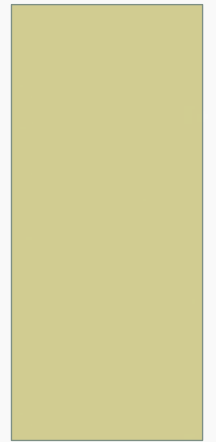# HIRING A VIRTUAL ASSISTANT

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WHY GET A VIRTUAL ASSISTANT?

- No employee-employer relationship.
- Can hire-fire as needed especially if performance is below target.

WHEN DO YOU NEED A VIRTUAL ASSISTANT?

- Administrative
  - Errands
  - Tax filing
  - Billing and collection
  - Supplier management
- Budget
  - P5k to P10k per month (including accountant)

- Sales / Marketing
  - Email marketing
  - Proposal submission
  - Blog marketing
  - Social media promotion
  - Blogger relations
  - Research
- Budget
  - P5k and up with incentives
  - Bottomline driven

WHEN DO YOU NEED A VIRTUAL ASSISTANT?

- Technical
  - Fix and update website.
  - Explore new technologies.
  - Technical trials
- Budget
  - P5k and up
  - Higher if they spend at least 10 hours a week on your site.

- Graphics
  - Presentation editing
  - Infographic
  - Video shoot and editing
- Budget
  - P5k and up
  - Higher if they create shoot videos weekly for you.

PROJECT BASED CONTRACTORS

- Bloggers / writers
  - Blog post writing
  - Push for referrals.
- Budget
  - P500 and up per blog post.

- Social media team
  - Event coverage
  - Event invites
  - Content promotion
  - Bloggers handling
  - Campaign management
- Budget
  - P20k and up.

HIRING TIPS

- Reputation (administrative)
- Showcase of own site / body of work
  - Administrative
  - Technical
  - Graphics
- Agree on data privacy and competition policy.

GIVING A PROJECT

- Set expectations.
- Agree on measurement indicators.
- Require daily to weekly updates.
- Work on agreed schedule.
- Pay on time.
- Listen to suggestions and try them out.
- Adjust on person's learning curve.
  - Let go when not performing according to numbers expected.