



Unpacking Exercise

Why hire a Virtual Assistant?

- Get your time back
- Improve productivity
- Lowering your expenses
- Start doing neglected tasks
- Rapid growth in the business

When to Hire a Virtual Assistant?

- Do you have to do the tasks yourself or you can allocate it to somebody else?
- Do you have a work that does not require a full-time employee?
- Do you do a repetitive and non-core tasks?
- Do you feel you spend more time at work than at home?
- Do you feel you need an extra hand to increase efficiency and productivity at work?

If the answer is YES, then getting a Virtual Assistant is for you.

Let us start from this unpacking exercise. This will help you understand the tasks that you are doing or may not be doing but gives you an idea that you can allocate these tasks to a VA.

- **Step 1.** Create a list of tasks that you want to allocate to a Virtual Assistant. Go into as much detail as possible. E.G - Don't just say "Social Media". Social Media alone might have 20 different tasks (see the examples in the chart below).
- **Step 2.** Add a check mark (✓) if this is a role that you do, and write (X) if this is a role that can be outsourced to a VA. If the task can be handled by "someone else", identify if this is something you could outsource to a Virtual Assistant right now.
- **Step 3.** Include future roles & responsibilities that don't currently get handled, but you know needs to be implemented as soon as possible.



Example chart of the Unpacking Exercise

Email & Schedule Management	I am doing it	Outsource	Who should do it in the future?
Facebook fan page content	✓	Yes	VA
Twitter posts	✓	Yes	VA
Editing videos	X	Yes	Someone Else
Videos for blogs	✓	No	Me
Email marketing	✓	No	Someone Else
Checking emails	✓	Yes	VA
Customer support emails	✓	Yes	VA
Creating products	✓	No	Me
Bookkeeping	X	Yes	Someone Else

Here's list of tasks (not limited to) that you can give your Virtual Assistant.

Email & Schedule Management	I am doing it	Outsource	Who should do it in the future?
Filtering Email Inbox / Deleting Spam/Organizing folders/Unsubscribing Emails			
Importing Database / Updating Contacts or CRM			
Answering Customer Service Emails / Tickets / Chat Support			
Sending of Greeting ecards, Event Invitations, etc.			
Calendar Management			
Appointment Scheduling			
Travel Arrangements and Planning			
Reminder Services			

File Storage & Organization	I am doing it	Outsource	Who should do it in the future?
Dropbox / Google Drive Organization			
Data Entry in Word, or Google Docs			
Creating / Managing Spreadsheets			
Preparing Power point / Keynote Presentations			
PDF Conversion, Splitting and Merging			



Admin Works & Bookkeeping	I am doing it	Outsource	Who should do it in the future?
Transcription of Audio and Video Files			
Simple eBook Layout / Formatting			
Preparing Online Meeting Minutes			
Report Creation			
Forms Creation			
Document Template Creation			
Online Research (Statistics, Content, Facts, Competition)			
Data Mining and Development / Lead Generation			
Blog Publishing Management			
Moderating Blog Comments (Approve / Disapprove / Replying)			
Adding Tags and Images to Blog Posts			
Sending Client Invoices			
Basic Bookkeeping (MYOB, XERO & QuickBooks)			
Personal Errands (Purchasing Gifts Online, etc.)			

Project Management & Training	I am doing it	Outsource	Who should do it in the future?
Project Management Between You and Team Members			
Preparation of Training Content			
Induction and Training of New Virtual Staff			
Deadline / Deliverables Tracking			

Social Media Marketing	I am doing it	Outsource	Who should do it in the future?
Creating Facebook Fan Pages / Groups			
Posting and Scheduling Facebook Status Updates			
Facebook Page Promotion Strategies			
Collating and Interpreting Facebook Insights			
Creating a Company Twitter Account			
Managing and Increasing Your Twitter Following			
Schedule Tweets, Track Mentions and Hashtags			
Create and Manage LinkedIn Account / Profile			
Create Pin Images on Pinterest			
Scheduling and Tracking New Pins			
Create and Manage YouTube Account			
Upload Videos on YouTube & Publish			
Create and categorize YouTube playlists			
Moderating YouTube Comments			
Uploading Videos to other Video Sharing Sites / Social Media			
Answer inquiries and Messages on All Channels & Profiles			
Create SlideShare Presentations			
Identify online groups to share new content			



Email Marketing	I am doing it	Outsource	Who should do it in the future?
Creating a New List in Email Marketing Software			
Adding and Removing Subscribers from Lists			
Creating and Scheduling Broadcast Emails to Promote Content			
Editing Follow-Up Emails and Auto Responders			
Creating Email Newsletters			
Editing / Proofreading Emails			

Article Writing & Audio/Video Editing	I am doing it	Outsource	Who should do it in the future?
Basic Editing of Audio Files			
Removing Background Noise from Audio and Video			
Adding Intro's and Outro's to Videos			
Basic Photoshop / Image Editing (Not Graphic Design)			
Powerpress (Podcasting WP Plugin) Installation			
Podcast Setup on iTunes Account			
Podcast Insertion on a Blog post			
Create and Monitor Facebook Ads Campaigns			
Create and Monitor Google Adwords Campaigns			
Recruit other virtual team members			
Content / Blog Post Creation			
Guest Blogging / Ghost Blogging			
SEO Content Writing			
Press Release Writing			
Newsletter Writing			
Copywriting (Don't Suggest Sales Copy)			
Online Article Directory Submission			
Online Article Spinning			
Article Marketing			
Contact experts mentioned in content so they can share links			



Logos & Landing Pages	I am doing it	Outsource	Who should do it in the future?
Designing Logos, Banners, Icons, eBook Covers and Headers			
Designing Infographic Images (Content Provided)			
Designing Websites, Creating Mock-Ups			
Designing Landing / Sales / Opt-In Pages			
Basic Video Editing (Splicing Intros & Outros with Raw Footage)			

Wordpress	I am doing it	Outsource	Who should do it in the future?
Support and Develop Wordpress (PHP) Websites			
Install Wordpress Plugins and Themes			
Wordpress Theme Customization			
Wordpress Functionality and Plugin Enhancement			
Site Maintenance / Security and Troubleshooting			
CRM Integration & Social Media Integration			
Payment Gateway Integration			
Install and Support an Email Ticketing System (eg. ZenDesk)			