



THE VIRTUAL ASSISTANT SERIES
EXECUTIVE LEVEL

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The Benefits
**OF HIRING A
VIRTUAL ASSISTANT**

The Benefits of Hiring a Virtual Assistant

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Introduction

We need to help the typical business owner to understand exactly what outsourcing is all about. In the following chapters, we prompt the reader to explore some areas that are now or may in the future be causing them problems. We reveal how the Virtual Assistant can not only help them in these situations but can represent by far the more logical solution to their issues.

1 | How the Virtual Assistant Provides that All-Important Oxygen

It's no secret that we have been embroiled in one of the most difficult business climates in history. Although we had, prior to that, prided ourselves on our ability to be competitive, technologically astute and ready to take on the business world, we all learned some very swift and harsh lessons. No sector of the business environment was spared, and we all found that we had to practice a little bit more of that essential business attribute, being able to think quickly on your feet as you go.

It's not very nice when you must change direction in midstream, as many business owners and entrepreneurs discovered during the height of the grand recession. Many plans that had been in process for quite some time were dashed, and emergency provisions were rushed into place. In short, our very trading environment seemed to change right in front of our eyes, and it's not going too far to suggest that many of us were quite literally stumped and didn't know what to do.

In such a business environment expansion can seem to be one of the last things on our minds. When this kind of a downturn arrives, survival is paramount, and only the strongest will make it through. We will no doubt look back at this period and marvel at our ability to survive, even while we're reading numerous new textbooks that are in turn trying to explain what on earth happened.

Here we are in post-recessionary times, yet absolutely nothing feels "normal" at all. Have we really reinvented ourselves and have we really learned all the lessons that we needed to? One important lesson that we must have learned is the ability to be flexible and to be able to have room to move without getting bogged down.