Be Your Own Boss

I've met some amazing people since I began my business. People who are successful, confident and experts in their field. Some of these professional people have helped me by offering sound advice to help me develop my own business. We have had coffee, lunch and lots of laughs together. I enjoy their company, and I strive to be as successful as they are.

What have I found out over the months of getting to know these lovely people? I have come to realise that they mostly work late into the night, catching up on their own admin. They are so busy during the day helping their lovely clients, they don't have time to work on their business too.

I wondered why they were putting themselves under so much pressure. These people knew what services I offered as a business. They knew that I helped other businesses grow and expand by taking on their admin work. So why not reach out and ask for help?

Then duh, I happened to be talking to one friend when she said "Carol – you are so organized. I'd be afraid of letting you see how DISORGANISED I am!"

Well, this was a shock to me – It appears I'm sabotaging my own business by being so organized! So much so that my friends are AFRAID to use my services! They know they need a virtual assistant. They want to ask me, but they are too embarrassed to let me help them. Instead, they refer me to their other business friends or connections. It is this conversation which inspired me to write this article.

Most people are great at giving advice, they know what they should be doing in their daily/weekly lives. But let's face it, there are only so many hours in a day. If your day is helping other people with their business, what time do you have to spend on yours?

That's the whole point of outsourcing. Handing over the laborious tasks to a virtual assistant, frees up your time. You can be creating products, providing services and increasing your client base. You will have the peace of mind, that somebody your trust is taking care of the back-end of your business.

Here's another thing I often hear. "Carol, I can do admin myself" Yes you can. I agree with you!

However, consider this.

I was chatting to a guy who ran his own drainage company. He is out all-day clearing drains and digging holes. He also must take photographs of each hole he works on and upload it up onto his laptop. Every evening he gets home dog tired, has his dinner, then sits behind his laptop. His task is to upload these photographs. He told me this could take him up to 5 hours! His wife in the meantime would be sitting on her own in the lounge waiting for him to join her. When she feels like she can wait no more, she gives up waiting for her husband to join her and she goes to bed. He told me that there is no communication in the household. He is too busy earning a living during the day. He spends most of the night having to catch up with his admin! I ask myself WHY??

The simple and most effective solution would be to outsource this to a virtual assistant. Somebody who knows exactly what to do in half the time. He could relax in the evening. He could get to bed at a decent hour. He would wake up feeling refreshed and happier. He could spend quality time with his wife and family.

In Conclusion.

You started your business for a reason. One of those reasons is to be your own boss.

Do you ever feel as though your business is the boss of you?

Is it time to take that control back?

Is it time to get back to doing what you love?

It makes sense when you see it in black and white (or it does to me).

How can I help?

If you or anyone you know, needs a virtual assistant, don't be afraid to ask for help. I work with people who only need a couple of hours as a one off. I work with other businesses who need long-term support.

I have non-disclosure agreements and contracts in place with every client. Confidentiality along with attention to detail are amongst my key core competencies.

We even give credit to business owners and are the silent partner keeping the wheels running.

Enjoy the rest of your day.

Carol

Exec-Pr0-VA