

## **Andrew Youderian Case Study**

### **0:05- How he found his VA:**

*Found her through a US-based VA firm. He hired 2 or 3 VAs before finding the right fit.*

### **1:30 How long he's been outsourcing:**

*3 years.*

### **2:00- What kind of business he owns:**

*e-Commerce: trollingmotors.net and a few others online businesses.*

### **3:00- What his VA does:**

*Almost all of the logistics of the business :*

- *operations*
- *order managements*
- *email support*
- *sales questions*
- *money transfers*
- *credit card management*
- *and lots of other detail-oriented tasks*

*Note: Andrew taught her how to do it, she wasn't an expert to begin. Be careful what qualifications you require when hiring- sometimes it's better just to find someone who fits your business and knows how to learn.*

### **4:45 What he's free to do now that his VA takes care of the mundane (necessary) tasks:**

*His main focus is growing the business: building up the e-commerce community, building marketing, expanding connections, business development, strategic improvements his businesses/websites, core improvements, general growth and marketing...He works as the CEO.*

### **6:30 Andrew's thoughts on management:**

- *The most important thing you can do as an employer is be appreciative, verbally and monetarily.*
- *Give monetary bonuses as you value someone. Be consistent in your rewards and show your appreciation.*
- *Softly correct; provide feedback in gentle ways. Don't rant and scream. You can build trust by handling issues patiently.*
- *Get on skype a couple times a month to say thanks and see how your VA is doing. People work better when they feel appreciated and they'll stay longer so it cuts back on turnover and cuts cost as well.*
- *Check up on their physical circumstances- there are a lot of natural disasters that interrupt internet and everyday life. Be understanding/accommodating.*
- *If your employee needs time off, cut them some slack.*

### **12:30 One exception to his general management guidelines:**

*There is a line between being a considerate boss and being a pushover. If employees are really slacking off and not achieving reasonable production or continually fail to meet deadlines, sit them down and lay out your expectations. Tell them to let you know whether you are reasonable with your expectations.*

**13:00 How to get optimal work from your VA:**

*Be clear with expectations upfront and they will do better work for you.*

**13:25 Thoughts on training VAs:**

*It would be nice to hire someone and say, "do this," and then take a vacation to the Caribbean and expect it to get done. But that's not how it works, even with American employees. You have to take the time to train them.*

**14:00 General advice:**

- *Begin outsourcing it in small pieces. Don't just jump into it and expect it to be perfect. One thing at a time will help your VA and you learn how to be successful.*
- *Get started! It's relatively cheap and if you do it smart it's going to grow you as a manager and your business. It's worth it. Dive in.*
- *Communicate well.*
- *Be understanding.*
- *Train them: what you put into them is what you're going to get out in the long run.*