

THE ART OF DELEGATION

Growing your business with
a virtual assistant

(updated 2022)



www.adminslayer.com



IS THIS BOOK FOR YOU?

If you are a business owner or manager, it probably is. We believe most professionals could benefit from working with a virtual assistant.

Over the years, we have personally seen it work for

- Consultants
- Coaches
- Financial / wealth advisors
- Lawyers and accountants
- Founders and co-founders
- Solopreneurs
- Non-profits...

Actually, we haven't seen it *not work* for any organization that doesn't require live human contact.

CONTENTS

PART 1: WHAT IS A VIRTUAL ASSISTANT AND WHY WOULD I WANT ONE?

What Is a Virtual Assistant

What Can a Virtual Assistant Do?

What Does a Virtual Assistant Cost?

PART 2: GETTING STARTED WITH A VIRTUAL ASSISTANT

The Wants and Needs

The Friction List

Forget What You Know

Learn to Let Go

Learn to Love Technology

6 Common Hiring Mistakes (That Cost You Time & Money)

8 Efficiency and Productivity Tips You Can Start Using Right Now

PART 3: ADMIN SLAYER

Why We Do What We Do

About Admin Slayer

PART 4: WORKSHEETS

My Business Task List

Sorting My Task list

My Friction Points

Part 1: What Is a Virtual Assistant and Why Would I Want One?

WHAT IS A VIRTUAL ASSISTANT?

You may have heard the term “virtual assistant” or VA before. But there are two kinds of virtual assistants.

A Digital Virtual Assistant

This type of VA may be embedded in your smartphone, a software-based artificial intelligence, such as Google Now, Apple’s Siri, or Microsoft’s Cortana. It may provide you with directions to the local convenience store, search the Internet for information, or even make restaurant reservations.

A Human Virtual Assistant

This type of VA is a real, live person, like any other assistant. However, instead of taking up room in your office and using your equipment, your virtual assistant is at the other end of the phone or video conference and at the other side of your computer.

A live, full-time employee is not only a member of your team, but also a responsibility for you as a business owner. A virtual assistant is there when you need them and not around when you don’t. You’ll feel the difference in efficiency and in cold, hard cash.

WHAT CAN A VIRTUAL ASSISTANT DO?

That's a loooooonnggg list. The short story - because small business owners rarely have time for the long one - is this: a virtual administrator can take off your plate those tasks that can drag you down and *aren't* the reason why your business will be The Next Big Thing. *That* part is all you.

You created your business because you are good at your thing. You excel at it. We like to call you an Artisan Business Owner... not a Jack-of-all-trades, but a Master.

Many businesses fail or struggle, not because they are bad at their thing, but because they aren't any good at the stuff that isn't their thing. And really, why should they be? That's not what will get them where they are heading.

It's often the stuff that doesn't directly produce revenue that really holds up an Artisan Business Owner. It could be calendar management, scheduling, process creation, social media, communicating with clients and prospects, systems management, research, follow up, document and data management, invoicing, bookkeeping, communicating with suppliers, understanding and maintaining cloud-based services...all that et cetera.

WHAT DOES A VIRTUAL ASSISTANT COST?

A single VA can cost anywhere from \$5 an hour for offshore assistance to somewhere near the moon for specific types of expertise. For example, a bookkeeping or graphic designer will cost more than a generalist who handles your day-to-day admin.

The realm of “administration” encompasses a wide range of skills and responsibilities. Most Admin Slayer clients will tell you that they get everything they want done in our 5 to 10 hours a week - professionally and more cost effectively - than hiring a full-time employee. That’s the key.

What makes this work is what you don’t pay for:

- ✓ Breaks, vacations, and inefficiencies (i.e., not *really* having enough work to fill a full day but paying for it anyways)
- ✓ CPP, EI and other employee benefits
- ✓ Training and education upgrades
- ✓ Time that you don’t use, such as when your business is in slow season. (i.e., only paying for active work)

An Admin Slayer costs more by the hour than hiring an entry-level administrator and still costs less than an entry-level administrator. How does that work? We’re so glad you asked!

An entry-level administrator will spend more time completing tasks, and requires significant guidance, training, equipment and a place to work. All these things cost more than the \$20 - \$25 per hour you believe you are paying. On top of that, they are dependent on your commitment to their income. You’ll need to train and support them, cover them on sick days, and replace them if they leave. Entry-level administrators always leave. Unless they’re awful.

As we say at Admin Slayer (and definitely stole from Red Adair), “If you think it’s expensive to hire a professional to do the job, just wait until you hire an amateur!”
Your business deserves professionals.

A good virtual assistant should be able to account for every minute of time billed to you. At Admin Slayer, clients receive a weekly timesheet. **So even though the rate is per hour, time is measured in minutes, not hours.**

Virtual Assistants Save Money & Increase Revenue

We wouldn’t think it was such a good business model if it didn’t work for our own businesses in the first place. We test every single thing we do on ourselves first. If it makes sense to us, we know it’ll make sense to you.

You must spend money to
make money
~ *Plautus*

He wasn’t wrong. But we need to get this exactly right if we’re to be successful.

In the hard world of bootstrapping entrepreneurship, we’re often focused pretty tightly on the bottom line. If you work in Vancouver or Toronto, for example, you know exactly how expensive it is to both work and live in the city.

Spending money to make money means making enough money to make it more than worthwhile.

A virtual assistant usually comes with zero infrastructure costs. You don’t pay for office space, equipment, or other overhead that can eat into your profit - or worse yet - your line of credit. And those time consuming HR headaches? Not with a VA!

With annoying, low-value tasks off of your desk, you can focus on the higher value tasks. If you trade all that low value time for high value time, what happens? You make money.

Here's an example (costs are not exact - but they are realistic):

Jamie is a business owner, spending 35 hours a week developing the business and working on *really enjoyable stuff*. This earns the business about \$4,200 every week.

Jamie also spends 20 hours a week following up on information that should have been in long ago, booking appointments, creating documents, invoicing, and so much more admin work that *isn't* so enjoyable.

So Jamie hires Annie, a virtual assistant and because she's a pro, she completes all his admin work in 10 hours per week which costs \$550 per week.

Now Jamie works 45 hours a week instead of 55, but by only focusing on revenue-growing tasks, revenues increase by \$1,500 per week. After paying Annie \$550, there is now \$950 *more* in revenue every week.

Monthly revenue (minus the VA cost) is now \$5,150 and Jamie is working 10 hours less each week.

Sound like a good idea? We know!

Part 2: Getting Started With a Virtual Assistant

If you've decided that a virtual assistant makes sense for your business, what do you do next?

At Admin Slayer, it's important to us that the process be as painless as possible for you. We want you out there, building your business and driving revenue, not gazing at your belly button and determining what it all means. However, a small amount of navel gazing is required as a key to moving ahead.

Here's the first step:

Get Clear On What You Actually Want and Need

Seems easy, doesn't it? You could probably list a dozen things you'd like to delegate to someone else right now.

Oh wait, though. Why aren't you getting the results you want?

There are secrets to delegation. Getting clear is the very first one. We know how to do that (if we didn't, we'd be pretty seriously bunk at this whole thing).

THE WANTS AND NEEDS

This section helps you get started with a two-step approach on how to delegate effectively.

Create Your Business Task List

Instead of making a “*Things I want done*” list, start with a list of “*All the things I’m currently doing*” - that is, all the tasks involved in your business. Every. Single. One.

Spend one week making a list - a freeform list. Just write down all the stuff you do at a fairly high level.

***Productivity tip:** Skip the paper and use Word or Google Docs or Evernote for your list. It’s shareable, easy to update, and hard to lose among the paper on your desk. If you’d prefer to put pen to paper, there’s a template in the Worksheets section.*

Including every single task might look like this:

- ✓ Return phone calls
- ✓ Book my meetings
- ✓ Fight with my calendar for capacity
- ✓ Reschedule my meetings
- ✓ Make restaurant reservations
- ✓ Follow up with prospects
- ✓ Process my credit card payment
- ✓ Send an invoice
- ✓ Follow up an outstanding invoice
- ✓ Respond to emails
- ✓ Clean up my email inbox
- ✓ Proofread and send newsletter
- ✓ Update social media
- ✓ Review bookkeeping and sort income/expenses
- ✓ Write content for website
- ✓ Upgrade software program
- ✓ Enter data in CRM system
- ✓ Send proposal and follow up
- ✓ Create contracts and follow up
- ✓ Create that thing I do
- ✓ Talk to people about that thing I do
- ✓ Sell that thing I do

At the end of the week, you’ll probably have a long, long list. Congratulations! Task done.

Sort Your Task List

This is next week, which is now this week. Last week you worked on creating the task list. You're with us, right?

There is a reason why we made this a separate step. You might think you're being all efficient and smart if you sort your list while recording it. As efficiency nerds, we're with you on that.

However, we've done this process enough times to know a solid truth: writing and sorting the task list at the same time does not work. We know that business owners want to move on to the next thing *right now*. We are so with you. But trying to do both at once will stop you from completing the list. And a little time between the two steps can really help.

So, here we are into the second week. You have your Business Task List.

***Important note:** Creating your Business Task List could go on forever, but that's okay. We've got a starting point to work with, and we can add to it later. Our task this week is just to sort. Stay with us.*

Divide a sheet of paper into four sections (or use the template in the Worksheets section):

1. Things I Hate and Am Bad At
2. Things I Don't Like and Am Okay At
3. Things I'm Okay With and Am Pretty Good At
4. MY THING: The Things That I *Slay* At, and Give Me Energy

And now... Pull things from your task list and start dropping them into each section. Be honest.

Friction Points: Examples

Common Problem	What I think I need	What I might need instead
My files and documents are a mess. I can't find what I need when I need it.	A summer intern to come to my office and do all of my filing	A scanning service to digitize my files, and a secure online storage system so that I can access them from anywhere
I don't have time to keep in touch with all of my clients, and risk losing their business.	More hours in the day to make client calls	A monthly newsletter that keeps me on their radar, without a lot of work on my part
My clients' contact info is all over the place - some in my phone, some in my email, and a stack of business cards in my desk drawer.	Someone to enter all my data into Outlook / Gmail / an Excel spreadsheet	A CRM system that syncs all my client info with my devices and automatically reminds me who I need to connect with and when
My to-do list is too long and I'm worried about important things falling between the cracks	To put in extra hours on the weekend so I can finally catch up and get on top of everything	A better process or tool for tracking and prioritizing tasks and a competent person to delegate to
Sales are too slow / I'm not hitting my revenue targets	More networking opportunities to find new leads and prospects	A system for providing better service to the customers I have already so that they buy more and send me referrals
Revenues are unpredictable / seasonal / feast or famine	More sales to compensate for slow periods	Someone to manage client service so I can focus on business development and break the feast or famine cycle
I'm feeling mentally stuck, unmotivated and overwhelmed. Running my business feels like a chore.	To make this sale / close this deal / finish this project	More time off with my family so I can unplug, get some perspective and come back re-energized

FORGET WHAT YOU KNOW

...or what you think you know.

Insanity: doing the same thing over and over again and expecting different results.

~ *Albert Einstein*

Challenge yourself. Think beyond traditional ideas of what an employer/employee relationship looks like.

Step outside the box.

You may not need an employee who completes the task you laid out for them in the way that you laid it out, sitting in your office, waiting for your directions.

You may need a team that understands your business and the results you wish to accomplish so they can create solutions that are more automated and effective and increases your revenue.

It may be comforting to have a warm body in the office, but results trump comfort every time.

LEARN TO LET GO

This is a big one. It's the difference between someone who is running a business and someone who just bought themselves a job - albeit one with less security and, statistically, less money.

This sounds easier than it is. You didn't get to where you are today by leaving things to chance. When you build a business from nothing, it can be hard to pry your fingers off your creation, even when it's the best thing you could possibly do.

When you must personally handle every little thing, you create a bottleneck in your business. It limits your growth. It leaves you exhausted. It puts a cap on your revenue.

You may need time to learn to trust another person to properly handle your baby... ahem... we mean your business.

However, the sooner you do, the sooner you will reap the rewards. (And the rewards are pretty big. We've seen them firsthand.)

LEARN TO LOVE TECHNOLOGY

Ack! Technology! RUN AND HIDE! No, wait! Come back! Raise your hand if, at some point in your life, any of the following has crossed your mind:

-  Technology hates me!
-  I'm just not good with computers
-  This software is:
 -  Too complicated
 -  Too difficult
 -  Annoying
 -  Slow
 -  Ineffective

...and I'll just use...

-  A spreadsheet
-  Sticky notes
-  Pen and paper
-  My memory (!)

...instead.

There's a reasonable chance that your hand is up now. Which is kind of strange, since you're probably reading this alone at your computer, or in a coffee shop or library.

Many entrepreneurs, in our experience, are not naturally amazing with technology.

Ideas? Yes! Inspiring, leading, growing, building? yes, yes, yes, YES!

Technology? Not as much.

But it doesn't have to be that way. Having some frustrating experience does not mean that technology can't or won't work for you. In fact, with the right systems in place, you'll wonder how you ever managed without.

When it comes to working with a virtual team, technology is a must. Frankly, if you're running *any* business in this day in age, technology is a must.

That's not to say you have to be super tech-savvy yourself. You need reasonably fast Internet service, a decent computer, and a smartphone. And you do need to be willing and able to *participate*.

Some people look at technology as a thing they have to understand and implement (or avoid altogether). That's letting the tech-tail wag the dog. Better? Having someone to understand your business and your intended results and to implement the technology for you.

No, you don't need to be the one person who researches, understands, and implements the technology. You need someone to do all those things and then show you how to use it.

For example, we took a business that had been in operation since the 1940s and upgraded its systems and processes. People were working with handwritten invoices when we met them, and now their billing is electronic and automated. Find someone (like Admin Slayer) to help you identify and implement the right tech tools, and your business will run like a well-oiled machine.

6 COMMON HIRING MISTAKES (THAT COST YOU TIME & MONEY)

Depending on your personality, human resources management can be one of the most trying parts of running your business.

Hiring - especially the very first hire you make - can be a minefield. Hire the right person and you get explosive growth. Hire the wrong person and you risk wasting precious time and money.

Here are some of the most common mistakes we've seen business owners make with their very first hire.

1. Hiring someone exactly like yourself

If only you could clone yourself, life would be so easy - right? Well... maybe. While no doubt you have certain strengths that have gotten you where you are today, the law of diminishing returns invariably applies. Rather than getting more of what you've already got, you should aim for getting some of what you don't yet have. Complementary skills are what will get you some traction, and turbo-charge your growth.

2. Hiring someone based solely on what you need right at this moment

The things that are keeping you up at night right now are not the same problems you will have in six months or a year (unless you put off getting help). Think beyond your immediate issues, to more strategic areas that will become important once the current fires are put out.

3. Hiring a specialist based on your ideals, instead of a generalist to manage your practical reality

This is the inverse of the previous two mistakes. You may dream of having beautifully designed marketing materials, and therefore believe you *need* to hire an admin assistant with design experience. But if your calendar's a mess and your clients are feeling ignored, even the most gorgeous brochure in the world won't save you.

4. Only using traditional methods to find talent

As you're probably aware, hiring can be a chore. The traditional process goes something like this:

- ✓ Write a detailed job description
- ✓ Post said job description on job boards
- ✓ Filter through dozens or hundreds of resumes (if you're lucky)
- ✓ Coordinate interviews with candidates
- ✓ Check references
- ✓ Make an offer to the top candidate
- ✓ Hope for the best

Many business owners skip the process entirely and just ask around in their network, which isn't a terrible idea. After all, good people know good people. But in doing so, you limit yourself to the same pool of candidates that your network already has access to.

Something to ponder: if you can poach an employee from another company, someone else can poach them from you.

5. *Hiring a friend or family member because they are available/need the work/will work for cheap*

So many issues here.

The biggest one is that hired “help” isn’t always “helpful”. While it may seem like a good idea to hire the most accessible option you’ve got, it may end up costing more than you expect.

It can be very difficult to let a poor performer go - especially if that person is a neighbour/relative/friend of a friend. Protect your relationships - some days, it’s the only wealth an entrepreneur has.

6. *Holding out for the unicorn*

You’ve got a very specific idea in mind: you want to hire someone who:

- ✓ Is bilingual
- ✓ Loves customer service and interactions
- ✓ Schedules appointments and makes reservations
- ✓ Writes like a dream
- ✓ Proclaims also to be a bookkeeper
- ✓ Strategizes and implements efficient systems
- ✓ Researches, implements, and manages all your software/tools
- ✓ Juggles a half dozen flaming machetes, wearing a blindfold

We’ve hired for and run teams of all sizes. Along the way we’ve learned is this:
There is no unicorn.

Certain types of people are good at certain types of work. Often, administrators who are excellent at customer service are also great at writing content and letters. But those same people can be clueless with spreadsheets, basic math, and bookkeeping.

Your spreadsheet wizard and bookkeeping mastermind can sometimes be a mouse with clients, genuinely afraid of the phone, and unable to create attractive documents and presentations.

It's one of the multitude of reasons we created Admin Slayer: businesses want and need all those things done well. You can't find all those things in one person, and many businesses can't afford to hire them all.

Admin Slayer crowdsources our Slayers, so every business owner can get the expertise they need, and every expert works in the areas they love.

8 EFFICIENCY AND PRODUCTIVITY TIPS YOU CAN START USING RIGHT NOW

Throughout this book, you've seen the occasional productivity tip or note as we worked through the first basic steps in working with a virtual team.

And, we have a few more ideas up our sleeves.

1. Start every week with a review

Find 10 things you did last week that just friggin' ruled. Write them down. Tell yourself

- ✓ What you achieved
- ✓ Why it mattered
- ✓ What the end game is
- ✓ How you'll go from here

Seem silly? It's how some of the top performers we work with motivate themselves and remind themselves that what they did this week was meaningful and useful.

This matters when no one else is giving you an annual review, a gold star, or a raise.

2. *After you've done your review, look ahead and write down*

- ✓ Your Top 3 - no more than 3 - wins for the week ahead - stuff that will make you feel accomplished
- ✓ What you're doing this week to maintain your quarterly or annual goals (even if it's nothing, remind yourself what the goals are)
- ✓ The top 5, 10 or 20 sources of revenue for the month ahead
- ✓ How you'll be spending your time: working on your business, working in your business, or giving yourself a rest (a real rest)

Completing tasks 1 and 2 will help you murder the week ahead.

3. *Work within your optimal hours*

There are some ideas out there that everyone wins when they get up at 5 in the morning. This is incredibly - powerfully - not true. If you are a night owl, then you win when you sleep in and have the opportunity to rest because you were up late the night before, creating between the hours of 10 pm and 2 am.

If you're a morning person, then you win when you get to bed before 10 and are up around 5 or 6 am, working immediately when you jump out of bed. It's important to create the workspace time that suits you and your industry.

You are the boss, after all. Whenever possible, book important in-person meetings and calls for when your brain is firing on all circuits.

4. *At the beginning of each day, set 3 "must do" tasks for the day*

It may not seem like enough, but trust us - it is. If you get those three things done today, you win. If you get more done, you're a superstar and it's high fives all around. Leave room for high fives.

You need them.

5. *Take breaks (This is not a joke)*

Entrepreneurs are famous for burning out because they work 60+ hours a week without a break. Studies have proven that we are more creative and more productive when we

- ✓ take regular breaks away from our desk
- ✓ exercise
- ✓ create thinking space by going for a walk
- ✓ eat healthy and sleep well
- ✓ spend time with friends and families

6. *At the end of every day, clean up your workspace, and create a list of your attainable tasks for tomorrow*

Remember that most people overestimate their task ability, which can make you feel like you did nothing, you're a failure, and you should go groveling to your old boss for your job back. You're looking for attainable - the point above which anything more is just gravy.

7. *Wear a pair of "work shoes" when you're working from home and having trouble feeling in the "work groove"*

Put them on when you start work. Take them off when you take breaks (remember point #5!!) and again at the end of the day.

8. *Find your jam*

"Music has charms to soothe the savage breast" (*The Mourning Bride*, by William Congreve). Yes, music matters. It makes your brain happy, it makes your heart happy; and it helps you avoid burning those bridges you so carefully built. Some of our business owners like death metal (we're not judging) while others prefer classical, and still others like music in languages that they don't speak. The point is to find something that stimulates your brain without distracting it.

Part 3: Admin Slayer

WHY WE DO WHAT WE DO

On top of all those other practical things you already know, running a business should be fun.

No, really. We think you should be having a good time, because people who enjoy the work that they do not only survive, but thrive.

It's important that your business is successful - for yourself and for others. As you know, if your business thrives, so does your family. But others benefit from it as well. Small businesses in Canada employ 68.8%¹ of Canada's workforce, so your community thrives when you do. Small businesses created more than 40% of our private sector GDP². That's cash into our economy. Our nation thrives when you do. We want you to succeed for selfish reasons *and* for you.

A journey of a thousand miles starts with a single step, and a powerful economy starts with successful small businesses. When your business succeeds, we all succeed.

You probably weren't thinking about that when you started your business. You may have been thinking about freeing yourself from the tyranny of a "regular" job. You may have been thinking about finding a place and space that fits the life you have and the person that you are. You may have been thinking that this *thing* - this amazing idea you have or thing you do - is exactly what you have always wanted to do.

We really want you to do that thing.

What we don't want you doing is the other stuff - the tasks in your business that never really get you jacked. The ones that maybe, just sometimes, make you want to light small fires on your desk and take a baseball bat to a printer.

¹ [17+ Inspiring Small Business Statistics for Canada in 2021 \(reviewlution.ca\)](#)

You know those mornings when it's tough to get out of bed? Those hard days - yes, we know about those days - when you look at the task list, the piles of paper, those emails and forms and invoices (and lions, and tigers, and bears, oh my!), and you want to shut the whole ship down and just crawl back into bed...

It's okay to admit that you just don't enjoy the administrative side of business - and you may not even be particularly good at it. It's not a great use of your time.

Every hour - every minute - that you spend following up with customers, researching and setting up software, organizing, data, worrying about your bookkeeping, not to mention all that et cetera - are hours when you are away from your thing. Those are minutes when you are not doing what you were meant to do, using the talents that move your business forward, creating revenues and building empires.

No small dreams, right?

You'd like to get help. You know you need it, and you may even crave it, but maybe funds are tight; maybe you don't know where to start; maybe you have concerns about making a commitment to a worker that you may not be able to keep. On top of that, you can't imagine where you would get the time or even the knowledge to train someone on something you're frankly not great at. Providing guidance and direction while building and growing your business is... simply exhausting.

We get that. Boy, do we ever get that.

In 2015, we created Admin Slayer not because we were great administrators in all areas. We created it because we needed talented Slayers with various skills to help us run multiple businesses, businesses just like your own. We built a team of intuitive, experienced, capable individuals - people we refer to as fully formed

adults. People who LOVE and are AMAZING at those day-to-day admin functions that help to keep your business running – efficiently, effectively, successfully.

We know that there are small businesses that do not thrive, and it's not because they don't have an amazing thing. *They do*. Some of them are just lacking the support they need to move ahead and the tools to build the team they need. Maybe they're lacking the money and skills to build a team of experts and have settled for amateurs (who always prove to be more expensive in the long run) or, worse yet, settled for no help at all.

We also know that there are amazing professionals out there who have all the expertise that every business needs. We know that they deserve to work on the type of activities that get them jazzed, that they deserve respect and great pay. We know that many of them are underemployed because life threw them curveballs, like small children, or aging parents, or a partner's career that took them into the hinterlands. Or maybe they just really, really hate pants.

Admin Slayer brings these two amazing groups of people together. Administrative professionals thrive. Businesses - and their owners - succeed. Everybody wins.

Admin Slayer is our love letter to these two amazing groups of people.

This eBook - *The Art of Delegation: Slaying Your Business With a Virtual Assistant* - is just one sentence in that love letter and another tool for your utility belt. (Why a utility belt? Because superheroes need their hands free.)

You go do what you do best. We've got this.

ABOUT ADMIN SLAYER

Admin Slayer is a virtual business services team made up of professional administrators and bookkeepers from all over Canada. We specialize in teaming up top-notch experts with the small and medium-sized businesses that so desperately need them, and we work with those teams to create success.

We pride ourselves on facilitating meaningful, well-paid work to experienced professionals while affording them the flexibility to work from home - or wherever else they are happiest and most productive.

Slayers often have specialized backgrounds, coming from traditional office environments in various industries but are highly skilled in an online, technology-heavy workspace, and we are all right here in Canada.

It's an unfortunate reality that administrative and business service professionals, the people best suited to supporting the growth of entrepreneurs, often struggle with voicing their own needs. They frequently end up in situations where they aren't appreciated or compensated in a manner that lines up with the incredible value that they provide. These are the people who make everything work!

At Admin Slayer, it's our responsibility and privilege to give Slayers the work environment they so deeply require, to provide the compensation, appreciation, and opportunities for growth that they so richly deserve.

At the same time, we just get giddy about business owners. We know that, without small businesses, innovation doesn't happen. Jobs don't happen. Economic growth doesn't occur. We know and love you as the creators of all that is awesome. We like to think that we're just like you.

Thanks to our commitment to Slayers and our commitment to entrepreneurs, you know that you will get excellent service from people who truly love what they do, who are well-supported and able to do their very best.

Completing tasks is one part of what a regular virtual assistant can do for you, and it's what we've come to expect from this relatively new type of business. An Admin Slayer goes further and works *with* you, as part of your team, proactively working on your business, not simply ticking off tasks.

We'll help create systems and processes for you and will suggest changes to make your life easier and your business more productive.

Slayers are great communicators, and this is a key requirement for a successful relationship between a business owner and their Slayer.

Additionally, each Slayer has access to the skills and experience of every other Slayer - from our founders, to each one of our team members - people who have built and maintained every aspect of business. Problems are solved and systems are created collectively.

Admin Slayer also partners strategically with other types of business service providers - from software and human resource experts to project managers, lawyers, accountants and business coaches. Admin Slayer is not just one administrator, but an entire team of experts solving all of your problems.

If you want your business to run when you're out of town, off sick, or out at meetings, then you want Admin Slayer. If you want your operations to be responsive, proactive, and customer-centric, then you want Admin Slayer. If you want to run the best possible business in the most efficient manner imaginable then - that's right - you want Admin Slayer.

Now get out there and make something amazing. We'll be here, holding down the fort, pushing you forward, and cheering you on.

Part 4: Worksheets

Worksheet: Sorting My Task List

Things I Hate and Am Bad At	Things I Don't Like and Am Okay At
Things I'm Okay With and Am Pretty Good At	The Things That I Slay, and Give Me Energy

Worksheet: My Friction Points

My Problem	What I Think I Want	What I May Want Instead

Let's Connect.

 [linkedin.com/company/admin-slayer](https://www.linkedin.com/company/admin-slayer)

www.adminslayer.com

