

## Tips for Hiring an Assistant

Learning how to delegate is KEY to the continued growth of your coaching business. There comes a point with every successful coach when the realization hits—it is NOT possible to tackle every task yourself AND keep growing. YOU are a limited resource. This is the point to hire an assistant!

### Types of Assistants

Here is an overview of types of assistants and some valuable tips to help you hire one that fits YOU.

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#### Level 1 - Student Helper

Sometimes it just takes a local high school or college student to help watch the kids, do errands, pick up the house, etc., to make a huge difference in your schedule.

**TIPS:**

- Advertise in your community newspaper, church, or Facebook group.

**POTENTIAL PROS:**

- Low wages (\$5-\$10/hr depending on age and tasks)

**POTENTIAL CONS:**

- Very limited skill set
  - Reliability issues
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#### Level 2 - Virtual Foreign Specialists

It is likely that you are on a tight budget when you are ready to hire your first business assistant. One of the ways to get some serious bang for your buck is to hire virtual assistants from websites such as [upwork.com](http://upwork.com), [fiverr.com](http://fiverr.com), [guru.com](http://guru.com), [freelancer.com](http://freelancer.com), and LinkedIn's new [ProFinder](#) site.

**TIPS:**

- Hire a different freelancer specialist for each set of tasks (transcription, graphics, blogging, etc.)
- Use legit freelancers (agencies present their rotating workers as individual freelancers, which will impact your experience)
- Study ratings, reviews, hours worked and jobs completed (only hire experienced freelancers with a 95% or higher rating)
- Use Skype or FaceTime to get to know your freelancers

**POTENTIAL PROS:**

- Low wages (\$4-\$10/hr depending on level of specialization and technical ability)

### **POTENTIAL CONS:**

- Not a “one stop shop” due to narrow skill set
  - Not an actual freelancer
  - Language and cultural barriers
  - Impersonal
  - Inconsistent availability and time zone difference can hamper timeframes
  - Inconsistent and/or subpar work product
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### **Level 3 - Local or Virtual U.S.-Based Assistant or Specialists**

At some point, your business needs will progress to the point where the challenges of foreign specialists will begin outweighing their low cost. It is time to look for a U.S.-based virtual assistant when conducting your search on the above mentioned freelance websites.

### **TIPS:**

- Search for a freelancer with a wider skill set to minimize the use of individual specialists
- Have a discussion their current workload and your timeframe and work product expectations
- Use Skype or FaceTime to get to know your assistant/specialist(s)

### **POTENTIAL PROS:**

- Same or similar time zone
- No language and cultural barrier
- Potentially wider skill set

### **POTENTIAL CONS:**

- Higher pay rate (\$15-\$25/hour)
  - Not a “one stop shop”
  - Inconsistent availability
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### **Level 4 - High Level Local or Virtual Assistant**

It is difficult to imagine a highly successful brick and mortar business without at least one high level staff member who is a right hand to the busy owner(s). Your coaching business is no different simply because you run it from home. A highly skilled assistant who can handle most any task you throw at them brings value to your business and can easily pay for themselves.

### **TIPS:**

- The ideal high level assistant is willing to do or manage everything from basic tasks to website development and everything in between.

### **POTENTIAL PROS:**

- Same or similar time zone
- Handles or manages ALL delegated tasks
- Highly motivated and professional
- Wide and well developed skill set
- Consistent availability, reliability, and work product
- Close working relationship

### **POTENTIAL CONS:**

- High pay rate (\$25+/hour)

# SAMPLE ASSISTANT JOB TASKS

## CUSTOMER CONTACT

- Run a monthly report on Shakeology customers and email them asking if they need recipes or any help with fitness or nutrition
- Reply to any emails from customers and forward any that are tough to answer
- Follow up with customers who received Shakeology sample
- Create stock responses to commonly asked questions

## CHALLENGE GROUPS

- Create and organize new challenge groups
- Screen and add new members
- Write personalized challenge group guides and schedule posts on appropriate days
- Interact with group members as desired

## EMAIL MARKETING

- Set up and manage email database (Aweber, Constant Contact, Mail Chimp, etc.) and auto responder series
- Write a weekly/bi-weekly/monthly e-newsletter with current specials and a call to action
- Write individual email blasts

## FACEBOOK

- Manage Like page and all private groups
- Find quotes and pics to share on Like page and/or group(s)
- Create branded graphics for sharing across all social networks
- Interact with customers and coaches as you desire
- Personally message each person who has newly liked your page (something like "Thanks for liking my page! What kinds of posts do you like to see?")
- Schedule posts (with quotes, pics, your blog posts, etc.) for Facebook page and/or groups (MeetEdgar is the BEST scheduler as it allows for recycling of posts)
- Keep an eye out for and alert to new customer prospects
- Make sure all questions are answered and comments are liked

## INSTAGRAM

- Manage account
- Monitor for leads
- Connect to Facebook for auto posting

## PINTEREST

- Manage and populate Pinterest with new boards/pins (primarily YOUR own pins with minimal reposting)
- Take Facebook posts and pin on Pinterest
- Interact with followers

## **YOUTUBE**

- Manage and brand account
- Create and upload branded custom thumbnail image for all videos
- Upload all Facebook Live videos to your YouTube channel
- SEO on all videos—including titles, descriptions, closed captions, annotations, YouTube cards, tags, etc.
- Create and manage playlists
- Monitor comments and watch for leads

## **SHIPPING**

- Mail out Shakeology samples
- Mail coach recognition gifts

## **COACH SUPPORT**

- Track Leadership Ladder rankings
- Create graphics for Success Club, Leadership Ladder, and rank advancements
- Assist with planning of coach events

## **WEBSITE**

- Serve as webmaster of your website
- Ensure basic SEO best practices are followed
- Write relevant and SEO optimized blog posts (from hot topics, Facebook Live videos, Facebook and Instagram posts, etc.)
- Turn your relevant Facebook, Instagram, etc., posts and turn them into blog posts

## **MARKETING**

- Help develop and manage Freemium ad campaign(s)
- Create Lead Pages/Freemium Blog Post
- Create ad graphics and copy
- Monitor Facebook ads and respond/forward comments