

Welcome to our lesson on finding and hiring affordable virtual assistants, or VAs.

Are you feeling overwhelmed by tasks?

You're not alone.

Many entrepreneurs face this challenge.

Outsourcing to VAs can alleviate that burden.

Let's explore how to find quality help without overspending.

First, we need to identify the best platforms for sourcing VAs.

OnlineJobs PH is highly recommended.

It focuses on skilled Filipino workers.

They offer great English proficiency and a strong work ethic at reasonable rates.

There's a one-time fee to join Online Jobs, but no monthly charges.

Upwork is another option, with a broader global talent pool.

However, its rates tend to be higher.

Fiverr is suitable for project-based work, allowing you to test candidates.

Freelancer.com provides competitive rates and is user-friendly.

But for most CPA marketers, OnlineJobs PH offers the best value for quality services.

Now, let's differentiate between types of VAs.

General VAs cost around \$3.00 to \$5.00 per hour.

They manage basic tasks like data entry and research. Think of them as online administrative assistants. Specialized VAs, on the other hand, charge about \$5.00 per hour.

They handle advanced tasks like campaign management.

If you're new to outsourcing, start with a general VA to ease into the process.

Finding a VA involves a straightforward five-step approach.

Start by crafting a clear job description that outlines your needs.

Next, post that description on your chosen platform.

Then, screen applications with specific test questions.

After that, conduct video interviews with your top candidates.

Finally, assign a paid test project before committing to a long-term arrangement.

Take your time with this process. It typically takes 1-2 weeks to find the right fit.

A good job description attracts quality candidates.

Include a clear role title, specific tasks, required skills, and availability.

Be open about compensation to draw in serious applicants.

Create application instructions with screening questions that filter out mass applicants.

To determine if candidates are a good fit, watch for warning signs.

Generic responses or failure to follow instructions can indicate poor attention to detail.

Communication skills are vital for remote work, so be alert to any red flags.

After narrowing candidates down, it's interview time. Ask about their daily process for checking campaign performance.

Assess how they prioritize tasks when multiple are at hand.

Evaluate the way they solve problems and how well they communicate.

After interviews, implement a testing phase with your final candidates.

Assign a small paid test project to see their capabilities.

Evaluate their results closely. Look for attention to detail, ability to follow instructions, and communication skills.

Once you've selected your VA, clarify expectations from day one.

Specify working hours and communication methods, so everyone is on the same page. Payment is also crucial.

Consider using WISE for lower fees or PayPal for broader acceptance.

Establish a payment schedule that builds trust over time.

Effective communication remains key, so use tools like Zoom for meetings and WhatsApp for messages. Regular check-ins are crucial, especially in the beginning.

Even 5-10 minute calls can provide necessary guidance.

Let's look at a real-world example.

Tom, a fellow entrepreneur, struggled with managing 12 campaigns alone.

He hired a VA from OnlineJobs PH for \$4.00 per hour. Starting with just 10 hours per week, Tom created a checklist for daily tasks.

He scheduled brief daily check-ins to keep the lines of communication open.

Within three weeks, Tom's VA managed all campaign operations, allowing Tom to grow his business significantly.

Let's summarize your action plan.

Decide which tasks to outsource.

Write a detailed job description and post it on your platform of choice.

Screen applications, interview top candidates, and assign a paid test project.

Make your hiring decision and clearly set expectations for your new VA.

I encourage you to finish this process within the next 14 days to maximize your results.

Thank you for joining this lesson.

Remember, the right VA can transform your business, letting you focus on growth while ensuring smooth operations.

See you in the next lesson!