

How a virtual assistant can change your life

The productivity plateau and getting to the next step...



Acquiring each element of what might be called "the productivity essentials" - a laptop or PDA, a cell phone, and a task management system - will make you significantly more efficient and productive. Unfortunately, beyond that, there is a point of diminishing returns.

Assuming you have all of these things, as most Americans do, "upgrading" to the latest and greatest gadgets, planners, and task management systems will yield only small incremental improvements over your existing approach to getting things done. It's really just tweaking and fine tuning at this point. Yet we can become obsessed with improving these

"productivity essentials" in hopes of squeezing an extra hour or two out of the week to get more done. Even when, in actuality, that may not even be possible after a certain point.

To break the productivity plateau you really need more time or, in other words, you need to delegate tasks - simultaneously getting them done and freeing up your time to focus on other things.

Up until now, the luxury of having someone on hand to turn over miscellaneous personal and professional tasks to has been exclusive to a minority of elites who could afford to hire a personal assistant or executive secretary.

In this postbroadband world, with fast data transfer speeds, nearly limitless online services, and the availability of vast amounts of information, a new approach to delegation has emerged - [virtual assistance](#).

Why virtual assistance?

First, a virtual assistant is enormously flexible - they can work with you when you want, on what you want, in the way that you want. Want us to hire a reliable, recommended tree trimmer in your area by this Friday? We'll take care of it. Want us to proofread and beautify that important Powerpoint before you present it to the higher ups? We'll be glad to help. Simply want our opinion on how to dress and style your hair? We'll do that too.

You can ask us to spend our time however you like:

- On professional tasks
- On personal tasks
- On one large project
- On 50 small projects
- On your spouses, kids, or co-workers tasks



The [breadth of services](#) offered by virtual assistance is what gets all the media attention. And it should, it is amazing that there is such a versatile way to get things done.

But, what really distinguishes virtual assistance from personal assistance or hiring an employee - other than the location of the worker - is the ability to purchase small blocks of time. Not many people can afford to pay an assistant for 40 hours of work a week (let alone keep them busy) but almost everyone can afford, and has a need for, two to 20 hours of assistance a week.

What was once an out-of-reach luxury has become an affordable, practical way to hand off those tasks that are time-consuming, mundane, or simply not necessary to be completed personally.

Time is our most limited resource.

The ability to spend time wisely, on those truly high impact activities, is the deciding factor in our overall productivity, quality of life, and effectiveness.

How much of what we do throughout the day could actually be done by someone else? It may not be the majority of things but almost everyone spends time on tasks that really aren't the best use of their resources. Why should you

spend three hours screening contractors to build your deck when someone else could do that for you? You could spend that time with your family or on some high impact activity that only you have the training and expertise to execute.

How can we help you?

That such a service is useful is obvious. But, it can be unclear which tasks should be delegated to get started. We are often asked by new and prospective clients, "What can you do for me?" It is an extremely difficult question for us to give a meaningful answer to.

The problem is that the specific ways that you can use us (what you can ask us to do for you) are limited by the imagination more than anything else. Unlike other services, we don't have a particular specialization (we aren't paralegals, accountants, programmers, etc.) but that's also our strength - we can do pretty much anything else so we can be your "one stop shop" for a variety of tasks. Assistants do a lot of different things and we don't want to narrow that scope through specialization.

The other problem is that only you know what you need help with. The best way to identify tasks is to decide what you want to change or improve about your life and then use our service to help you reach that destination by outsourcing tasks. By beginning with the end in mind, you'll be able to get the results you desire and/or expect.

A helpful way of brainstorming specific tasks to give us is to make a list of "I want..." statements and then decide what tasks would help you reach that goal.

For example:

I WANT... more free time to spend with my family and friends.

TASKS... that take up my time:

- Invoicing clients, tracking payments, and following up with delinquent accounts
- Tracking expenses
- Updating Salesforce.com

I WANT... to save money.

TASKS... that will save me money:

- Research best price on all business and personal expenses over \$50.00.
- Find relevant coupons weekly.
- eBay my junk

I WANT... to stop procrastinating administrative work for my small business.

TASKS... that I procrastinate:

- Entering employee timesheets
- Exploiting untapped marketing opportunities
- Send out a bi-weekly newsletter to prospects

I WANT... to be less stressed.

TASKS... that make me stressed or that would relieve stress:

- Keeping Quickbooks up-to-date
- Answering the phone throughout the day
- Plan family oriented weekend trips

This exercise is helpful for brainstorming tasks but for now, the point is just that you are able to use your assistant however you like to whatever end you like - you could get a helping hand with your small business, leveraging our time to make you more money, or have someone check in with your elderly parents once a day to give you peace of mind, or both. The possibilities are nearly limitless and only become narrowed when you decide what you are working toward.



Why use LongerDays.com?

Up to this point, we have discussed why to use virtual assistance (to be more productive) and how to use your virtual assistant (to accomplish specific goals) but we haven't discussed why to use [LongerDays.com Virtual Assistance](https://www.longerdays.com/virtual-assistance) over other options available to you.

We are unique in the VA industry as we are hybrid of basically two options: foreign virtual assistant companies and U.S. based virtual assistants.

Foreign outsourcing, though cheap, comes with a set of challenges to overcome - notably language barriers and cultural differences. But, these companies often have the advantage of working together as a team at an office.

U.S. based virtual assistants are often expensive, ranging anywhere from \$25-45 an hour, and typically work from home by themselves, which means that you are only getting the resources of one person and there are security and professionalism concerns.

LongerDays.com was designed from the ground up to be the best - to incorporate and emphasize the strengths of virtual assistance while minimizing or eliminating the weaknesses. We work together at an office - like a foreign company - and our prices are lower than U.S. based virtual assistants because we are able to use economies of scale to turn a profit.

All of the work you give us will be taken care of by us here at our office in Charleston, South Carolina - absolutely nothing is farmed out overseas. We are able to work together as a team offering a number of advantages - most notably that we can split up large projects to get a faster turnaround time and we have the strengths, skills, and experience of many people available to clients.

Another advantage offered by our service is that we bill precisely - to the second. If we take a phone call on your behalf and it takes us two minutes and 28 seconds, that is what will be deducted from your plan. Most other companies will round billing time up to 10 or 15 minutes. In addition to separating us from the competition, it means that you are getting an excellent value - you aren't paying for a single minute of downtime.

What makes us different?

- We are completely U.S. based
- We work together, as a team
- We work at an office
- We aren't middlemen
- We focus on security
- We bill to the minute

How to get started...

We offer a [one week free trial](#). This trial gives you an opportunity to test us out and be sure that it is a good fit before you spend any money. You can use this time however you like - testing the limits of our service or training us on the tasks you would like.

If you would like to get started now, it's simply a matter of deciding which [monthly plan](#) is best-suited for your needs. Once that is decided, the sign-up



process is pretty straight-forward, you'll be asked for your billing information ¹ and then complete a short survey that will help us make a decision on who should be your virtual assistant (assignment is based primarily on the nature of the tasks you will assign) . Shortly after that (usually within an hour) [your new virtual assistant](#)

will be in touch with you to introduce themselves and become familiar with the tasks you will assign.

If you have an questions, please feel free to contact us:

- Via [Live Chat](#)
- On the phone: 1 (800) 507-1622
- Or via email: support@longerdays.com

We look forward to working with you!

The LongerDays.com Team

For more information, please visit [our website...](#)

¹ We need to collect your billing information to commence service but you won't be billed until your free trial is up. If you decide to terminate service during the first week, you will never be billed.