- ***"The Power of Implementing Virtual Strategies in the Global Economy"***

# Guy Dunn, Who is this Guy?

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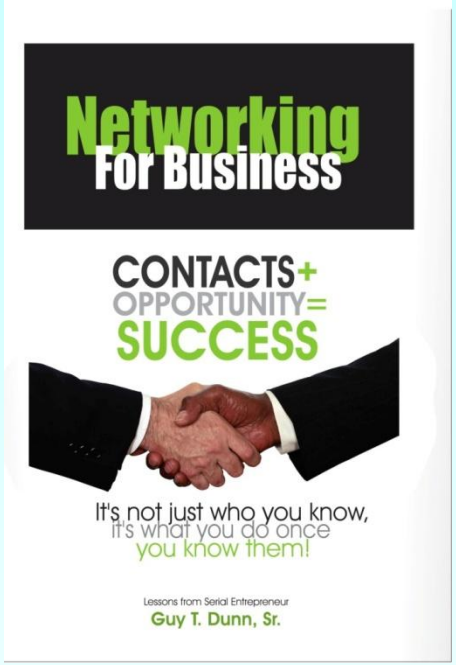
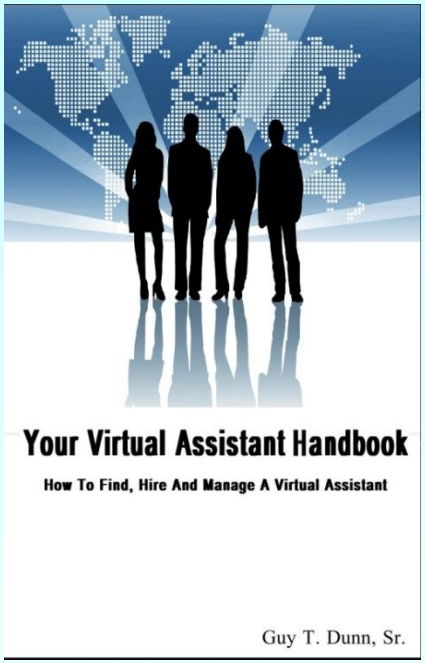
**Guy T. Dunn, Sr.**

- Entrepreneur
- Author
- Publisher
- Speaker
- Management Consultant
- Networker
- Internet marketer



## Fast Facts About Guy's operation

- Started in 2006 with 3 territories in Philly Metro
- Grown to 8 territories in Philly and NY
- 4th largest franchise owner in Geeks on Call

- ***"The Power of Implementing Virtual Strategies in the Global Economy"***

Sounds impressive doesn't it?  Can anyone tell me what that is?

# Global Economy, How does it affect me?

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- We live in a global economy and we as small business need to think about how that concept affects us.

- The financial crisis over the past few years was not a US crisis, it was and for some like Cyprus is still something to worry about. So there were worldwide fears of financial collapse and many large us business were hurt by the global instability.
- Automakers, banks, and our markets are affected by the decisions of our European and Asian counterparts.

- So no matter what we do, we are all in this together. What happens across the pond, send ripples here as well.

# What about labor?

- I will say that this also affects our labor and our access to skilled people at rates that allow us to maintain and increase our ROI.

- We cannot only think that we only have a labor pool in our own local markets.  We need to think more globally.  We need to look at the world around us and recognize that a skilled labor force is available elsewhere and they don't need to be near us to take advantage of it.

# When you think of outsourcing, what do you think of?

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- The world wide outsourced labor force is many times, educated, experienced, and qualified to do many of the tasks we do ( or don’t do) every day.

- The issue is they can and do work for rates substantially lower due to lower cost of living in other parts of the world.

# What and where.

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## What People are Looking for in a Virtual Assistant

VirtualAssistantAssistant.com collected survey data from 150 respondents between June and November 2012.

The results paint an interesting picture of the marketplace, in terms of what potential clients are looking for when seeking a virtual assistant.

### Virtual Assistant Tasks

The majority of respondents (60%) were after support with **"mini-projects"** such as online research, scheduling, or travel planning.

2011, the Philippines surpassed India (once the proud capital of outsourcing) in the number of call center employees. With ever growing demand, the number of Filipino virtual assistants has exploded in the last five years.

# What a VA can do for you?

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Here is a short list of some of the things a VA can do for you:

- Manage your schedule
- Manage emails
- Write articles
- Social media management
- Bookkeeping
- Editing of books, articles, websites
- Graphic design
- Setting up websites
- Creating and mailing newsletters
- Appointment setting and telemarketing
- Email marketing
- Etc., etc….

# New way of thinking for businesses?

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- The virtual staffing is a phenomena made common to the average business owner about 5 years ago in Tim Ferris's book the 4 hour work week. But outsourcing has been around for a long time

- In this book Tim describes how he figured out that using virtual staffing is a smart , efficient and easy way to work less and make more. The essence is to outsource all of the things that you can by writing out or detailing the steps it takes to do them and then handing it off to a VA.

# How can I save time?

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One of Tim Ferris's big time reduction strategies is to only check email once a day and then only after it has been sifted and sorted

- How many people have multiple email addresses? How many, how many emails do you get a day?
- How many times a day do you check email?
- How good would it be to be able to only handle 10-20 emails a day?

# Outsourcing advantages

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- Some of the top advantages brought by outsourcing include the following:
- Staffing flexibility
- Acceleration of projects and quicker time to market
- High caliber professionals that hit the ground running
- Ability to tap into best practices
- Knowledge transfer to permanent staff
- Cost-effective and predictable expenditures
- Access to the flexibility and creativity of experienced problem solvers
- Resource and core competency focus

# What can you outsource?

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- What tasks do you do that you that you know you should not be doing because of the value of your time?
- What is your time worth?
- Why do you do it?
- Could someone else do it for you?

# How to decide whether to outsource

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- There are no simple criteria to conduct an outsourcing versus in-house analysis. The benefits associated with outsourcing are numerous, and one should consider each project on its individual merits.
- Ongoing operational costs that may be avoided by outsourcing are also a consideration.
- In a nut shell, outsourcing allows organizations to be more efficient, flexible, and effective, while often reducing costs.

# Can you focus on growth if you are doing busy work?

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- The point is, when you focus your brain on something you are working on, you are so in the zone of the task you are doing, you are not really thinking about how you can make more money, or how you can improve your service levels, your offer, the up sell, follow-up, etc.
- Of course, once you are so used to just “doing the task” that it’s on auto pilot, you can lend time to thinking about your business as well, but when the task is more “doing” like setting up a blog for a client or yourself etc, you rarely have the time to inject positive business thoughts into that process.
- If you can free this time with a Virtual Assistant,you are opening up the time and possibility to think on your business, not be stuck in it!

# What next?

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Now that you know what are the benefits of using Virtual Assistants, my suggestion is to try one thing, something to get your feet wet.

- Get on one of the sites like Odesk.com or Freelance.com and put up a job request.
- See what kind of applicants you get.
- Conduct some interviews.
- Then pick one to do a task for you.

# Trial run

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- Be explicitly clear as to what you want done, how long you think it should take, how much you want to pay and the expected result. You may get a wide range of responses to your job request so make sure you use the applicants past performance, feedback and past payment history to help evaluate the proposals received.

- The good thing is, many times the cost is so low, a mistake will not break the bank. Also, most of the sites require the contractor to work first and get paid only after you approve their work, so you have the ability to verify the work was done to your satisfaction before payment is sent.

- After you try it out, make sure to review the process. See what you did that worked and what you wish you had done during the process. If you do that each time you will become better and better at finding and managing the right candidates almost all the time.

# Guy Dunn, how do you get to him?

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  - www.ideaguymobilemarketing.com ( Mobile Apps)
  - www.networkingforbiz.com (networking book)
  - www.maybeyoucandoityourself.com ( technical self help book)
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