

The Passionpreneur Experience Podcast Transcript

Demystifying the Virtual Assistant ft. Emilie Given- Episode 12

Host: Bridget Cobb

- Intro: [00:05](#) Welcome to The Passionpreneur Experience where I examine the thoughts, energy and strategy, a side hustler needs to grow their entrepreneurial dreams all while they work their corporate nine to five day job. I'm your host Bridget carb. Now let's get started.
- Bridget Cobb: [00:30](#) Hey guys, welcome back to The Passionpreneur Experience. Today I have the honor of having a guest on this show. I have Emily given from, She's A Given. I'm so excited to have you on the show today. Welcome Emily. Thank you. I'm so excited to be here. Excellent. I wanted Emily to come on the show because today we are focusing on what I feel is a really important subject that as new entrepreneurs and as solopreneurs specifically, I think there's an amazing resource out there that we may not know much about and it's called a virtual assistant. Emily runs a, She's A Given. It's a virtual assistant agency. Yeah. Beautiful. And uh, she is our subject matter expert on virtual assistants. Now, uh, Emily comes with a, an amazing amount of background. She's a successful entrepreneur herself. Uh, she's done the transition from corporate life to entrepreneurship.
- Bridget Cobb: [01:32](#) She also is out there actively in the business world contributing. In fact, you can ha, uh, keep your eyes peeled for her. She'll be featured in, uh, business insider prime. She's writing an article for them. Uh, and I won't give it away, but it's yet to be published. But keep your eyes out for that. So Emily, welcome to the show.
- Emily Given: Thank you. I'm so excited to be here with you.
- Bridget Cobb: I am really excited for you to be here because I don't know how often I come across a new entrepreneurs or people you know, breaking into the, into the world of, of owning your own business and they're overwhelmed, they're running, they've got their side hustle, but they've got their full time day job as well, and they're balancing this corporate nine to five with their own business. Uh, and we all know guys, as we run our, our nine to fives in most cases, if you're in the corporate scene, there is just a wealth of resources around you.

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- Bridget Cobb: [02:32](#) You've got your teammates. If you're on a team, you might even have assistance that come along with the team, uh, or uh, admins. So you might be used to having these amazing resources by your side to help you get your day job and your and your day to day done. But when we jump into our solo preneur ship and we jump into entrepreneurship, it's just us. It's just us running the show. So enter the virtual assistant and I think I might throw it over to you first, Emily and say, what is a virtual assistant?
- Emily Given: Sure. So a virtual assistant is just like you said, an admin who works remotely, who's able to take those administrative tasks off your plate, freeing up your time to do things that actually matter in your business. So things like email management, calendar management, scheduling your appointments, booking any catering for any events you have, creating your event invitations, doing your social media.
- Emily Given: [03:32](#) There's so many things that a virtual assistant can do, but it's basically your admin. The virtual student is somebody who's going to take the time sucking tasks that you have that you are spending time on doing because they're so important. But you're not actually having the time to get your message out there and do what you actually want to be doing.
- Bridget Cobb: Yeah, I think that's a huge point because you know, as entrepreneurs and as you would know, you are one and a solopreneur as especially they want to spend their time in that creative creation space. You know, the big ideas and what are we going to do next and looking forward and planning your next offer or designing your product and, but businesses are often run in the details. Things like email management or getting your social posts out on time.
- Emily Given: Exactly. And I, even in my own business, I've found myself, you know, so in the weeds as they say that I wasn't able to execute my vision and I was just so in the day to day tasks of answering clients and getting my meeting scheduled.

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- Emily Given: [04:40](#) And it sucked so much of my time up. And really it's funny, even I had a hesitation of hiring my own assistant, even though I knew the benefit and I knew that I needed one. It's just a hard thing to do. So, I mean, we'll dive into that too. But I'm just saying like once I hired my own VA, the pressure was lifted so much off of myself and I knew that she had it taken care of. Anything I asked, she had it taken care of. I love that. And I think you're absolutely right and kind of hit the nail on the head there around fears and that unknown of hiring a VA. So we're definitely gonna talk about that. Uh, so I'd love, again, this is why I was so excited to have you on the show because you are the expert and I really want to demystify, um, the thought of what is a VA, why would I use one?
- Bridget Cobb: [05:35](#) So could you walk me through maybe the most common uses for a virtual assistant?
- Emily Given: Sure. So when people hire us during our discovery call, we kind of just ask them, what are your pain points in your business? What's your bottleneck? Like why, what do you need help with? And people generally say like email management. I need people to check my emails, draft responses, um, schedule those meeting requests that come in and kind of just establish, like keep building that relationship that's happening just because they just don't have the time to do it. So flag and also filtering and sorting emails is super important too. So knowing whether it's a VIP or spam and they don't even have to lay eyes on it type of thing. So that's super prevalent. Um, calendar management is also really prevalent. So when you're a solopreneur and busy executive, um, we support both.
- Emily Given: [06:29](#) So as you know, their calendars can get crazy busy. So they're in meetings, they're recording podcasts, they're um, doing a discovery call with a client. They have so many things going on that organizing their own calendars, sometimes hard and that's, you know, basic function that we can definitely take off their hands for them. Another thing is like document preparation. So if they're getting ready for, they're getting ready for a big meeting, then we can put together a presentation for them. We can put together PDF documents for them and kind of review

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anything that they're putting forward to do. A little proofread on it. We can also do things like, um, manage electronic filing. So a lot of the times people, like people don't even have Sims in place. So we can do that Google drive or Dropbox or something like that. And we also do travel planning.

Emily Given: [07:20](#)

So if you're planning a trip, we can research flights for you, we can book flights for you and hotels and create your itinerary, um, expense reporting. So as business owner, um, expense reporting is also a big part of what we do. So you can submit your receipts dress, just scan them in and then we can go in, itemize in whatever system you need, our recording, QuickBooks, whatever you need there. And we also can do your proposal and contract creation. So whatever system you use, we can just do that and set it up for your potential clients. So all you're doing is hitting the send button. Um, we do a lot of report generation data analysis, um, meeting and event planning, uh, coordinating with different executives to do all that type of stuff. And then there's the whole digital marketing side of things, which we also do, which is, and so I should say a lot of virtual assistants niche down.

Emily Given: [08:11](#)

Okay. So some do just executive support, which is like the email calendar, expenses, travel, and some just do social media, right? Some just do like specifically Pinterest. So it's a whole array of things that you can look out for. Wow. I have not niched down. Okay. I feel that we have a lot to offer. And so I don't want to silo myself right now. Um, maybe that will change in the future. But I really truly love supporting executives and that's, um, something that I am passionate about. So I want to do that. But I'm also passionate about helping female entrepreneurs get their business off the ground and look with this audience. You've got both, right? You most likely have executives that are working in a corporate space also with their own side business. And so, you know, like I've talked about in other shows, guys, where we put these same expectations for ourselves as a core, as an, as our corporate entity.

Bridget Cobb: [09:14](#)

So let's say a, you're working a senior level position in a corporate job and then you've got your side hustle on the

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outside. You know, you're probably putting the same level of expectations for output for production, for productivity that you've gotten your day job, which gets eight to nine hours of your time a day to your side hustle, which let's face it might get two hours a day, three if you're really pushing it and then weekends. So if you've got the support as an executive in your full time Corp, that's how you're getting that stuff done. Guys, you know it, you've got help, you've got a team, you've got an admin, and that's what really helps you get that productivity out. The same goes for your side button, your side business or your side hustle, especially when it's just you. So there's a real opportunity here to kind of 10 X, three X whatever you'd like to say, and it's going to exponentially improve your ability to, to move your business, your side hustle business forward with help like this.

Bridget Cobb:

[10:18](#)

So I can only imagine the use cases. And I would expect nowadays that, especially in that social media place, a space there is high demand because let's face it, who has time to post all day long when you've got your full time day job and your side hustle.

Emily Given:

Right. And so yeah, social media is something that's huge that people need help with, which is probably about 50% of our clients need. Social media helps though that that includes everything from creating your accounts. A lot of people don't even have accounts and optimizing bios to make them searchable, to make them clickable, to have your call to action on there. Um, and then also just creating a cohesive feed and that speaks to your brand voice and has your pop sub brand color in there. And then consistency. Consistency is the hardest part. Yes. And as people who have a full time job, no, it's sometimes you just don't have the time to sit down and batch create 30 posts and then schedule them and you know, get all, like correlate with what you're launching and what you, what you want to be doing. And it's kind of like throwing, what does that saying? Throwing spaghetti at the wall and seeing if it sticks spaghetti or other things. Yes.

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- Bridget Cobb: [11:35](#) So it's important to have a strategy and you know, we have done it so many times. It's really like step by step process of walking you through it, getting your brand voice, you send us pictures, we do the writing, you approve the copywriting, we schedule. So it's, it's a whole system that works for us, but it's a, it takes probably about 20 hours a month off of your plate. Wow. That's valuable time. I mean, as any passionpreneur would know. Every hour is valuable. So, uh, and what you get back obviously is amazing and we'll, we'll definitely talk about that. Um, in fact, let's go into from your side, from your expertise or your level of expertise, some common, uh, do's and don'ts that would go along with hiring a virtual assistant. So what would be your advice to passionpreneurs out here listening? Um, what would you use a virtual assistant for versus what you would not or how you would not interact with them?
- Emily Given: [12:36](#) Right. Okay. So something that is, is huge and prevalent in my every day discussions is the principle that you get what you pay for. Yeah. So budget is a huge concern for a lot of solopreneurs, right? So they're, they're trying to bootstrap, they're not, um, they don't have the budget to throw X number of dollars, advertise assistance. So I had a conversation this morning and we were going over what she needed in her business and I told her our hourly rate and she'd cut me off and she said, ah, I was actually looking at more like \$10 an hour. Right. And so I said, um, to be honest, your budget is consistent with outsourcing offshore. So I'm happy to connect you with somebody that I know in the Philippines. That's fine. Yup. So I would say you need to know if that's important to you.
- Emily Given: [13:27](#) Yeah. So our virtual assistants are US-based college educated members of the American society of administrative professionals. Um, we have requirements and standards and they have experience in both corporate settings, in remote settings. That's not important to you. You should know that when you're going to look. So, um, and if you're okay with outsourcing offshore, you should know that before booking a call with somebody who is here. So just have your budget, um, outlined I would say is something that's a huge do so know your budget, right? Know that you are going to get what you paid for.

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Um, another thing that I would say is do think about on your discovery call, what exactly you could delegate. Um, we have a list that we hand out 25 things to delegate to a virtual assistant that's on our website people can download. Um, it's really helpful for them to look over before discovery call.

Emily Given: [14:21](#)

Definitely just to see what, you know, what types of things they are doing in their business that they can, they can delegate to us. Um, don't go into a VA relationship, just not knowing what to delegate cause that's hard for us to deliver results to you if we're not, um, if we don't know what we're supposed to take off your plate. Another thing is that VA's are implementers, not strategists. I think that's a really good point. Tell me more about that. So a lot of the times people are saying, Oh, I just need someone to create this sales plan for me. Or, um, I need you to help me think of how to work this launch. And while we're happy to give ideas, like that's not our strong suit. So we are implementers, we are doers. You give us an action plan and we execute it.

Emily Given: [15:14](#)

So that's also super sub something to know. We're not salespeople, we're not, although we do offer sales consulting, it's a different, you know, yes. Offer. Um, but VA's themselves, they're not salespeople. And it's, so to clarify that then let's say you need help with social media and you hire someone that specializes in social media. I wouldn't want to walk into that relationship saying, can you plan my social media strategy? What should I say? I've got here, I've got an idea. This is where I'm going. This is the type of imagery. Maybe have a Pinterest board developed for them to say, look, this is kind of my brand and who I am. And then maybe even lay out, these are the launches I have coming up. Exactly. So it's important for you to have a timeline, um, to express, to know what's going on in your business, and then we can create our copywriting based on what is going on in your business, what's launching, what's coming up.

Bridget Cobb: [16:13](#)

Um, but it's important for you to lay the foundation, right?

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Emily Given:

Yeah, exactly. Because if you're not doing that and you're approaching someone saying, Hey, I need to build, I need to create a brand, I don't have that yet. You're really looking at hiring a marketing strategist or a branding or a branding expert. Exactly. Right. So I think that is a great thing to call out. Uh, although it's funny because some branding experts or marketing experts also call themselves virtual assistants. Oh. So it can be a little confusing sometimes can be confusing, but also just make that clear in your discovery call and they can, we can, anybody can refer you to someone who specializes in that also. So I would say instead of saying that these aren't strategists, I would say that makes sure that if you're looking for a strategist, that you're specific about your needs yes.

Bridget Cobb:

[17:06](#)

And that you're hiring the right person in the right niche. Yeah. And so what I think that comes down to guys is in these discovery calls, do not be embarrassed to say what you know and what you don't know. Do not, there's no pretense there. It'd be like, well, I don't want them to know that I don't even have a brand. Yes, you do. You do want them to know that. Right. So lay it all out on the table and um, and ask for honest feedback if that's not their expertise, but they can refer. Fantastic. You want to make sure you get the right resource for what you actually need to achieve with that relationship. Beautiful. Okay. Love it. So, Oh yeah. Oh, okay. I thought of something else. Wonderful. So another do is to really over communicate with your VA. Since they're remote, it's really hard.

Emily Given:

[17:59](#)

Um, it can be really hard for you to get feedback for them to get the feedback that they need, um, for you to create that cohesive working relationship and build trust. So, um, building trust is one of the essential things that you'll need as a VA, um, or need with your VA. So I think it's really important to over communicate with them, um, but don't micromanage. That's really important for you to just set your expectations. Um, and if you're working with a VA who has experienced, they'll know, they'll send you like we send end of week summary updates are beautiful. So this is the amount of time that we've used. These are the projects we've been working on. These are priorities for

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next week. And then we also have like a biweekly one on one with all of our clients to just go over those things as well.

- Emily Given: [18:46](#) So communication is essential to working with a virtual assistant. Yeah. I imagine, I'm even thinking when you just said that, um, things that I might ask, um, in the discovery call are things like, uh, when I send emails or send communications to you, uh, how does that count against the hours? Um, you know, you reading that, digesting that, um, what if I call you, uh, how does, how does the hour system work? You know, how do, how do you bill, um, and what does that look like? So you could walk through all of that in advance with the, with the person you're looking to hire, I imagine. Right. And that's actually outlined in our contract and I assume that would be outlined in money, people's contracts. Well, nice. So you can have a look at all that and understand. So that might help with the micromanaging guys.
- Emily Given: [19:35](#) If, if you feel like you need to talk to them every five seconds and realize, okay, is that going to actually do more harm than good or can I just leave them be, let them get the job done? Right. I think sending up the check-ins I'm on a predictable cadence are really effective. Yeah. In doing that, that's the best way to manage your time and make sure that you've got your lined up with your questions, they have their questions, and then you can really have that hour of power or whatever, you know, 20 minutes you've scheduled to get through and keep moving forward. The client's time is very important. And also our time is important. Absolutely. Prescheduled calls are the way to go. Yeah, for sure. Perfect. And you, you know, you can build that in with whoever you're working with. So I think that's amazing.
- Bridget Cobb: [20:19](#) Sounds like there were a lot of powerful ways to use a virtual assistant. So let, let's keep talking about some of the benefits that you can, um, that you can see. And what do you think the top benefits are to, especially to a side hustler, someone that's got that full nine to five and uh, and then they've got their side business. What's, uh, what's some of the biggest benefits they can get from a hiring a virtual assistant?

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- Emily Given: So the number one benefit is time. Yes. You can't get back. Right, right. So that's why I started a whole business. I started my business because I needed more time with my baby at the time. Yes. And newborn. And I was like, I love my job, but I need to figure out how to spend time at home and use my expertise to make money while doing it.
- Emily Given: [21:07](#) And so I created this job. I mean I created what my dream was. So, um, time. That's, that's the number one thing that we can't ever get back. It's right. And I'm in the business of selling time. I say I need, you know what? I think that's great because time has such a clear monetary value. And guys, if you don't know the, the, um, the value of one hour of your time, that's an exercise worth going through. I was actually just going to say that. So when I'm talking to my clients or talking to potential clients, I say, okay, so how many hours a week are you spending on admin tasks? I give them the checklist that I have 25 things to delegate. They, you know, kind of brainstorm how many hours. And I say, what does an hour of your time worth? Now multiply that. Okay, now multiply it times what a virtual assistant costs and that's how much money you're saving.
- Bridget Cobb: [22:05](#) Hiring a VA. I love that. Yeah, and that's a powerful exercise to go through. Now, some of you guys out there, uh, might have a service, like let's say you're a coach or a therapist or something like that where it's very obvious how much an hour of your time is worth. Uh, you may have other people listening that you know, let's say they sell a knitwear or they, um, they make a widget, uh, they make art. Uh, that might not be an exercise you've gone through before to calculate, um, your hourly rate. Um, but if you've, if there, there'd be multitudes of formulas online, it's well worth your time to sit down and really try to calculate what that hourly rate looks like for you. So that would be a challenge I put out to you. Uh, if you're listening and you don't know, it's going to help you calculate what your savings could be or what the benefit could be to getting that, that, that assistance.
- Bridget Cobb: [23:06](#) Because let's face it, that to get to keep your business running, those tasks, all of those tasks that add, they add up and they are

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so important. The communication, the social media, the filing, uh, all of those bits and bobs, the add up for your time and take away from your time to be creative and to, to produce and to create. So a well worth your time doing that exercise to figure out, um, what your hourly rate is. Right. So another added benefit to a virtual assistant is having somebody that understands your business inside and out just like you do. That can be so valuable because when you're working alone and you just need someone to bounce ideas off of, it can be really helpful to have your VA run things by your VA. Even if they're not a strategist, they might have ideas about how to help you.

Bridget Cobb: [23:57](#)

Absolutely. I think, you know, I hear that a lot from especially people that have transitioned out of their nine to five into full time entrepreneur. The, that change is so drastic. You go from walking into an office every day interacting with your team and with everyone around you did just you and you might be working from home and you're looking around going, Oh, this is so lonely. I need someone to talk to.

Emily Given:

You're absolutely right. Having that person there that understands your mission and understands what you're trying to get done, I would say would be invaluable. It just allows you to have a human connection that's involved with your business. And um, and who knows. I think, you know, from what I've heard guys, uh, hiring a VA is really kind of this amazing first step to growth where you can see if it's this good.

Bridget Cobb: [24:54](#)

If it, if I get this type of return from a, um, part time temporary assistant, what would it be like if I had a full time assistant and it's kind of that baby step to hiring a team, right? It's your first, it's your first venture into building a team. So if that, if you've got that kind of vision for your business, then I mean I would say this is a great first place to start before you go and hire full time work with the VA and that's really going to probably teach you a lot in the ways of managing having a team, interacting with the team. I, I'm imagining that's, I've never had a VA so, but I mean I think that's the route I would go as I grow. Absolutely. And you know, the VA can set up systems and processes that you, you're going to need when you hire a team so they can create your

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onboarding packet, they can get your um, your team onboarded when they start with you.

Emily Given: [25:50](#) You can beautiful w nines and your contracts and everything like that. And so they can actually create SLPs and systems that you can follow as well for workings in your business that haven't happened yet. Beautiful.

Bridget Cobb: I think that's amazing. I, I know that, uh, I, the biggest fears out there are going to be cost. Um, and I imagine the second fear actually is just not knowing how to use them, right? So again, with the cost guys, this is a part of this work is, is on you. You need to figure out what your hour hourly rate is worth. Uh, you need to do some work and, and head to, She's A Given.com so you can get that checklist and figure out how much time you actually are spending on these administrative tasks so that then you can understand, okay, what would that equate to? Because remember, if you take that time and let's say you get, let's say you get 12 to 20 hours a month that you're spending on admin, I'd like you to take that time and say, what would 12 to 20 hours of time equate to with me building my next online course?

Bridget Cobb: [26:59](#) Okay, what do I, how much do I sell the online course for? If I could develop that online course and I sell it at \$125 a pop or whatever it is, if I sell 20 of those because I had the time to create the course, you can start to do some math here and say, okay, I can produce a lot more if I don't have to do these tasks. Exactly. I hear a lot of people saying, I can't afford a virtual assistant. I barely break even. But that's because they're not spending their time doing revenue generating activities. Right? Right. I think that's what it comes down to. So sometimes guys, there is this, you know, you've got that, that old saying spend money to make money, but think about why you took that last course and it's, let's say you took a course on how to build an online, um, online course or a webinar.

Bridget Cobb: [27:51](#) Let's say you took a course on, um, how to build your business plan. You invested there because you wanted to be able to build a successful and strong business. Having a VA is another step of investment to say I'm committed to producing in my business

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and to, and to working that. Again, another old saying on my business, not in my business, I'm looking at future growth. I'm looking at new products, I'm looking at, um, you know, really servicing the funnel that I've built. And then, uh, you can invest and have that, uh, work that, that builds the funnel, essentially go into play. And if you think about it, if you've got a budget and you say, well, I've got X amount of budget for funnel building and for lead generation, a virtual assistant can fit into that, into that, um, space, uh, into that budget because they are out there, um, helping you with your social posts, maybe, uh, making sure your newsletter goes out on time, all of those things.

Bridget Cobb: [28:54](#) And that's part of your lead generation. Beautiful. So tell me more about, um, She's A Given how we can get involved with you and a little bit more about your business.

Emily Given: Yeah. So I started, She's A Given as a side hustle. In July of 2018 I was working full time as an executive assistant at a very large tech company in Seattle. You may guess such one. Um, and I loved my job but I just decided that I really needed more time to spend with my family and also the commute was just sucking my soul, my body. Um, so I started, she's given us a side hustle as a freelance VA, so I just picked up some side work on Upwork and then once I was able to kind of prove that I could make it make an income, I wish a sick of working 80 hour weeks.

Emily Given: [29:49](#) And I told my husband that I really wanted to dive in full speed ahead. And so we did it when you put in my notice and I left in July of this year. Congratulations. Thank you. To start. She's A Given and we now work as an agency because I feel that was the best way for me to scale. So the reason I decided to do that was because I could only technically work 40 hours a week with client work. And that was a cap that was a very obvious cap for me. Sure. I decided to start an agency and train assistants to work under me and it was so exciting. I excited.

Bridget Cobb: That's a major growth in uh, in what, like eight months?

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- Emily Given: Yes, six months. Yes. So from in my first eight weeks as an agency, I scaled from two K to 10 K months..
- Bridget Cobb: [30:44](#) Holy moly guys Did you hear that? That's incredible.
- Emily Given: Yeah, it's been great. And so I've been able to help other businesses do that as well. Um, by you know, reducing their email inbox from literally 3000 unread messages to zero and create a filing system and just little ways that we're able to help people is so impactful in their day to day sitting down. And I imagine not just from a time perspective cause time perspective is super important, but also from a stress level and mindset perspective. Because when you log on to your email and you see 3000 unread emails, I mean the, the pressure and the fear, what am I missing? Uh, the stress. So that alone I think frees you up to get big ideas out to, uh, think about progress. Think about where you're going to go because you don't have this heavy burden laying over you like, but don't forget you haven't done any of your filing or are you sure you booked all the appointments, uh, that have come in today or the past week?
- Emily Given: [31:52](#) What are you missing? You might've missed something that's heavy, that's a heavy burden to carry. And I don't know about you or the audience, but when my to do list gets so big that like a mile long or whatever, I freeze. Yes, I can't do any of it. Yes. And so it's better to delegate those things because then you have your shorter two lists of five things that you're like, Oh, okay, I can do this rather than 600 things. And then you're just, all right, better go watch Netflix now. Like you're, my brain just like shuts off. And so totally, it's so valuable to have stuff that you delegate to.
- Bridget Cobb: Couldn't agree more guys and arrow, if you remember episode six, I talked about, uh, working with overwhelm and those three key filters, uh, that you should use to see if your plan is actually working for you or working against you.
- Bridget Cobb: [32:48](#) And part of those filters were, um, you know, it's every element of the plan adding value and what is that value? Uh, then the next filter was time. Does everything need to be done uh, now,

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uh, and does everything need to be done at that very moment? And then that multitasking math and remember the multitasking myth was does this kind of half ass this activity or does this activity require my full ass? That quote? So, uh, if you have done that work and you found that there are elements of your plan that you find so essential, but you know, it's knocking you off track, you know that man, if I could get these elements done, I really feel like this would add substantial value to what I'm trying to produce. Those are the items that you could look at and say, could I have a virtual assistant do this for me and you've already done the work.

Bridget Cobb:

[33:46](#)

Go back to episode six and listen, you have prioritize those. Remember, nothing can be equally prioritized. You need to prioritize them from one to a hundred if you've got them. Shouldn't be, hopefully you don't have a hundred items on your plan, but put them in order. And then if you find that you need to, you've got items on your list that are actually causing analysis paralysis, causing you to say, I can't do any of it. I'm going to just go Netflix and chill. Those are the items that you should be looking to outsource. So if you haven't already, go back to episode six, have a listen, try to do the exercise there and then that's your starting point to go talk to, She's A Given and see what can be done, right?

Emily Given:

Yeah. So if you're interested in working with a virtual assistant, want to see what it's all about, please check out our website, [www dot](#).

Emily Given:

[34:35](#)

She's A Given that com and there's a contact form where you can answer some questions about your business and book a discovery call with me and we'll, we'll tackle your, your bottlenecks in your business and your pain points and kind of go over exactly what we can do to help you out. That's perfect. And as you know, guys, I'll have links in the show notes. So a, you can just click through, head to the website or go straight to our website and um, and really challenge yourself. You know, it's a new year. Uh, you may have had a process that you were working with last year, 2019. Didn't work for you. Take some time to say was what I was doing, uh, in 2019 helpful or hurtful

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to me. Did it progress my business or did it take me backwards and, or if it just stagnated, it kept me the same.

- Emily Given: [35:23](#) If you feel like you didn't get the growth that you wanted to see last year, then start talking to people. Start exploring options because the, the, the best thing you can do is explore the option. The worst thing you could do is do nothing. Right. All right. So you don't explore the option, have a conversation, understand what the benefit could be and then make a decision. Have multiple conversations if you need to. I immediately, you're not necessarily going to hire the first day you talk to and I think it's do your due diligence, talk to a few, um, answer. You see how they do things a little bit differently because it's not one size fits all. Yes. Yeah. I love that. Just like you would interview a client, uh, and you would assess a client, uh, if you were hiring a team, you would assess your team.
- Emily Given: [36:12](#) You're going to do the same thing with the VA and guess what? They're going to do it with you too. So, uh, you know, you've got to make sure that the relationship is there, that the synergy is there. Uh, you guys are going to check each other out and make sure that you're going to have a good working relationship.
- Bridget Cobb: Um, question, what do you say, what would you say the minimum amount of time you might work with the VA? Is there some kind of minimum maximum that you would look at?
- Emily Given: So we personally do have minimum. OK. um, which is 20 hours a month, which is five hours a week, which is one hour per day.
- Bridget Cobb: Okay. Yeah, I think that's a good place to start. Right?
- Emily Given: So we say 20 hour minimum is generally accept a little for those little tasks that we're doing, like checking your email and drafting responses or even little things like, um, social media we do build differently just because it's a package type deal.
- Emily Given: [37:04](#) Um, but also I would say there's no, I don't want to say there's no maximum. You could hire a VA full time if you want to because you're also saving the overhead costs of employing

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somebody full time. So you're not paying overhead taxes, you're not paying for physical space, you're not paying for equipment or training or vacation time or benefits. So yeah, that's a huge added benefit of hiring virtual versus hiring an employee. Good point. Especially for those, you know, we're just getting started. We, you know, our businesses are fledgling, they're growing. Uh, so that's a huge benefit. You get all the benefit of their expertise and their focus and uh, their output and none of the burden of benefits that you have to provide. Right. And we're also clocking time as we go, so you're not paying for somebody to hang out in the break room and fill up their coffee cup and chit chat or surf the internet.

Emily Given: [37:59](#) You know, we were working with multiple clients, so we're really clocking time as we go and switching gears. And so you're, you're getting the full benefit of somebody who's working solely on your things. You've got their full attention for that time.

Bridget Cobb: Well, all right. I think this has been such a good use of time. I mean, I know I personally learned a lot about hiring a virtual assistant. I know it's in my future for my business. Uh, so I know where I'm going to go talk to. I was going to say, I know, I know. A great one. Okay, good. And, you know, I was just thinking, we probably have, um, listeners out there who are saying, you know what, I could start my own virtual assistant business or I think I could take that and make that my side hustle. Do you have any advice or information for them that could help them along?

Emily Given: [38:47](#) So yeah, I'm actually launching a course in April of 2019 2020 actually. Oh my gosh. The years I need some money where I'm going to meet teaching, um, teaching people how to become VA's and you know, laying the foundation and you know, building their business what they need to know, um, creating their offers and pricing their offers and things like that. So I'm super excited to be able to, you know, help other people and women especially, um, spend, spend more time with their family and um, do something that they're actually, they're good at. They use their expertise and their passion and combine it into something that works for them. It makes total sense. So I'm

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sure we've got people out there that are wondering, you know, I would love to have a side hustle. I'm growing these different ideas, I'm thinking and naturally they are, uh, have strong organizational skills and uh, may even be admins themselves in their executive, uh, life or in their corporate life.

Bridget Cobb: [39:51](#)

So, uh, this is a fantastic opportunity guys and we are recording this, jeez, almost the last day of 2019 but by the time you guys hear this, it will be into 2020. And uh, so if you're interested in making this part of your entrepreneurial journey and potentially building a business of your own or working through an agency, a hop on over to shoes, a given.com and check out that course you said April 2020s, but it will be out April, 2020. Awesome. Okay, well that's all the time we have today. Uh, Emily, thank you so much for coming on and demystifying the world of virtual assistants for us. Thank you for having me. It was really nice getting to know you and recording this episode. Absolutely. And thank you guys as always for listening to the passionpreneur experience. We'll see you back here next time.

Outro: [40:49](#)

Are you building your side hustle business all on your own where you don't have to engaging with and being accountable to a supportive community will increase your productivity and keep you on track. Join my private Facebook community, The Passionpreneur Experience and connect with likeminded side hustlers just like you. Head to the show notes now for a link to the group and start building the business of your dreams.