The Ultimate Guide To Working With Offshore VA's

Create leverage, freedom and scalability in your business

Learn my proven step by step formula to successfully recruit, onboard and manage offshore Virtual Assistants in to your team or business, so you can hand over the tasks you don't want to do, or don't have time to do, and you can focus on GROWING your business.

Social
Friends

ABOUT OUR TEAM
AMBER ALLEN

My name is Amber, and I am the Founder of Social Friends – we're a Digital Marketing Agency. We help businesses grow using social media through Management, Coaching & VA's.

Throughout my career, I've seen & experienced firsthand, the power of outsourcing tasks to skilled professionals, in more recent years to those located offshore.

In my own business, through strategically leveraging offshore talent, we have increased our profit by over 600%.

We've made it our mission to not only provide exceptional virtual assistant services in social media and administration, but also to empower businesses like yours to thrive in the digital space.

I've designed this guide to be an informative and practical resource for anyone considering outsourcing tasks to offshore virtual assistants.

Social
Friends

ABOUT OUR TEAM
SHARON VANDEMEER

Hi I'm Sharon Vandemeer, the Director of On The Ball Personnel. My agency thrives on delivering a high-touch, high-value experience.

With over two decades in the recruitment industry, I've earned national recognition, securing a place as a National Finalist in the SARA Seek Awards a remarkable four times.

My passion for recruitment is palpable, and my love for providing a highly personalised service is evident in every aspect of my work.

Now, in collaboration with Amber from Social Friends Marketing Agency, I am channeling my decades of experience into offering specialised Virtual Assistant services.

Leveraging my expertise, I aim to empower businesses seeking leverage, freedom, and scalability through a transformative partnership where recruiting excellence meets the digital frontier.

On The Ball
PERSONNEL AUSTRALASIA PTY. LTD.

More than half (51%) of Australian businesses will look to outsource overseas in 2024.

We know that 2024 is going to be the year that businesses like yours really embrace making offshore talent part of your growth strategy, because you are looking for ways to cut costs and improve efficiencies and the harsh reality is, in many cases, hiring onshore talent simply isn't affordable.

Around 51% of Australian businesses plan to expand internationally in 2024 to tackle increasing operating costs.

Not looking for VA
49%

Looking for VA
51%
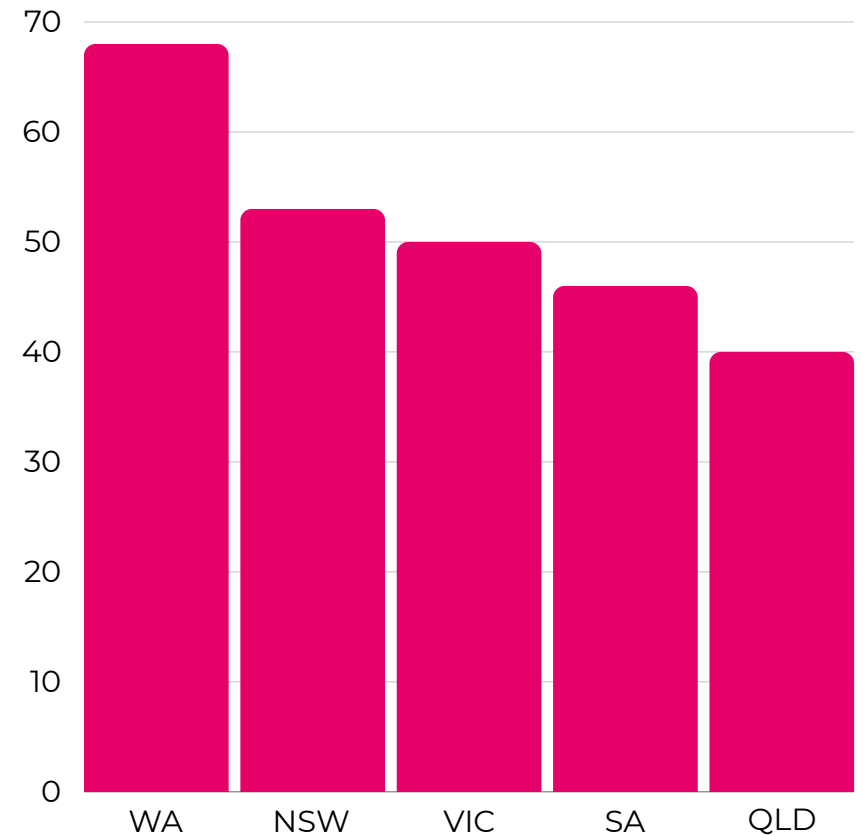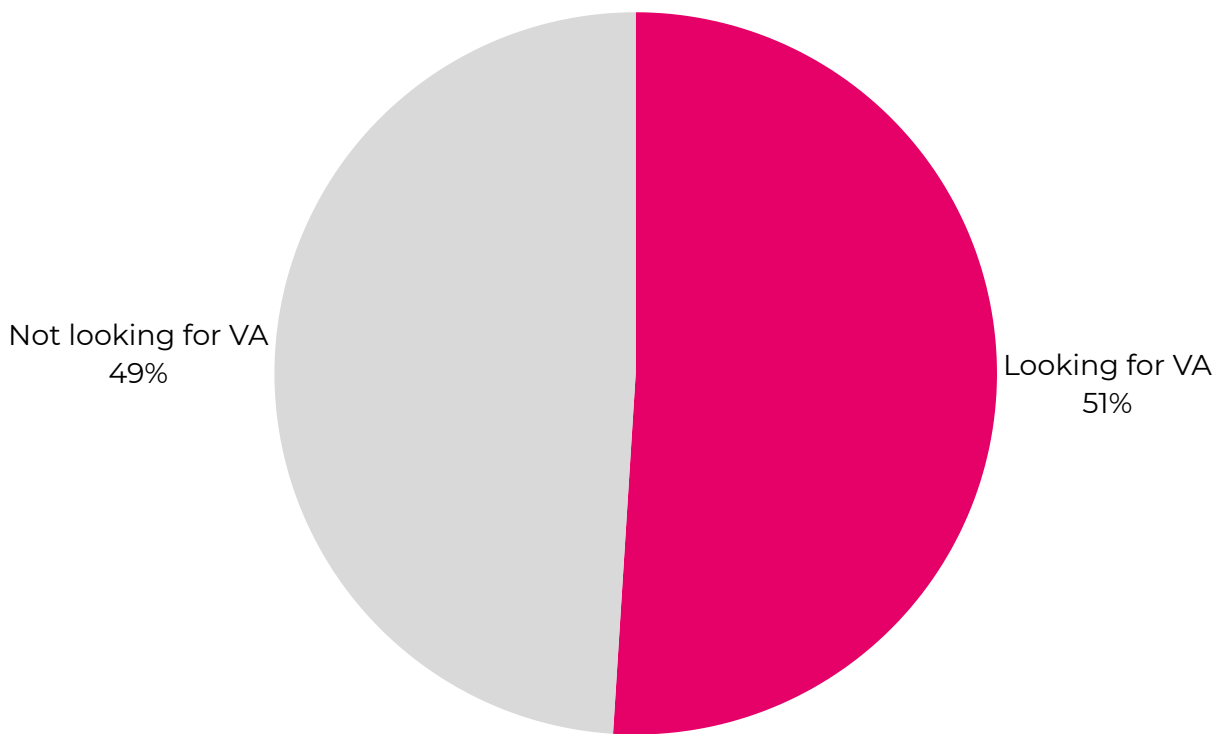
Data Source: Money Transfer Comparison

Social
Friends

In this guide, you'll learn:

What is a VA?

Your secret weapon: the remote assistant boosting your productivity and freeing up your time.

Why we prefer the Philippines

Dive into the skilled talent pool, cultural fit, and cost-effectiveness of building your VA team across the Pacific.

Why do you need a VA?

Conquer your to-do list and reclaim your sanity with an on-demand assistant who tackles your everyday tasks.

What can a VA do?

From administration to social media support, unlock the diverse skillset your VA team brings.

What can go wrong?

Navigate potential challenges, overcome communication barriers, and set clear expectations for a successful partnership.

The path to success!

Learn my proven strategies and best practices for finding, onboarding, and building a thriving VA team that empowers your business.

What is a Virtual Assistant?

A Virtual Assistant (VA) is a professional who provides administrative, technical, or marketing assistance to individuals, entrepreneurs, or businesses remotely.

They can be located anywhere in the world. VA's use digital communication tools, project management software, and other online platforms to perform their tasks and stay connected with their clients.

Why we prefer the Philippines

As the demand for skilled remote support continues to rise, the Philippines has emerged as a leader in providing exceptional virtual assistant services.

- Strong English Proficiency and Cultural Understanding
- Time Zone Advantage
- Cost-efficiency
- Thriving Outsourcing Industry
- Strong Work Ethic
- Versatility and Adaptability
- Respect and Loyalty
- Optimism

Social
Friends

Why do you need a Virtual Assistant?

You need TEAMS & SYSTEMS to create leverage, freedom and scalability in your business and VA's are perfect to help you do that in a really cost effective way. There are many benefits to hiring offshore talent, including:

- Cost savings / Reduction in overhead costs
- Access to global talent / Skilled Workforce
- Increased productivity / Focus on Core Business Activities
- Flexibility & Scalability / Task Delegation
- Timezone Advantage

Social Friends

What can a Virtual Assistant do?

Any task that can be done remotely.

We have prepared 2 Guides:

100 things your Social Media VA can do

100 things your Administration VA can do

You can access these in the **Resources** section of our website.

100 THINGS A SOCIAL MEDIA VIRTUAL ASSISTANT CAN DO

100 THINGS AN ADMINISTRATIVE VIRTUAL ASSISTANT CAN DO

Social Friends

What can go Wrong?

Some of the biggest issues people have with hiring offshore talent will always be to do with Recruitment, Onboarding, Communication (or a lack of), Online Security & Ongoing Management.

- They don't know how to hire the right people – no recruitment process
- They don't check references and work history
- They don't understand the role they're handing over
- They don't know how to work successfully with someone offshore
- They have no idea when it comes to online security and safety
- They don't have systems in place to measure success
- Communication is poor or non-existent

Friends

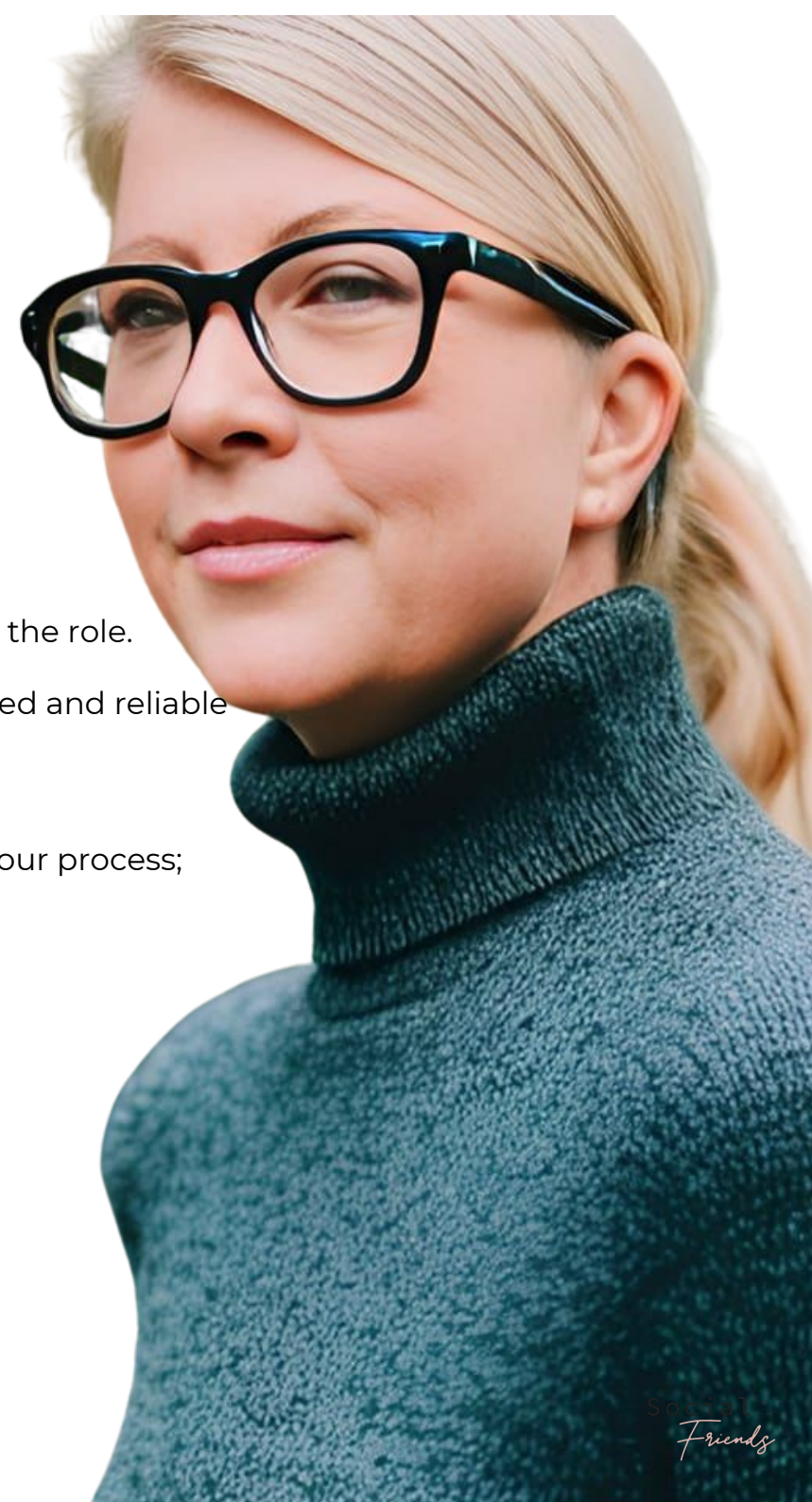# THE PATH TO SUCCESS
Recruitment

If you don't have a robust recruitment system, it won't matter what your communication or onboarding is like. You'll end up with the wrong person in the role.

We complete a rigorous recruitment process to ensure we source highly skilled and reliable virtual assistants - not all agencies do this.

If you're doing this on your own, ensure you include the following as part of your process;

- Thorough resume reviews
- Reference checks
- Evaluations of work history
- Provide a clear role outline
- Discuss availability
- Set communication expectations

** If security is an issue for your business, you may need an international check completed

THE PATH TO SUCCESS
Recruitment

There are 2 main ways you can hire a Virtual Assistant. Freelancer (Hire Direct) or Hire through an Agency.
Freelance (Hire Direct)

The **advantages** of hiring freelancers are:

- Typically lower hourly rates
- You can set your hours
- You can hire for specialised skills like content creation or graphic design

The **disadvantages** of directly hiring freelance VA's have to do with time and risk.

- You have to spend time recruiting, interviewing, and vetting candidates
- You must invest in training, project management, and performance management
- If the virtual assistant doesn't work out, you start over
- Lack of control of data, device, and network security
- It can be difficult to find someone with solid skills and experience
- Freelancers usually have several clients, so availability may be a factor

THE PATH TO SUCCESS
Recruitment

Hire through an Agency

The **advantages** of this model are:

- You have total control over how you work with the VA
- You can set your hours, (most agencies offer either part time or full time)
- Many agencies offer specialised skills like Social Media Management or administration
- You can hire faster
- You have an experienced partner in helping you leverage a virtual assistant
- You get a highly skilled VA
- You have ongoing support with communication and management
- If the virtual assistant doesn't work out your agency will find a replacement

The **disadvantages** of hiring a virtual assistant through an agency:

- Most contractors work out of home offices with personal computers so IT security can be a risk (if you don't have protocols in place)
- Services come in packages with set hours
- It will not be the cheapest option

THE PATH TO SUCCESS
Onboarding

Your onboarding process will either set your Virtual Assistant up for Success or Failure.

Agencies typically facilitate a structured onboarding process.
This allows for immediate issue identification, enabling prompt resolution.

Onboarding is one of the areas that is generally overlooked as people often assume that the VA was hired for {ABC Role} so they should just know everything.
And if you find a highly skilled VA they will indeed know a great deal about their role, but what they don't know anything about is your business, your goals, who the team are, your culture and so on.

Let's take a look at the steps of a great onboarding process.

Social
Friends

THE PATH TO SUCCESS
Onboarding

Before the Start Date

- Welcome Package - Prepare a welcome package that includes essential information about your company, its mission, values, and a brief overview of the team.
- Access and Accounts - Set up necessary accounts, email addresses, and access to relevant tools and platforms the VA will be using.
- Documentation - Share any relevant documents, manuals, or training materials that will help the VA get familiar with your business processes.

First Day

- Introduction to the Team
- Company Culture and Values
- Onboarding Meeting
- Technology Orientation

Social
Friends

THE PATH TO SUCCESS
Onboarding

First Week

- Detailed Role Overview
- Task Assignments
- Regular Check-ins
- Introduction to Workflows

Ongoing Onboarding & Support - How to Manage

- Performance Expectations
- Training Opportunities
- Feedback Loop
- Integration with Team Meetings
- Cultural Sensitivity Training
- Regular Performance Reviews

By incorporating these elements into the onboarding process, business owners can help virtual assistants seamlessly integrate into the company culture, understand their role, and contribute effectively to the team. Effective onboarding sets the foundation for a successful and enduring working relationship.

Social Friends

THE PATH TO SUCCESS
Communication

The biggest breakdown we see in people working with VA's (whether they're offshore or not) is communication - or a lack of!

Here are some tips for great communication:

- Visual Communication
- Communicate Regularly
- Over-communicate
- Task Trackers
- Instant Communication Channels
- Be generous with Feedback
- Ask for Feedback
- Be Available

THE PATH TO SUCCESS
Systems & Procedures (SOP's)

Agencies implement robust systems and processes for both recruitment and ongoing management of offshore VAs. This includes online security measures to protect sensitive information and role descriptions with key performance indicators (KPIs) clearly defined.

If you're doing this yourself ensure you have:

- SOP's (Standard Operating Procedures) in place with KPI's or benchmarks so everyone knows what success looks like.
- SOP's for the Role, Onboarding, Online Security.

Social
Friends

THE PATH TO SUCCESS
Privacy & Online Security

One of the issues most commonly brought up is that of privacy and security of client data.

So how do you work with an offshore VA and still feel safe? Here are some things to consider:

- Password security
- Don't give out financial information
- Keep sensitive data sovereign where necessary
- Provide clear and direct communication
- Limit Knowledge
- Administrator access
- Back it up
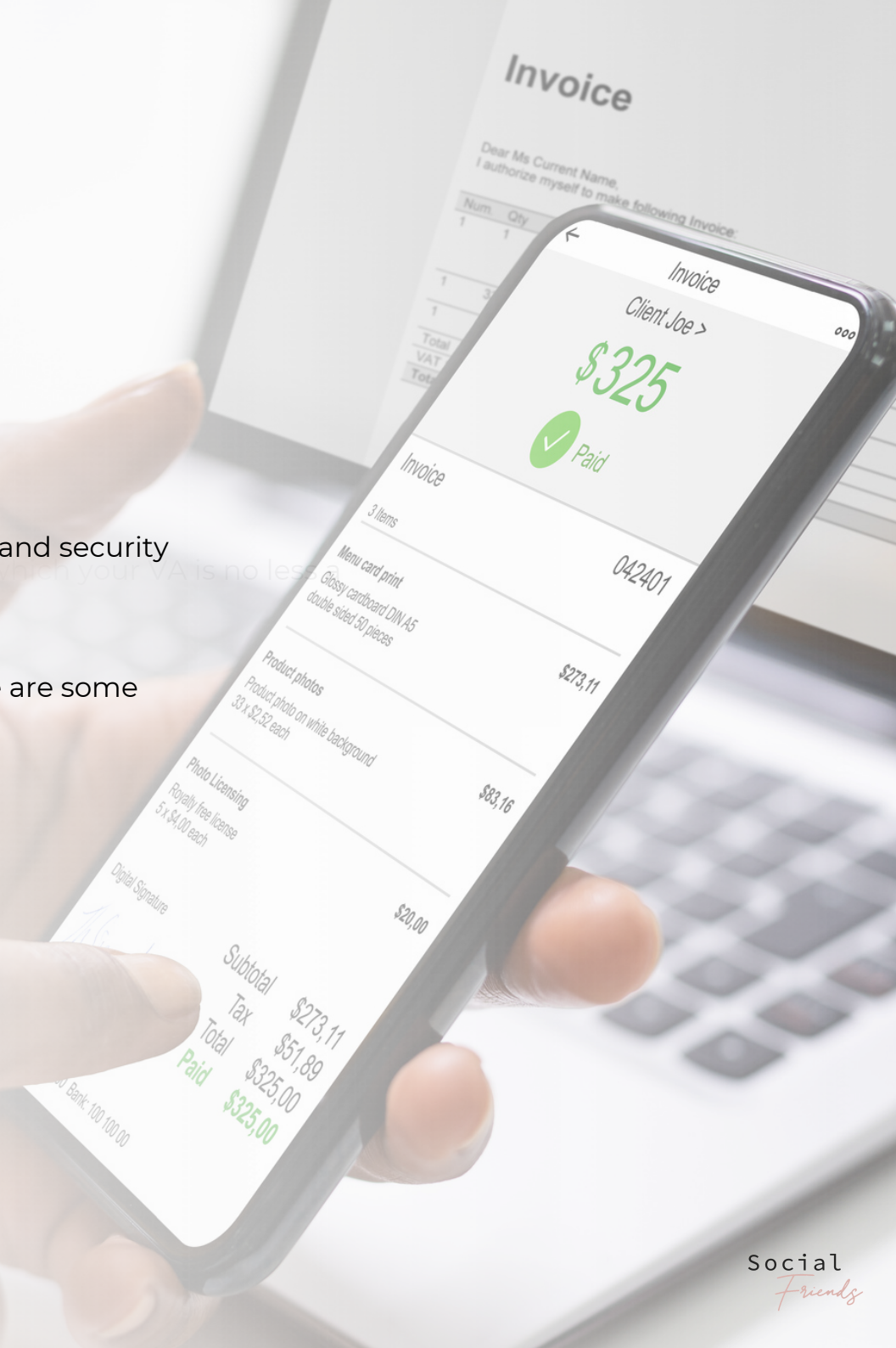
What is the cost of NOT outsourcing?

When you use an outsourcing to an agency like us, our virtual assistants go through a rigorous screening process. The VA's who join our close knit team are all specifically seeking long term stable income, which their families depend upon and are not willing to jeopardise their living with any underhand actions.

When you work with Social Friends Virtual Assistants you don't just get a VA. You get the combination of a top Recruitment Agency & a top Marketing Agency who have proven systems for success and a genuine care for our Clients and our VA's.

We have an online support portal for our VA's & our clients to ensure the ongoing success of your VA partnership.

What is the real cost of not taking action today?

- Financial overheads
- Missed Opportunities
- Burnout & Productivity
- Limited Skill Sets
- Scalability Challenges
- Competitive Disadvantage
- Innovation Slowdown
- Customer Satisfaction

Social Friends

Are you ready to create leverage, freedom and scalability in your business in 2024?

Your competitors are!

Book a call with Amber so we can see if we might be the right fit to connect you with an incredible Virtual Assistant that can help give you your time back and help your business BOOM!

Simply **Click Here!**

Social
Friends

Social Friends
The Ultimate Guide to Working with Offshore VA's Version 1
First published & distributed January 2024 by Social Friends
This is proudly a Social Friends Resource

Disclaimer
The content of this workbook is to serve as a general overview of matters of interest and is not intended to be comprehensive, nor does it constitute financial (or other) advice in any way. This workbook is a compilation of one person's ideas, concepts, ideologies, philosophies and opinions. You should carry out your own research and/or seek your own professional advice before acting or relying on any of the information displayed in the resource. The author, and its related entities will not be liable for any loss or damage (financial or otherwise) that may arise out of your improper use, or reliance on, the content in the resource. You accept sole responsibility for the outcomes if you choose to adopt and/or use the ideas, concepts, ideologies, philosophies and opinions within the content of the workbook.