**Virtual Assistants  
embrace the financial crisis**

**The rise and rise of the Virtual Assistant, thanks to the financial crisis.**

With the usual bricks and mortar employees losing their jobs in droves, and my family is greatly affected as my husband has just lost his job (which was outsourced), we virtual assistants seem to be the lucky ones who are benefiting worldwide.

If you don’t already know, a virtual assistant is a home based business operator offering a myriad of administrative tasks to businesses of all sizes. With today’s technology we don’t have to be on a business premise, we can perform all our work in our home offices.

So many businesses are outsourcing so much of their administrative tasks just to stay afloat and that’s where we come in. A business does not have to pay for premises or for equipment for us, doesn’t have to pay payroll tax, superannuation, none of those usual costs associated with on site employees. Businesses are able to greatly reduce their costs by just paying a virtual assistant their contracted rate for work performed and thus allowing their business to stay afloat.

So many virtual assistants I’ve spoken to have increased their workload dramatically in the recent few months. This is truly a recession proof business, where in contrast our onsite counterparts who were once employees are losing their jobs and we are taking over their tasks as contractors. It’s sad I know, but it’s fantastic news for virtual assistants as more and more businesses are discovering us and saving their businesses in the process.

Sandra Fraser is a busy virtual assistant and also creator of www.virtual-assistant-advice.com which is an information site for WAHMs, prospective and existing virtual assistants and for those wishing to find a VA.