## Outsourcing to a virtual assistant

**Micro and small businesses often miss out on a vital resource**

article by Sandra Fraser

*Smart businesses, especially small and micro businesses are outsourcing to a virtual assistant, freeing up their time to concentrate on their income generating part of the business.*

There is a vital resource out there available to micro and small business owners in particular, but most of them are overlooking it. Why? Because a lot of them don’t even know it exists and if they have heard of it, they don’t really realize how it benefits them.

I am talking about virtual assistants. A virtual assistant is a home based independent contractor that offers administrative services to such businesses, such as secretarial work, transcription, bookkeeping, marketing, phone answering, website design, and the list goes on and on and on.

So many small business owners are burdened with hours and hours of unpaid administrative work, when they should in fact be outsourcing such work to a virtual assistant. This gives the business owner more time to concentrate on income generating work instead of doing non income generating work. By outsourcing to a virtual assistant the business owner actually grows his business and works smarter.

There are no hassles of employing staff and all the administrative burdens associated with that. Also most micro and small business owners don’t really require onsite staff or full time staff, or don’t have the resources for this anyway, but need administrative work performed for a few hours a week or a few days a week. They can even outsource report typing to one virtual assistant and bookkeeping to another virtual assistant. Then all they pay is the VA’s invoice at the end of the month, that’s it, no further paperwork.

With modern technology so much work can be performed virtually. This is great for a business owner who is on the road a lot too, let the virtual assistant take care of all administration from her home office.

Too many micro and small business owners try to do it all themselves and this is not the smart way to grow your business. Virtual assistants are usually seasoned professionals working out of their own home who have years of office experience behind them. They care about your business, because the more successful you are, the more successful they are. It’s a win win scenario.