

# THE ART OF DELEGATION

Growing your business  
with a virtual assistant



[www.adminslayer.com](http://www.adminslayer.com)

## IS THIS BOOK FOR YOU?

If you are a business owner or manager, it probably is. We believe that most professionals could benefit from virtual assistants, but we've personally seen it work for:

- Realtors and mortgage brokers
- Coaches and consultants
- Financial advisors
- Lawyers and accountants
- Founders and co-founders
- Solopreneurs
- Non-profits...

Actually, we haven't seen it *not* work, for any organization that doesn't require live human contact.

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Part 1: What is a  
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# What is a Virtual Assistant?

You may have heard the term “virtual assistant” or VA before. But there are two kinds of virtual assistants:

## A Digital Virtual Assistant

This type of VA may be embedded in your smartphone, a software-based artificial intelligence, such as Google Now, Apple’s Siri, or Microsoft’s Cortana. It may provide you with directions to the local convenience store, search the internet for information, or even make restaurant reservations.

## A Human Virtual Assistant

This type of VA is a real, live person, like any other assistant. However instead of taking up room in your office and using your equipment, your virtual assistant is at the other end of the phone/video conference, and the other side of your computer.

A live, full-time employee is not only a member of your team, but also a responsibility for you as a business owner. A virtual assistant

is there when you need them, and not around when you don't. You'll feel the difference in efficiency, and in cold, hard cash.

## What Can a Virtual Assistant Do?

That's a loooooonnnnggg list. The short story - because small business owners rarely have time for the long one - is that a virtual administrator can take off your plate those tasks that aren't fun, and aren't the reason why your business will be The Next Big Thing. (That part is all you.)

You created your business because you are good at your thing. You excel at it. We like to call you an Artisan Business Owner. You are not a jack-of-all-trades. You're a Master.

Many businesses fail, not because they are bad at their thing, but because they aren't any good at the stuff that isn't their thing. And really, why should they be? That's not what will get them where they are going.

It's often stuff that doesn't directly produce revenue which really stops up an Artisan Business Owner. It could be calendar management, scheduling, process creation, marketing (online and off), letter and document writing, systems management, graphic design, research, follow up, document and data management, invoicing, bookkeeping, communicating with suppliers, understanding and maintaining cloud based services...all that damned et cetera.

# How Much Does a Virtual Assistant Cost?

A single VA can cost anywhere from \$5 an hour for offshore assistance to somewhere near the moon for specific types of expertise. For example, at Admin Slayer, bookkeeping or graphic design Slayers typically cost more than a generalist who handles day to day admin work.

Most Admin Slayer clients will tell you that they get everything they want done, by professionals who collectively would cost the business hundreds of thousands each year, for less than the cost of hiring one full-time, entry-level employee. That's the key.

## **What makes this work is the things that you *don't* pay for:**

- Breaks, vacations, and inefficiencies (for example: the black hole that is Facebook)
- Pension contributions, employment insurance, and other employee benefits
- Training and education upgrades
- Time that you don't use, such as when your business is in slow season. You only pay for active work.



An Admin Slayer costs more by the hour than an entry-level administrator and still costs less than an entry-level administrator. How does that work? We're so glad you asked!

An entry-level administrator will spend more time completing tasks, and requires significant guidance, training, equipment, and a place to work. All these things cost more than the \$15 - \$20 per hour that you believe you are paying. On top of that, they are dependent on your commitment to their income. You will need to train them, support them, cover them on sick days, and replace them if they leave. Entry-level administrators always leave. Unless they're awful.

As we like to say at Admin Slayer (and definitely stole from Red Adair): "If you think it's expensive to hire a professional to do the job, just wait until you hire an amateur!" **Your business deserves professionals.**

A good virtual assistant should be able to account for every minute of their time that is billed to you. At Admin Slayer, clients receive a weekly timesheet. **So even though the rate is per hour, time is measured in minutes, not hours.**

# Virtual Assistants Save Money & Increase Revenue

We wouldn't think it was such a good business model if it didn't work for our own businesses in the first place. We test every single thing we do on ourselves first. If it makes sense to us, we know it'll make sense to you.

“You must spend money  
to make money”  
- Plautus

He wasn't wrong. But we need to get this exactly right if we're to be successful.

In the hard world of bootstrapping entrepreneurship, we're often focused pretty tightly on the bottom line. If you work in Vancouver or Toronto, for example, you know exactly how expensive it is to both work and live in the city. We know that too - some of us live in Vancouver. We're proudly cheap as all get out. But being cheap - correctly - means going deep.

Spending money to make money means making enough money to make it more than worthwhile.

A virtual assistant usually comes with zero infrastructure costs. You don't pay for office space, equipment, or other overhead that can eat into your profit - or worse yet, your line of credit.

With all the annoying, low-value tasks off of your desk, you can focus on the higher value tasks. If you trade all that low value time for high value time, what happens? You make money.

**Here's an example (costs are not exact - but they are realistic):**

Pierce is a business owner. He spends 25 hours a week developing his business and working on the stuff he really likes. This earns his business about \$4,615 every week.

Pierce also spends 30 hours a week following up on information that's outstanding, booking appointments, creating invoices, book-keeping, and more.

Pierce hires Annie, a virtual assistant. She completes the tasks in 15 hours per week - because she's a pro - and costs \$750 per week.

Pierce now works 40 hours a week instead of 55, but only focuses on revenue-growing tasks. He increases his revenue by \$2,769 per week and pays Annie \$750, netting \$2,019 *more* in revenue every week.

Pierce's revenue (minus Annie) is now \$6,634, a 43% increase, and works 15 hours less per week.

**Sound like a good idea? We know!**

# Part 2: Getting Started with a Virtual Assistant

If you've decided that a virtual assistant makes sense for your business, what's next?

At Admin Slayer, it's important to us that the process is as painless as possible for you. We want you out there, building your business and driving revenue, not gazing at your belly button and determining what it all means.

However, a small amount of navel gazing is required as a key to moving ahead.

We've never seen our belly button before. It might be important.

Here's the first step:

### **Get Clear On What You Actually Want & Need**

Sounds easy, doesn't it?

You could probably list a dozen things you'd like to delegate to someone else right now.

Oh wait, though: why aren't you getting the results you want?



There are secrets to delegation. Getting clear is the very first one.

We know how to do that (if we didn't, we'd be pretty seriously bunk at this whole thing).

# The Wants & The Needs

## Your Business Task List

Instead of making a “Things I Want Done” list, start with a list of “All The Things I’m Currently Doing.” That is, all the tasks involved in your business. Every. Single. One.

Spend one week making a list - a freeform list. Just write down all the stuff you do.

Productivity tip: make this a digital document, using a software program like Word, or an online program like Google Docs or Evernote. This makes it shareable, easy to update, and hard to lose among the paper on your desk. If you’d prefer to put pen to paper, you can print out our template in the Worksheets section.

Every single task. It might look like this:

- Answer phone
- Return phone calls
- Book appointments/meetings
- Make restaurant reservations



- Follow up with prospects
- Process a credit card payment
- Send an invoice
- Follow up an outstanding invoice
- Respond to email
- Create, proofread, and send email newsletter
- Update social media
- Review bookkeeping and sort income/expenses
- Write content for website
- Upgrade software program
- Enter data in CRM system
- Send proposal
- Create, update, forward contracts
- Create that thing you do
- Talk to people about that thing you do
- Sell that thing you do

At the end of the week, you'll probably have a long, long list.

Congratulations! Task done.

## Sort Your List

This is next week. Or this week - because the task list was last week.

You're with us right?

There is a reason why we did this as a second step. You might think you're being all efficient and smart if you sort it while you are recording it. As efficiency nerds, we're with you on that.

However, we've done this enough times to know a solid truth: writing and sorting the task list at the same time does not work. We know that business owners want to move on to the next thing Right Meow. We are so with you. But trying to do both at once will stop you from completing the list.

Anyway, here we are into the second week. You have your Business Task List.

Important note: the creation of your Business Task List could go on forever, but that's okay. We've got a starting point to work with, and we can add to it later. Our task this week is just to sort. Stay with us.

You're going to divide a sheet of paper into four sections (or use the template in the Worksheets section:

1. Things I Hate and Am Bad At
2. Things I Don't Like and Am Okay At
3. Things I'm Okay With and Am Pretty Good At
4. MY THING: The Things That I *Slay*, and Give Me Energy

And now... start dropping things into each section. Pull them from your task list. Be honest.

See that first section: Things I Hate and Am Bad At? That's the first set of things you are going to outsource.

You will be soo happy.

Once you get comfortable outsourcing Section 1, you can start getting rid of Section 2: Things I Don't Like and Am Okay At.

Rarely do we ever get completely rid of Section 3: Things I'm Okay



with and Am Pretty Good At. This is the stuff that we tend to outsource to junior associates and partners, rather than Slayers. One day, if we're all lucky, we get to spend all of our time in Section 4.

The Dream: Doing "The Things I Slay, and Give Me Energy" - all day long.

# The Friction List

Feeling adventurous? Time to make another list!

In this exercise, you'll make a list of all the friction points in your business, and how you are currently trying to address them.

The idea here is to stay open to the idea that there might be even more effective ways to handle your business challenges than the solutions you're already considering.

On the next page, we've provided some examples of common business challenges, along with the solutions we ended up implementing for our own clients. These may or may not apply exactly to your specific situation, but you can see that there's usually more than one way to solve a given problem.

At the back of this book, you'll find a blank [Worksheet: My Friction Points](#) worksheet that you can fill out with your own specific challenges and the solutions you think you need. Then, show the list to your partner, your coach, or your friendly neighbourhood Admin Slayer, to get some insight into alternative solutions.

## Friction Points: Examples

Common Problem	What I think I need	What I might need instead
My files and documents are a mess. I can't find what I need, when I need it.	A summer intern to come to my office and do all of my filing	A scanning service to digitize my files, and a secure online storage system so that I can access them from anywhere
I don't have time to keep in touch with all of my clients, and risk losing their business.	More hours in the day to make client calls	A monthly newsletter that keeps me on their radar, without a lot of work on my part
My clients' contact info is all over the place - some are in my phone, some are in my email...I've got a stack of business cards in my desk drawer...	Someone to enter all my data into Outlook / Gmail / an Excel spreadsheet	A web-based CRM system that syncs all my client info with my devices and automatically reminds me who I need to connect with and when
My to-do list is too long and I'm worried about important things falling between the cracks	To put in some extra hours on the weekend so I can finally catch up and get on top of everything	A better process for tracking and prioritizing tasks, and a competent person to delegate to
Sales are too slow / I'm not hitting my revenue targets	More networking opportunities to find new leads and prospects	A system for providing better service to the customers I already have, so that they buy more and send me referrals
Revenues are unpredictable / seasonal / feast or famine	More sales to compensate for slow periods	Someone to manage client service so I can focus on business development and break the feast / famine cycle
I have a really great product / service, but nobody knows about it	A fancy PR firm to get the word out, and a big budget for advertising in the paper	A professional social media presence and a little bit of *measurable* online advertising
I'm feeling mentally stuck, unmotivated and overwhelmed. Running my business feels like a chore.	To make this sale / close this deal / finish this project	More time off with my family so I can unplug, get some perspective and come back re-energized

# Forget What You Know

...or what you think you know.

“Insanity: doing the same thing over and over again and expecting different results.” ~ Albert Einstein

Challenge yourself. Think beyond traditional ideas of what an employer/employee relationship looks like.

Step outside the box.

You may not need an employee who completes the task you laid out for them in the way you that you laid it out, sitting in your office, waiting for your orders.

You may need a team that understands your business, the results you wish to accomplish and creates a unique solution that is automated, effective, and increases your revenue.

It may be comforting to have a warm body in the office, but results trump comfort every time.

# Learn to Let Go

This is a big one, and the difference between someone who is running a business and someone who just bought themselves a job - albeit one with less security and statistically, less money.

It sounds easier than it is. You didn't get to where you are today by leaving things to chance. When you build a business from nothing, it can be hard to pry your fingers off your creation - even when it's the best thing you could possibly do.

When you must personally handle every little thing, you create a bottleneck in your business. It limits your growth. It leaves you exhausted. It puts a cap on your revenue.

It may take time for you to learn to trust another person to properly handle your baby... ahem... we mean your business.

However, the sooner you do, the sooner you will reap the rewards.

(The rewards are pretty big. We've seen them first hand.)



# Learn to Love Technology

Ack! Technology! RUN AND HIDE! No, wait! Come back! Raise your hand if, at some point in your life, any of the following has crossed your mind:

- Technology hates me!
- I'm just not good with computers.
- This software is:
  - Too complicated
  - Too difficult
  - Annoying
  - Slow
  - Ineffective

...and I'll just use...

- A spreadsheet
- Sticky notes
- Pen and paper
- My memory (!)

...instead.

There's a reasonable chance that your hand is up now. Which is kind of strange, since you're probably reading this alone at your computer, or in a coffee shop or library. Put your hand down, weirdo<sup>1</sup>.

Most entrepreneurs - in our experience - are not naturally amazing with technology.

Ideas? yes! Inspiring, leading, growing, building? yes, yes, yes, YES! Technology? Not so much.

But it doesn't have to be that way. Having some frustrating experience does not mean that technology can't or won't work for you. In fact, with the right systems in place, you'll wonder how you ever managed without.

When it comes to working with a virtual team, technology is a must. Frankly, if you're running *any* business in this day in age, technology is a must.

That's not to say you have to be super tech-savvy yourself. But you do need reasonably fast internet, a functioning computer, and (ideally) a smartphone.

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<sup>1</sup> \*Did we mention we love weirdos? We're kind of weird. You'll see that later, in the "About Us" section.

Some people look at technology as a thing they have to understand and implement (or avoid altogether). That's letting the tech-tail wag the dog. What you need is someone to understand your business and your intended results, and implement the technology for you.

No, you don't need to be the one person who researches, understands, and implements the technology. You need someone to do all those things, and then show you how to use it.

For example, we took a business that had been in operation since the 1940s and upgraded its systems and processes. They were working with hand written invoices when we met them, and now their billing is electronic and automated. Find someone (like Admin Slayer) to help you identify and implement the right tech tools, and your business will run like a well-oiled machine.

## 6 Common Hiring Mistakes (That Cost You Time & Money)

Depending on your personality, human resources management can be one of the most trying parts of running your business.

Hiring - especially the very first hire you make - can be a minefield. Hire the *right* person and you get explosive growth. Hire the *wrong* person and you risk wasting precious time and money.

Here are some of the most common mistakes we've seen business owners make with their very first hire.

### 1. Hiring someone exactly like yourself.

If only you could clone yourself, life would be so easy - right? Well... maybe. While you no doubt have certain strengths that got you where you are today, the law of diminishing returns invariably applies. Rather than getting more of what you've already got, you should aim for getting some of what you don't yet have.

Complementary skills are what will get you some traction, and turbo-charge your growth.

## 2. Hiring someone based solely on what you need *right at this moment*.

The things that are keeping you up at night right now are not the same problems you will have in six months or a year (unless you put off getting help). Think beyond your immediate issues, to more strategic areas that will become important once the current fires are put out.

## 3. Hiring a specialist based on your ideals, instead of a generalist to manage your practical reality.

This is the inverse of the previous two mistakes. You may dream of having beautifully designed marketing materials, and therefore believe you *need* to hire an admin assistant with design experience. But if your calendar's a mess and your clients are feeling ignored, even the most gorgeous brochure in the world won't save you.

## 4. Only using traditional methods to find talent.

As you're probably aware, hiring can be a chore. The traditional process goes something like this:

- Write a detailed job description.
- Post said job description on Craigslist and other job boards.
- Filter through hundreds of resumes.
- Coordinate interviews with candidates.
- Check references.
- Make an offer to the top candidate.
- Hope for the best.

Many business owners skip the process entirely and just ask around in their network - which isn't a terrible idea. After all, good people know good people. But in doing so, you limit yourself to the same pool of candidates that your network already has access to.

Remember: if you can poach an employee from another company, someone else can poach them from you.

## 5. Hiring a friend or family member, because they are available/ need the work/will work for cheap

So many issues here.

The biggest one is that hired "help" isn't always "helpful". While it

may seem like a good idea to hire the most accessible option you've got, it may end up costing more than you expect.

It can be very difficult to let a poor performer go - especially if that person is a neighbour/niece/friend of a friend.

Protect your relationships - some days, it's the only wealth an entrepreneur has.

## 6. Holding out for the unicorn.

You've got a very specific idea in mind: you want to hire someone who:

- Is bilingual
- Writes like a dream
- Schedules appointments and makes reservations
- Keeps the books to the point that your accountant only needs to file the taxes
- Strategizes and implements efficient systems
- Researches, implements, and manages software
- Can juggle a half dozen flaming machetes, wearing a blindfold

We've hired for and run teams of all sizes, for small businesses and large corporations. One of the things we learned along the way is: *There is no unicorn.*

Certain types of people are good at certain types of work. Often, administrators who are excellent at customer service are also great at writing content and letters. But those same people can be absolute garbage at excel spreadsheets, basic math, and bookkeeping.

Your spreadsheet wizard and bookkeeping mastermind can sometimes be a mouse with clients, genuinely afraid of the phone, and terrible at creating attractive documents and presentations.

It's one of the multitude of reasons we created Admin Slayer: every business wants and needs all those things done well. You can't find all those things in one person, and many businesses can't afford to hire them all.

Admin Slayer crowdsources our Slayers, so every business owner gets the expertise they need, and every expert works in the areas they love.





# 8 Efficiency and Productivity Tips You Can Start Using Right Now

Throughout this book, you've seen the occasional productivity tip as we work through the first basic steps in working with a virtual team. We might just have a few more up our sleeves.

## 1. Start every week with a review.

Find 10 things you did last week that just frigging ruled. Write them down. Tell yourself:

- Your achievement
- Why it mattered
- What the end game is
- Your next step

Seem silly? It's how some of the top performers we work with motivate themselves - and remember that thing they were supposed to do that they forgot to write down or tell anyone - and remind themselves that what they did this week was meaningful and useful.

This matters when no one else is giving you an annual review, a gold star, or a raise.

## 2. After you've done your review, look ahead. Write down:

- Your Top 3 - no more than 3 - wins for the week ahead. The stuff that will make you feel accomplished.
- What you're doing this week to maintain your quarterly/annual goals (even if it's nothing, remind yourself what the goals are)
- The top 10 to 20 sources of revenue for the month ahead
- How you'll be spending your time: working on your business, working in your business, or giving yourself a rest (a real rest)

Completing tasks 1 & 2 will help you murder the week ahead.

## 3. Work within your optimal hours.

There are some ideas out there that everyone wins when they get up at 5 in the morning. This is incredibly - powerfully - not true. If you are a night owl, then you win when you sleep in and have the opportunity to rest, because you were up late last night, creating between the hours of 10 pm and 2 pm (as Admin Slayer founder Krysten

does). If you're a morning person, then you win when you get to bed before 10 and are up around 5 or 6 am, working immediately when you jump out of bed (as Admin Slayer founder Julia does). Create the workspace time that works for you and your industry. You are the boss, after all. Book your important in-person meetings and calls for when your brain is firing on all circuits, whenever possible.

#### 4. At the beginning of each day, set 3 “must do” tasks for the day.

It may not seem like enough, but trust us - it is. If you get those three things done today, you win. If you get more done, you're a goddamn superstar and it's high fives all around. Leave room for high fives. You need them.

#### 5. Take breaks. This is not a joke.

Entrepreneurs are famous for burning out because they work 60+ hours a week without a break. Studies have proven that we are more creative and more productive when we rest and when we take regular breaks. When we exercise, get up from our desks, and move around. When we eat healthy, sleep well, see our friends, and spend time with our families.

6. At the end of every day, clean up your workspace, and write a list of your attainable tasks for tomorrow.

Remember that most people overestimate their task ability, which can make you feel like you did nothing, you're a failure, and you should go grovel to your old boss for your job back. You're looking for attainable - the point above which anything more is just gravy.

7. Keep a pair of "work shoes" if you're a work-at-home person like us.

Put them on when you start work, take them off during breaks and at the end of the day. Don't ask us why, it just works.

8. Find your jam.

"Music has charms to soothe the savage breast" (The Mourning Bride, by William Congreave). Yes, music matters. It makes your brain happy, it makes your heart happy, and it helps you avoid burning those bridges you so carefully built. Some of our business owners like death metal - hey, we're not judging - others prefer classical, and still others like music in languages that they don't speak. The point is to find something that stimulates your brain without distracting it.

# Part 3: Admin Slayer

# Why We Do What We Do

Running a business should be - on top of all those other practical things you already know - fun.

No, really. We think you should be having a good time, because people who enjoy the work they do not only survive, but thrive.

It's important that your business is successful, and it's not only important to you. If your business thrives, so does your family - as you know. But others benefit from it as well. Small businesses in Canada employ 48.3% of Canada's workforce, so your community thrives when you do. Small businesses created more than 40% of our private sector GDP<sup>1</sup>. That's cash into our economy. Our nation thrives when you do. We want you to succeed for selfish reasons.

A journey of a thousand miles starts with a single step, and a powerful economy starts with successful small businesses. When your business succeeds, we all succeed.

You probably weren't thinking about that when you started your

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<sup>1</sup> <http://www.cbc.ca/news/business/10-surprising-stats-about-small-business-in-canada-1.1083238>

business. You may have been thinking about freeing yourself from the tyranny of a “regular” job. You may have been thinking about finding a place and space that fits the life you have and the person that you are. You may have been thinking that this thing, this amazing idea you have and that thing you do, is exactly what you’ve always wanted to do. It’s what you’ve been building up to your whole. damn. life.

We really want you to do that thing.

What we don’t want you doing is the other things: the stuff. The tasks in your business that never really get you jacked. The ones that maybe, just sometimes, make you want to light small fires on your desk, and maybe take a baseball bat to a printer.

You know those mornings when it’s tough to get out of bed? Those hard days - yes, we know about those days - when you look at the task list, the piles of paper, those emails and forms and invoices (and lions, and tigers, and bears, oh my!), and you want to shut the whole ship down and just crawl back into bed...

It’s okay to admit that you just don’t enjoy the administrative side of

business - and may not even be particularly good at it. They're not a great use of your time.

Every hour, every minute, that you spend on following up with customers, researching and setting up software programs, organizing, data, balancing the books, not to mention all that et cetera - those are hours when you are away from your thing. Those are minutes when you are not doing what you were meant to do, using the talents that move your business forward, creating revenues and building empires.

No small dreams, right?

You'd like to get help. You know you need it, and you may even crave it. But funds are tight, you don't know where to start, and you have concerns about making a commitment to a worker that you may not be able keep. On top of that, you can't imagine where you would get the time or even the knowledge to train someone on something you're frankly not great at. Providing guidance and direction while building and growing your business is... simply exhausting.

We get that. Boy, do we ever get that.



We created Admin Slayer not because we were all great administrators (well, one of us is!). We created it because we need Slayers to run our businesses, so we can allocate the time to the stuff we're good at. We built a team of intuitive, experienced, capable individuals - people we refer to as fully-formed adults. People who LOVE and are AMAZING at all the stuff we suck at.

We know that there are small businesses that do not thrive, and it's not because they don't have an amazing thing - they do. Some of them are just lacking the support that they need to move ahead, and the tools to build the team they need. Maybe they're lacking the money and skills to build a team of experts, and have settled for amateurs (who always prove to be more expensive in the long run), or worse yet, settled for no help at all.

We also know that there are amazing professionals out there who have all the expertise that every business needs. We know that they deserve to work on the the tasks that get them jazzed, that they deserve respect and great pay. We know that many of them are underemployed because life threw them curveballs, like small children, or aging parents, or a partner's career that took them into the hinterlands. Or maybe they just really, really hate pants.

Admin Slayer brings these two amazing groups of people together. Administrative professionals thrive. Businesses - and their owners - succeed. And everybody wins.

Admin Slayer is our love letter to these two amazing groups of people.

This eBook - The Art of Delegation: Slaying Your Business With a Virtual Assistant - is just one sentence in that love letter, and another tool for your utility belt. (Why a utility belt? Because superheroes need their hands free.)

You go do what you do best. We've got this.

The Admin Slayer Founders,

Shannon, Krysten, and Julia

# About Admin Slayer

Admin Slayer is a virtual business services team made up of contractors from all over Canada. We specialize in matching top-notch experts with the small and medium-sized businesses that so desperately need them, and work with those teams to create success.

We pride ourselves on facilitating meaningful, well-paid work to ridiculously overqualified professionals while affording them the flexibility to work from home - or wherever else they are happiest and most productive.

Slayers often have specialized backgrounds, from accounting and finance to event planning, graphic design, publishing, technology, and much more. They often come from traditional office environments and have a deep understanding of the types of businesses Admin Slayer loves to serve.

It's an unfortunate reality that administrative and business service professionals - the people best suited to supporting the growth of entrepreneurs - often struggle with voicing their own needs. They frequently end up in situations where they aren't appreciated or

compensated in a manner that lines up with the incredible value that they provide. These are the people who make everything work!

At Admin Slayer, it's our responsibility and privilege to give Slayers the work environment they so deeply require, to provide the compensation, appreciation, and opportunities for growth that they so richly deserve.

At the same time, we just get giddy about business owners. We know that, without small businesses, innovation doesn't happen. Jobs don't happen. Economic growth doesn't occur. We know and love you as the creators of all that is awesome. We like to think that we're just like you.

Thanks to our commitment to Slayers and our commitment to entrepreneurs, you know that you will get excellent service from people who truly love what they do, and are well-supported - able to do their very best.

Now get out there and make something amazing. We'll be here, holding down the fort, pushing you forward, and cheering you on.

## Shannon

How does one describe Shannon? Is 'militant' too extreme a word?

Simply put, Shannon is a butt-kicking, schedule-sticking, box-ticking MASTER of getting things done. She eats colour-coded, prioritized task lists for breakfast. If Shannon were a (non-human) animal, she would be a bunny-eagle-shark, which of course is a mythical beast that is both sweet and lovable while simultaneously spotting typos at 100 yards, and going into a feeding frenzy at the slightest hint of inefficiency.

As Chief Slayer, Shannon is the authority on...well, pretty much everything related to business administration. When it comes to business success and quality control, the buck stops with this lady. Entrepreneurs love her because she is diligent and accountable to a fault. Slayers love her because she runs a tight, supportive, respectful ship, while recognizing the individual talents each brings.

## Krysten

Krysten's hobbies include staying up too late, geeking out on the internet, and writing creative biographies for her colleagues (yeah,

she came up with the bunny-eagle-shark analogy). While Krysten often uses “\\_(ツ)\_/” to describe her role at Admin Slayer, the reality is that we simply cannot do without our tiny Marketing Ninja Warrior.

Through the analysis of all the data, human behaviour, activity, social media and the Internet of Everything, she creates strategies and systems that work. Krysten sources that software program you didn't know you needed and now can't live without, teaches everyone how to use it in the best way to increase revenue, later retiring with a case of cranberry club soda and a few hours of cat videos.

## Julia

Julia is a legit financial professional with all the official credentials you could ask for - and then some. She can calculate the future value of anything in her sleep, except that we're pretty sure she doesn't actually sleep. Julia has never met a financial analysis she couldn't whip into shape, a strategy she couldn't optimize, or a team she couldn't lead. She once went out for groceries and accidentally started 3 businesses.

Julia writes for several publications, including West, Gazette, and

PowHerHouse magazines. She is often quoted by BBC Capital, the Globe & Mail, and MoneySense magazine as a subject matter expert. All of which is to say: she really knows her s\*\*\*. Finally, as Admin Slayer's token extrovert, Julia does all the talking.

# Testimonials

*“A colleague recommended Admin Slayer to me as a virtual assistant. I began with the bookkeeping support and couldn’t be more pleased. Systems were set up, procedures put in place, contacts made, and it all works smoothly and professionally. I can now focus on what I am best doing, and not letting those critical pieces for which I have little interest get away on me.”*

— Ken Haycock, Ken Haycock & Associates Inc.

*“Shannon worked for me as I set up my private practice. I have no hesitation in recommending Admin Slayer, Virtual Assistants as Shannon proved to be an efficient and valuable employee. From preparing content using PowerPoint, MS-Word, and other software programs to proofreading and editing my professional correspondence, I knew that I could rely on the services that she provided. Outsourcing my administrative duties increased my efficiency and gave me the time to devote to building my practice.”*

— D.J. Crockett | President, Crockett Consulting Inc.

*“I hired Admin Slayer at just the right time in my business. My client base was growing and I was finding it difficult to keep up with scheduling and general admin tasks. Shannon was able to not only help out on organizing my schedule and following up with clients, but she also suggested various tools/ways to make processes more efficient.*

*I was also apprehensive about having someone else step in and deal directly with clients, but this concern was completely unwarranted with Shannon. She is always professional and I feel completely comfortable with her interacting with customers. This has freed up my time to focus on other important business tasks such as sales and marketing.*

*I would highly recommend Admin Slayer to any small business owner who is overwhelmed with admin work - Shannon will put your mind at ease!”*

~ Jamie Munro, Whisper Media



Completing tasks is one part of what a regular virtual assistant can do for you, and it's what we've come to expect from this relatively new type of business. An Admin Slayer goes one step further and creates systems for you, coming up with the structures you need to have a more effective operation. Slayers are great communicators, and intuitive team players.

Slayers work with multiple businesses in a variety of industries; it's not uncommon for Slayers to apply systemic solutions that increase efficiency, make your life easier, and your business more productive.

Each Slayer additionally has access to the skills and experience of every other Slayer - from our founders, who have run a multitude of businesses, to each one of our team members, who have built and maintained every aspect of business. Problems are solved and systems are created collectively.

Admin Slayer also partners strategically with other types of business service providers - from software and human resource experts to project managers, lawyers, accountants and business coaches. Admin Slayer is not just one administrator, but an entire team of experts solving all of your problems.



## What if We Don't "Click"?

Oh no, you'll like us. Everyone does.

But - just in case - we're prepared for that too.

The beauty of working with a team of professionals like Admin Slayer is that there are a variety of strengths, skills, personalities, and schedules.

We are pretty good at matching Slayers with Business Owners. We'll admit that we don't always get it right on the first try. But there is a Slayer (or two, or three) for every Business Owner, and we figure it out within the first month.

If you want your business to run when you're sick, out of town, at that meeting, then you want an Admin Slayer. If you want your operations to be responsive, proactive, and customer-centric, then you want an Admin Slayer. If you want to run the best possible business in the most efficient manner imaginable - that's right - you want an Admin Slayer. Or maybe two or three.

# Part 4: Worksheets

# Worksheet: My Business Task List

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# Worksheet: Sorting Your Task List

Things I Hate and Am Bad At	Things I Don't Like and Am Okay At
Things I'm Okay With and AM Pretty Good At	The Things That I Slay, and Give Me Energy

# Worksheet: My Friction Points

My Problem	What I Think I Want	What I May Want Instead

# LET'S CONNECT.

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