat, Quickbooks, etc.	0
Furniture - Workstation, Chair, Lighting, etc.	0
<b>Total</b>	<b>\$0</b>

And the actual time a VA is working for you.

<b>Calculation of Working Time</b>	<b>Weekly</b>	<b>Daily</b>
Hours working	24.96	4.99
Mandatory Breaks (1 per 4hrs x 15 mins)	0	0
Lunch Breaks (1 hr per day)	0	0
Personal Phone Calls (2 per day x 10 mins)	0	0
Restroom breaks (2 per day x 10 mins)	0	0
Causal conversations (2 per day x 10 mins)	0	0
Training (1 week priced over 1 year)	0	0

<b>TOTAL HOURS ACTUALLY WORKED</b>	<b>24.96 hrs 4.99 hrs</b>
------------------------------------	---------------------------

<b>ACTUAL COST PER HOUR</b> (Total cost/hours actually worked)	<b>35.00/hr</b>
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To summarize:

**In house employee**

Cost of In house assistant:	\$880.00 per week
Taxes, Benefits, etc:	\$119. 15 per week
Sub Total:	<b>\$ 999.15 per week</b>
Start up costs:	\$4000.00
<b>TOTAL:</b>	<b>\$999.15 weekly + \$4000.00 start up costs.</b>

**Virtual Assistant**

Cost of Virtual Assistant:	\$ 873.65 per week
Taxes, Benefits:	0 per week
<b>Sub Totals:</b>	<b>\$873. 65 per week</b>
<b>Start up costs:</b>	0 start up cost
<b>TOTAL:</b>	<b>\$873.65 weekly + 0 start up cost</b>

**Financial Savings of hiring a VA: \$125.50 per week with no start up costs!**

When you actually break the numbers down, you can immediately see the difference in savings from an In-house employee vs. a Virtual Assistant. Not everyone takes the time to do the math and unfortunately, they end up paying for a lot of unnecessary extras.

So, remember the question we're here to answer – HOW can hiring a Virtual Assistant allow me to have both more time and more money in my life right now?

Just by the making the decision to hire a VA will ensure you have more money in your pocket at the end of each week.

## The VA Solution

Now that we are more familiar with the WHO and the VA distinction, it's time to discover the WHAT and the VA solution.

### **What is it a VA can do for you?**

If you are contemplating the services of a Virtual Assistant, then you are dealing with administrative tolerations. Administrative tolerations are those mundane administrative tasks that you've simply come to tolerate. However, if you're reading this right now, you've made the decision that enough is enough. You have come to a point in your business where you know you need additional support. The problem may be that you're not exactly sure what that extra support looks like. This is a common scenario for clients, and you are not alone.

We know that Virtual Assistants are administrative professionals *AND* the best strategic partner you will ever have, so let's clarify what it is you are looking for and what a Virtual Assistant can do for you.

In order to get a clear picture of what a VA can do for you, let's first explore why it is you need a Virtual Assistant right now for your business. Ask yourself these questions:

- 1. What are the administrative challenges you are facing right now in your business?**
- 2. In regards to the administration aspects of your business, what is it that you like doing the least?**
- 3. If you had someone you could delegate two tasks to, what would they be?**
- 4. What are the items that are not getting done in a timely manner or not at all?**
- 5. What are the items that need to get done, but you're just not sure how to move forward?**
- 6. If you had someone to strategize with, what would be the first three items you would talk about?**

Asking yourself these questions will help you narrow in and define those tasks that are taking up much of your valuable time. These are the items your VA can support you with to give you more time. (Yes, I said MORE time).

Now that it's much more apparent why you need a VA, what does that VA look like? No, I'm not talking about the physical attributes of your VA here, but the traits and characteristics of your VA.

As a business owner, you most likely understand and agree with the idea of identifying your ideal client. Well the same can be said about your Virtual Assistant. It's important for you to outline the characteristics, qualities and skills you are looking for in your VA.

To help you get started, use the Ideal VA Personality Traits and Attributes Inventory checklist below:

### **Ideal VA Personality Traits & Attributes Inventory**

Print off this inventory to help you identify the traits and attributes of your Ideal VA.

- |   |   |
|---|---|
| <input type="checkbox"/> Adaptable          | <input type="checkbox"/> Interpersonal Skills   |
| <input type="checkbox"/> Balanced           | <input type="checkbox"/> Kind                   |
| <input type="checkbox"/> Calmness           | <input type="checkbox"/> Knowledgeable          |
| <input type="checkbox"/> Caring             | <input type="checkbox"/> Loyal                  |
| <input type="checkbox"/> Candid             | <input type="checkbox"/> Motivated              |
| <input type="checkbox"/> Cheerful           | <input type="checkbox"/> Open-Minded            |
| <input type="checkbox"/> Compassionate      | <input type="checkbox"/> Optimistic             |
| <input type="checkbox"/> Compatible         | <input type="checkbox"/> Organized              |
| <input type="checkbox"/> Communication      | <input type="checkbox"/> Passionate             |
| <input type="checkbox"/> Community oriented | <input type="checkbox"/> Patient                |
| <input type="checkbox"/> Confident          | <input type="checkbox"/> Perseverance           |
| <input type="checkbox"/> Considerate        | <input type="checkbox"/> Perfectionist          |
| <input type="checkbox"/> Courteous          | <input type="checkbox"/> Positive               |
| <input type="checkbox"/> Creative           | <input type="checkbox"/> Prepared               |
| <input type="checkbox"/> Dedicated          | <input type="checkbox"/> Proactive              |
| <input type="checkbox"/> Decisiveness       | <input type="checkbox"/> Productive             |
| <input type="checkbox"/> Driven             | <input type="checkbox"/> Purpose-driven         |
| <input type="checkbox"/> Eager to Learn     | <input type="checkbox"/> Realistic              |
| <input type="checkbox"/> Empathetic         | <input type="checkbox"/> Reliable               |
| <input type="checkbox"/> Enthusiastic       | <input type="checkbox"/> Respectful             |
| <input type="checkbox"/> Ethical            | <input type="checkbox"/> Responsible            |
| <input type="checkbox"/> Flexible           | <input type="checkbox"/> Self Control           |
| <input type="checkbox"/> Focused            | <input type="checkbox"/> Selflessness           |
| <input type="checkbox"/> Forgiving          | <input type="checkbox"/> Sense of Humour        |
| <input type="checkbox"/> Friendly           | <input type="checkbox"/> Solution-driven        |
| <input type="checkbox"/> Helpful            | <input type="checkbox"/> Stable                 |
| <input type="checkbox"/> Honest             | <input type="checkbox"/> Supportive             |
| <input type="checkbox"/> Influential        | <input type="checkbox"/> Teamwork oriented      |
| <input type="checkbox"/> Initiative         | <input type="checkbox"/> Trust worthy           |
| <input type="checkbox"/> Inspiring          | <input type="checkbox"/> Wisdom                 |
| <input type="checkbox"/> Integrity          | <input type="checkbox"/> Works well with others |

Let's get back to the question at hand – How by hiring a VA will I have more time and more money? We've already established that by merely hiring a VA over other administrative alternatives will make you more money and save you money consistently week after week.

Now, what are the types of items a Virtual Assistant can do to save you time? It would be easier to ask which items a Virtual Assistant couldn't do because the list would be much shorter. Virtual Assistants can and will save you time by handling all the mundane tasks that you are currently focusing on instead of those billable hours or most importantly yourself and your family.

Below is a list of services a VA can start doing for you right now! I've also included approximate time savings...you may be surprised!

## **Document Preparation**

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Letters, reports, training manuals, client welcome packages, contracts, proposals, business plans, tailoring client assessments, memos, progress reports, workshop handouts, coaching evaluations and forms, exit interviews, or professional – looking presentations. All items you are taking care of yourself unnecessarily.

**Time Savings:** Depending on the size and content of your document, you could be looking at anywhere from 2-5 hours taken from your business day to produce professional looking documents. If you are not familiar with formatting or the available features in your software program then add on at least another hour or two. With the experience a VA has, it would take them 1/2 of the time and produce better results.

## **Bookkeeping**

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Have your VA take care of all your bookkeeping needs: payroll, track expenses, pay bills, send client invoices, track your accounts receivable. Have all this information sent to you in a weekly or monthly report.

**Time Savings:** If you're not sure of the software, then set aside at least 8 hours of training time. Accounting software is not the easiest software to learn. Depending on the amount of your accounts payable and receivable, add another 2 hours or more to your week. Also, be sure to set aside another 2-3 hours a month for invoicing. A VA who has experience in bookkeeping = no training and quicker timelines.

## **Desktop Publishing**

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Need professional looking marketing materials? Your VA can create, design, get all your materials printed and delivered right to your door. Brochures, Flyers, Newsletters, Business Cards, you name it!

**Time Savings:** Again, if you're not familiar with the software, you will need to ensure you block enough time to learn it. Some desktop publishing software is much more user friendly however, schedule at least 4-5 hours for training. One brochure could take you upwards of 7 hours or more to complete with little or no design experience. Your VA will be able to accomplish this in much less time.

## **Transcription**

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Minutes from meetings, voice mail messages, phone conversations, sales presentations, and notes from focus groups or teleclasses: whatever your requirements are, they will be delivered accurately and timely.

**Time Savings:** Transcription is one of the most time-consuming admin tasks and let's face it, a VA can most likely do this in a quarter of the time it would take someone who has no transcription experience. To transcribe a 1-hour meeting, it would most likely take you (with no or little transcription experience) approximately 4-5 hours if not more.

## **Conferences, Seminars and Meetings**

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Whether it's a meeting for 2 or a convention for 2000, your VA can handle all the details from concept to on-site coordination.

**Time Savings:** Depending on the size of your function, you could be spending hundreds of hours, weeks, even months preparing. Your VA can cut that time in half by handling the details.

## **Travel Arrangements**

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You set the destination and your VA will make all the arrangements. Your VA can research flight costs, book that flight, secure accommodations, arrange transportation at your destination, and provide you with the directions. You just need to do the packing!

**Time Savings:** If you travel a lot then you know how time-consuming making arrangements can be. Having your VA make these arrangements will save you at least two hours of researching the best flight deals and another 2 hours for hotel and car arrangements. Your VA will know where to go to get the best deals and who to contact.

## **Market Research**

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Looking for the names of the top ten executives in your area? Not sure what networking opportunities are available in your area? Want to do a phone survey of potential clients? Need a marketing plan and someone to help you implement it? Your VA will be happy to help you reach your marketing goals.

**Time Savings:** Research can take hours and hours of your precious time. Time you could be taking away from the clients you already have. Depending on the research you could be spending days, if not weeks, finding that information. Your VA utilizes the Internet everyday and knows just how to find the information you need.

## **Contact Management**

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Do you have a stack of business cards from networking meetings? Are you always looking for a phone number or email address? Send your business cards and all your contacts to your VA. They can set up and maintain a business contact management system so you'll never be without those important contact details.

**Time Savings:** Some business owners simply don't understand how crucial a good contact management system is to their business. If you have never used a contact database, then you're going to need to set aside a few days for training, and depending on the amount of contacts you have, plan to spend quite a few hours in office, just simply entering the data. Also, ensure you have at least an hour a week to update the data. If you plan on targeting your contacts with mail outs or emails, add another two – three hours for that task. Again with your VA's experience, all of these items can be done in half the time.

## **Calendar Management**

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Have your VA remotely access your calendar and do all your scheduling for you. Your VA can manage your calendar, schedule your appointments and send you a reminder so you'll never miss another meeting again!

**Time Savings:** How long does it take you to make one appointment? For most busy professionals, it takes at least 2-3 emails to schedule one appointment. Have your VA handle all your appointments. You'll find that this item isn't just about saving you time it's also about the convenience and professional representation that comes along when your VA manages your calendar. Your clients will appreciate the quick response and customer service your VA will provide.

## **Email Management**

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Your VA can remotely access your email, clean out the junk, respond to routine enquiries, and only leave those emails that need your immediate attention.

**Time Savings:** The biggest email frustration for busy business owners is the amount of time it takes to sift through the junk and get to the emails that need their full attention. How many times have you gone on vacation and felt the need to logon and clear out all your email before you get back to office, just so you're not faced with hundreds of emails? Have your VA manage your email and you'll only spend ¼ of your time answering emails.

## **Web Design & Maintenance**

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Not all VA's are web designers, however most VA's know enough to support you with maintaining a website. If you have frequent text changes or content that needs to be updated regularly have your VA assist you.

**Time Savings:** Most business owners have a website and have content that has to be changed often. If you are not familiar with FTP's, HTML or software programs such as Dreamweaver, it's best to leave this item to the professionals. Software such as Dreamweaver could take you weeks to learn and years to master. If you're sure with what you're doing, a simple text change that would take your VA 5 minutes, could take you an hour.

## **Strategic Planning**

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Partnering is what VA's really do best. Have an idea that you need to brainstorm? Are you better organized by having weekly strategizing meetings? Need to do a clearing of the mind? Share with your VA all your business ideas and goals, and watch your VA take action!

**Time Savings:** How many times have you had an idea, but are not sure where to go with it and so you simply just discard it? That idea could have propelled your business to the next level. Strategic planning isn't just about saving you time, but it's also about making you more money. Strategic planning allows you to get those great ideas out and on paper, and implemented before the thought has a chance to disperse. This is one type of service you and your business just can not go without.

These items are just a fraction of what a VA can do for you. You'll find that for every item your Virtual Assistant handles, you will find more time in your day. The possibilities are endless; all you need to do is take the next step.

## **VA Service Inventory**

What are the items a VA can assist you with right now in your business?

Where are you spending most of your time?

Print off this inventory to start the process.

- Accounting/Bookkeeping
- Advertising Assistance
- Contact Management
- Customer Service Support
- Database Management
- Data Entry
- Desktop Publishing
- Editing
- Ezine Creation
- Graphic Design
- HTML
- Internet Research
- Legal Assistance
- Live Phone Support
- Marketing Assistance
- Market Research
- Medical Transcription
- Meeting and Convention Planning
- Organizational Consulting
- Presentation Formatting
- PR Assistance
- Project Assistance
- Proofreading
- Real Estate Support Specialist
- Resume Writing
- Spreadsheet Specialty
- Transcription Services
- Travel Planning
- Word Processing
- Web Design

Other:

## Conclusion

Let's recap what' we've learned:

### The VA Distinction

- ❖ Virtual Assistants are not simply administrative assistants but are strategic partners adding much more value to the relationship. Your VA allows you the opportunity to strategize, hone in on those big ideas and move your company forward. **This makes you MORE money.**
- ❖ Your Virtual Assistant will never, ever see you as merely a number, but has a genuine interest in seeing your business succeed. Learning about you and your business will enable them to setup processes and procedures that will streamline your business, so you can focus on getting more business. **This makes you MORE money.**
- ❖ Although the hourly rate of a Virtual Assistant is higher than in-house employees, when you add in additional expenses such as taxes, benefits, equipment costs, etc. you will save thousands of dollars a year on hiring a VA. **This makes you MORE money.**

### The VA Solution

- ❖ Virtual Assistants are highly skilled professionals who have in depth knowledge on a variety of software programs. It would take the average business owner, who does not use these programs on a regular basis, years to acquire the skills to use these programs as efficiently as a VA. **This gives you MORE TIME.**
- ❖ Your Virtual Assistant is so in-tune with working virtually they can show you how to be better organized, allowing you to get more done in a much shorter time frame. **This gives you MORE TIME.**
- ❖ Answering emails, preparing documents, invoicing clients, updating your website, booking a flight, etc, all takes time. Your VA will not only be able to handle all these items for you, but get them done more quickly and efficiently. **This gives you MORE TIME.**

So, why is it necessary to choose more time vs. more money? The answer to this question should be very clear to you right now. **It isn't.** You do not need to choose one over the other...if you are making smart business decisions.

And, the best decision you can make right now for your business, is to hire a Virtual Assistant. What are you waiting for?

## About the Author

Michelle Jamison is leading the way for virtual assistance globally. She is a pioneer of the profession with a passion for educating business owners on how to best utilize their time and resources more effectively.

She is the owner of MJVA & Associates ([www.mjva.ca](http://www.mjva.ca)), one of the most renowned VA companies worldwide. Michelle and her team of Virtual Assistants have been partnering with Coaches, Speakers, Authors, Consultants and more for over 10 years.

Along with being a full-time VA, she is a VA consultant, speaker, author and College instructor for Red Deer College where she teaches Marketing, Office Management and How to start a VA business for their on-line Virtual Assistant Certificate Program.

Michelle lives in a small town in Ontario, Canada by the shores of Lake Simcoe with her husband and two children.