

“Virtual assistance is fast becoming one of the top technological breakthroughs to occur in the business world and it won't be long before Virtual Assistants are a widely accepted means of business support.”

George Washington University

**I**t's obvious really: the more mundane tasks you have to do yourself, the less time you have available to spend on growing your business.

Every minute spent on routine tasks negatively impacts your business in a number of critical areas.

Most importantly, your knowledge and expertise is being directed towards areas which – while necessary – do not lead to the overall growth and long-term sustainability of a small business.

Many business owners require extra help at various times throughout the year, whether it's for a specific project or on-going assignments. This is when partnering with a Virtual Assistant is ideal.

It doesn't matter where a business is actually located. Indeed, this is part of the beauty of 'virtual' assistance; everything is done on-line.

This also means you will save significant costs in employee salaries, staff benefits, equipment and office space.

Already popular in the USA, Europe and Australia, a Virtual Assistant (VA) is an off-site, independent contractor who has held a minimum of five years of working in the 'real world' as an upper-level Personal Assistant or highly skilled Executive Assistant.

Apart from experience in supporting executive level business people, many VA's also offer additional, separate skills which fall under the term 'creative and/or technical services'.

With their high level of exposure to the business world, a Virtual Assistant possesses aptitude, training and business acumen, enabling them to be an essential 'behind-the-scenes' support person to a business owner.

