

# VCEO *Experience*

How to become a **Virtual CEO**  
and work with Virtual Employees

# Ready to change your life?

If you are reading this document,  
it's because indeed you are totally ready  
for it and also to step up your business with  
the **VCEO Life Experience**.

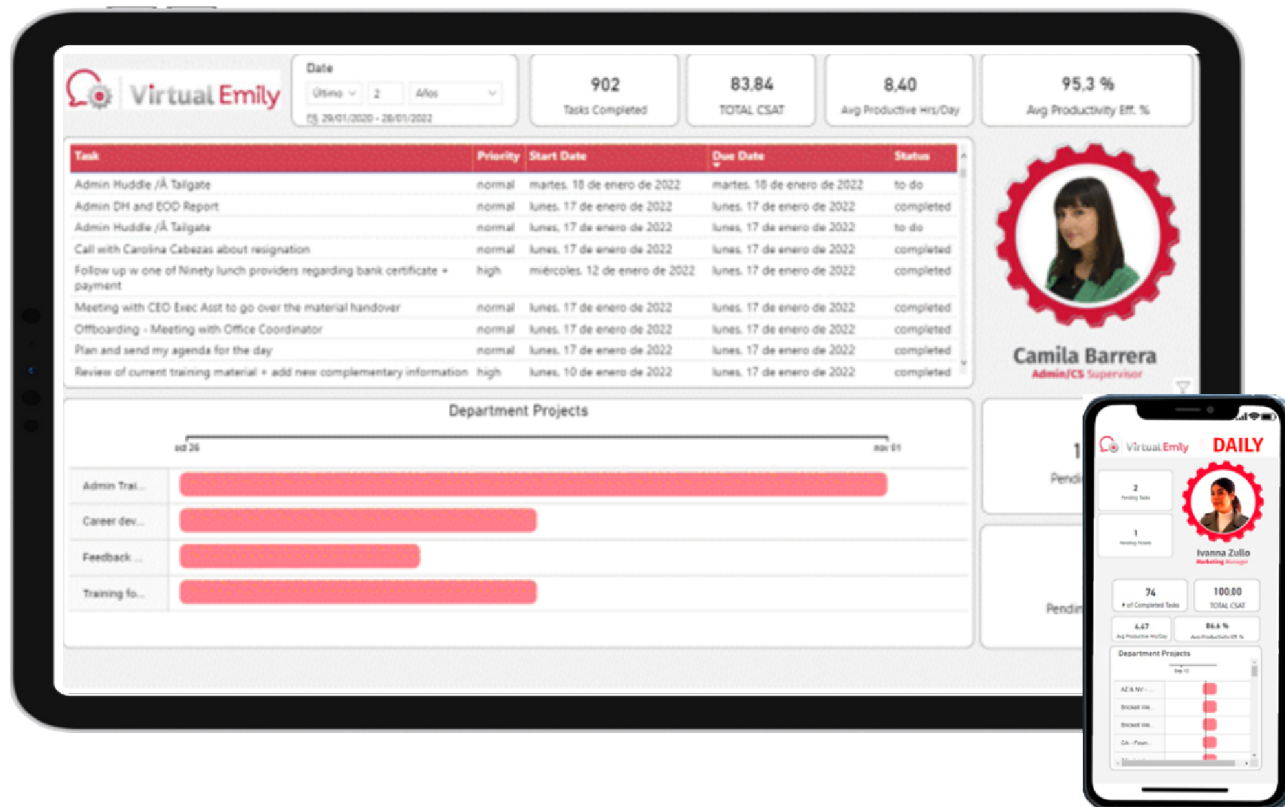
The Virtual CEO, is a person who knows that  
mobility and time are the new freedom  
and therefore, manages business from  
a smartphone; knowing that the greatest results  
will come now that a Virtual Emily is doing  
the best job to accomplish every single goal  
and go beyond your expectations.

In this document you will be able to know more  
about process and the way we work, in order  
for you understand the relevance of Virtual  
**LeadGen** and our techniques that will give  
you the best possible results.

# Who is the Virtual CEO?

The Virtual CEO experience is the ultimate mobility experience. "I literally run my entire company from my smartphone."

I work and live in the Cloud; through the power of Remote Assistants and automatizations, you can transform your life and business.

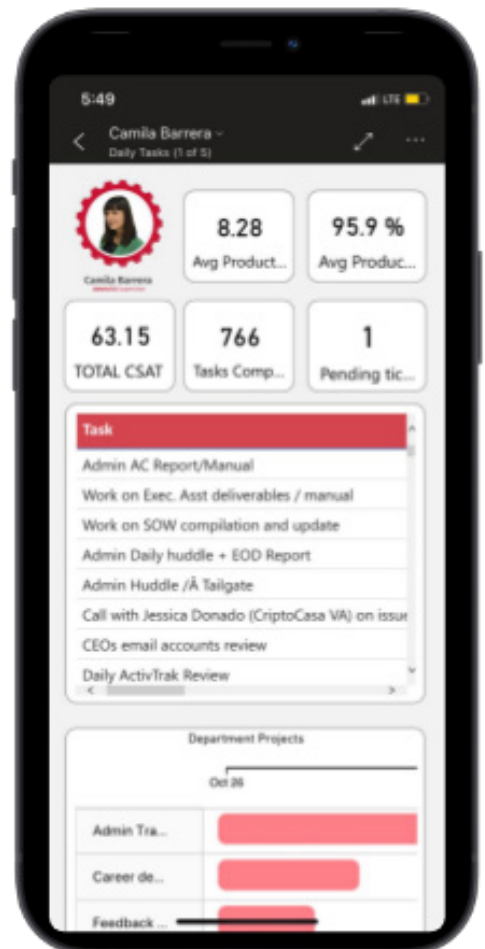


## KPI'S & PERFORMANCE METRICS AT YOUR FINGERTIPS

Don't forget that nowadays  
mobility is the new  
freedom and you deserve  
to have it!

## Where is the Virtual CEO?

The Virtual CEO is everywhere; an experience for true citizens of the world. Because your company and Remote team are totally mobile and in the cloud with you at all times through smartphones.

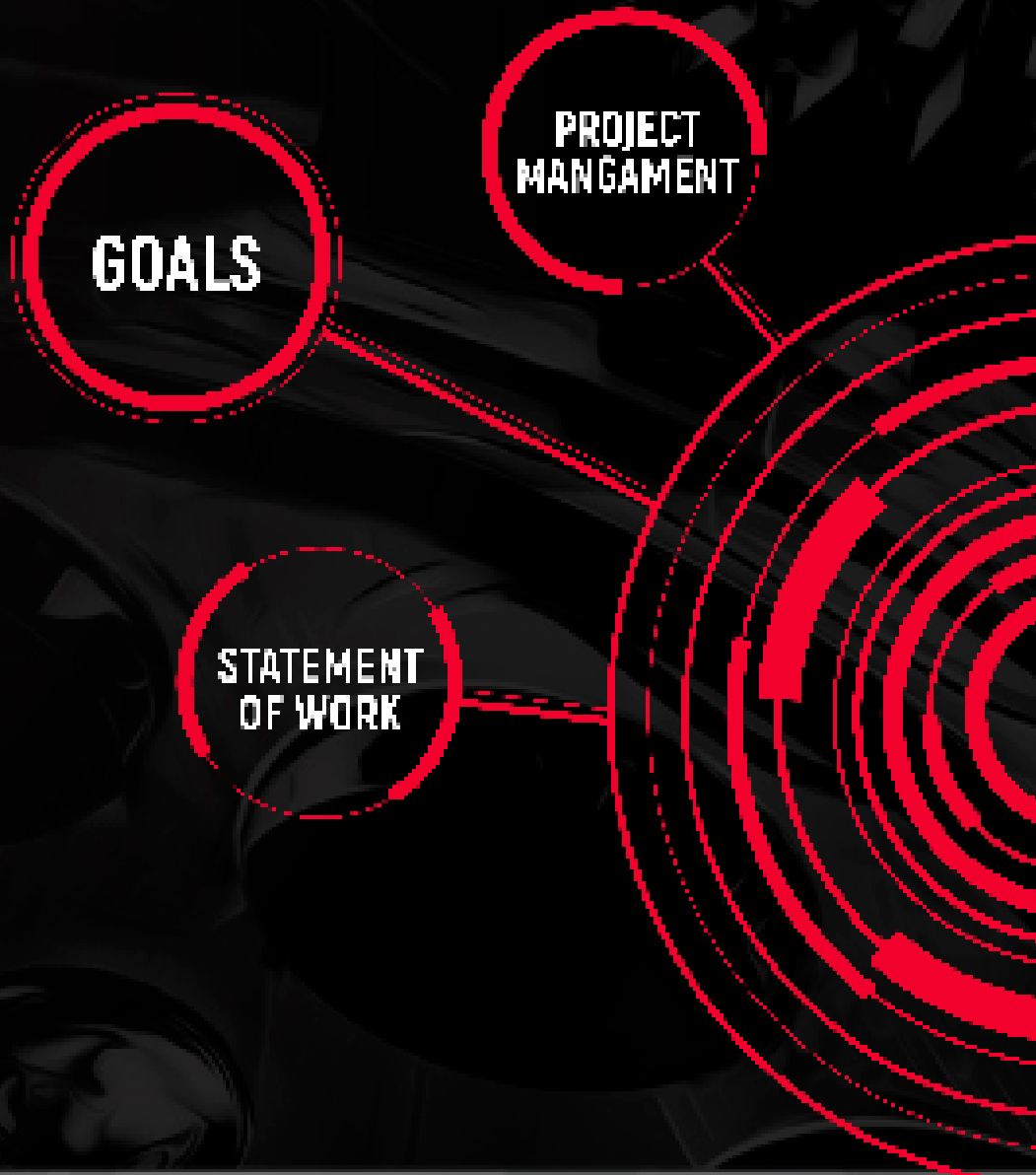




# Take the time to plan

Many companies set themselves up for failure from the start by not spending enough time planning. If you are on a tight timeline and anxious to get started, then it is even more important to slow down and take the proper time to plan.

**The time you invest in planning the operation, you will save tenfold with outsourcing.** I have delegated most of my basic tasks and automatized 60% of my companies core back end office, marketing sales, and research tasks with the power of Remote Assistants.



## SET SPECIFIC GOALS

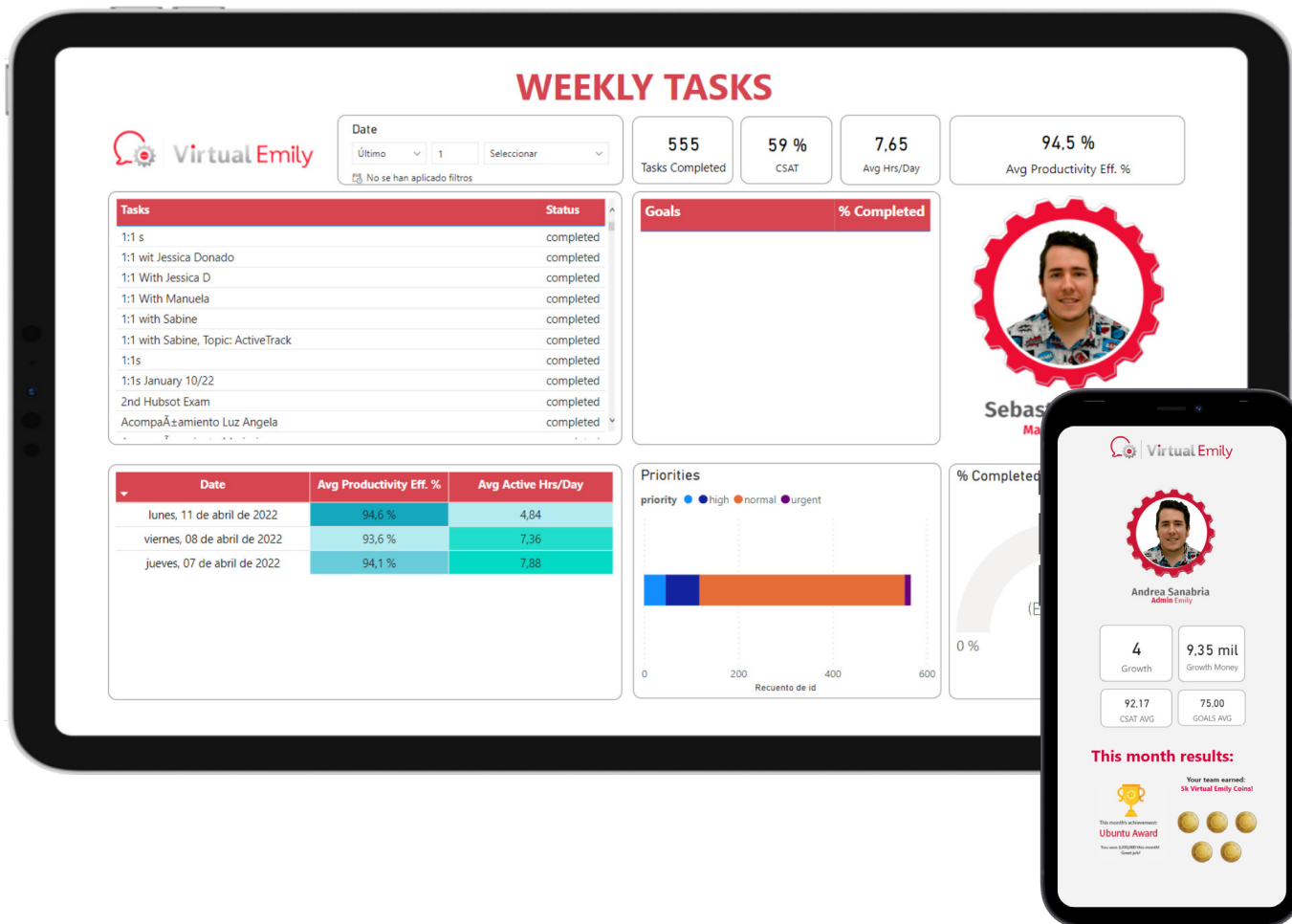
# What is the objective?

What are your goals?

What do you hope to accomplish?

- Save money?
- Free your time?
- Generate more sales?

Or just have somebody take care of your personal needs while you work. You decided to outsource for a reason, **what specifically** did you want to gain?



Think about why you decided to outsource a project rather than getting it done right way. If you wanted to launch a project sooner, how much sooner? If you wanted to cut costs, how much did you hope to save?  
**Think in terms of quantifiable data.**





Once you have a full list, set them by importance. Figure out which goals have a rigid pass/fail criterion and which have a little flexibility.

However you choose to do it, just remember that you can't judge whether a project was truly a success (or a failure) if you don't have some KPI's to measure your success criterion. Basically you need to manage expectations. What do you expect from the end-product?

## Types of Skills







### Admin Emily

-  Contracts
-  Invoices
-  Payments
-  Documents







### Marketing Emily

-  Social Media
-  Campaigns
-  WebMaster
-  Audiovisual







### Data Emily

-  Research
-  Data Entry
-  Leadgen
-  Lead Qualifiers







### Sales Emily

-  Meetings
-  Sales
-  Business Devt.
-  Follow Ups



### C.S Emily

-  Chat Support
-  E-Mail Support
-  Phone Support
-  Resolutions



#### 1. COMMUNICATION

What are their work hours and the proper communication channels? Make sure your VA talks to one person in the company, otherwise there may be communication issues.



#### 2. REPORTS

How do I know what my VA is doing? Make sure you give the proper template with variables and data you need, this will save time.



#### 3. TRAINING

Make sure you dedicate time to your VA and train them on how you like the work.



#### 4. FEEDBACK

Are you happy with the results your VA is giving you? Continuous feedback is key to ensure VA always providing the best service.



#### 5. MICROSOFT TEAMS

What Project Management tool do you use to monitor the work? Through Microsoft Teams, you can create To-Do lists, send files, receive reports and monitor your VA work's progress daily.



#### 6. AVAILABILITY

What proper procedure should be followed in case of an emergency or work-related questions? Virtual employees are like any other employees, they require training and availability. If you don't have time, make sure someone on your company does.



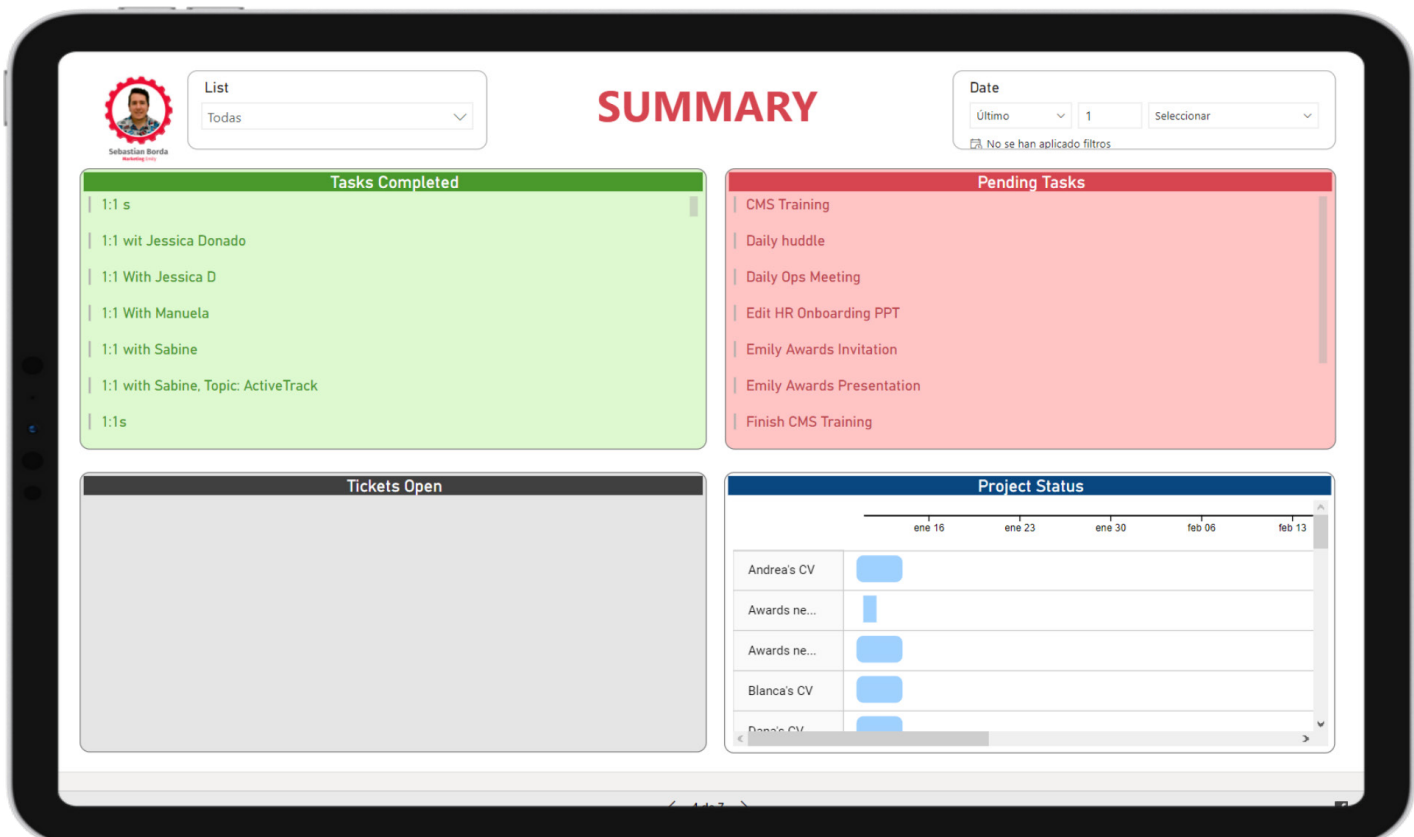
#### 7. VCEO LIFE

Enjoy the VIRTUAL CEO Experience.

# PROJECT MANAGEMENT

Make sure everyone is on the same page and clear. The team's goals and expectations have to be aligned with your outsourcing provider and your remote assistants. It is unreasonable to determine if the project is not living up to your expectations if you never told them what your expectations were and if they were realistic at all to begin with.

Write everything down and then pass the lists around so everyone in your company that will be involved knows where everything stands and has a chance to give input, this is called a Statement of Work.



## Does your project have a strict time-line?

If time is the main factor then you make sure your team has absolutely all the resources and training they need to make sure your project is a success.

Seek out a company that can provide honest times with a reputation for timely project completion (call their references). Have a strict timeline drawn out from the start with weekly checkpoints. Make sure you check-in regularly with those doing the work to make sure it is on track with the time and quality you need. You can't afford to just trust that it is getting done; you have to know it is.

### How can I work Remote?

Are you having trouble working remotely? To get you started, here are 4 Best Practices for Remote Executives that can help you boost your productivity!



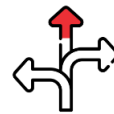
Have a clear understanding of your needs.



Develop a Statement of Work.



Use Microsoft Teams!



Give clear and concise directions.

### Statement of Work

Download for free our remote statement of work guideline for your own remote success!

[DOWNLOAD SOW](#)

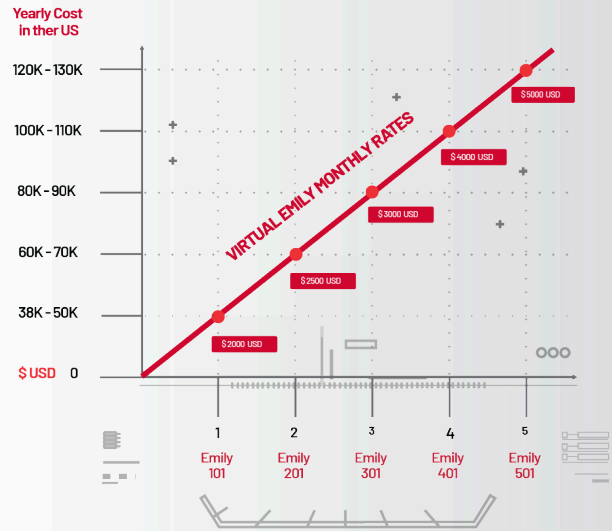




# COSTS

## CHANGING HOW BUSINESS IS DONE

1. Remote talent is on average 3 times cheaper.
2. The average entry-level education employee is around 50k per year (the salary of an only employee).
3. Remote operations allow you to save you on Benefits, Workspace, and Legal Risk.
4. Tax Benefit: Remote Executive Teams as a service are tax-deductible.



**VIRTUAL EMILY'S ARE  $\frac{1}{3}$  OF THE COST OF INHOUSE EMPLOYEES**

\* Administrative costs include: recruiting, hiring and training.

## Do you have a strict budget?

If you have a tight budget, you need to find a solution that allows you to honor that. This doesn't mean you choose the cheapest option, it means you may have to search a little harder to make sure you get the best value.

Take your time when choosing a vendor and pay close attention during development to make sure you stay on track. It may take a little longer, but it pays off.

**Successful outsourcing comes down to finding the right resource for your specific needs**, so before you begin to make sure you set yourself up for success and know what exactly those needs are and how you want to meet them.

## Continuous improvement until you reach the desired goal.

Things will never be as easy as we believe them to be. There has to be constant communications and evolvement on the scope of the project and how you do it until you reach the desired milestone. The only way to success is constant measurement and improvement of the project. Things change throughout the course of

the project and you have to be willing to be flexible when necessary so as not to stand in the way of success. On the other hand, know on which points you can't budge and which requirements have to be met without question. that why you developed your Statement of Work to begin with.



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INFORMATION**

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