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*YOURSELF*



# 3 ESSENTIAL WAYS TO **WORK LESS & MAKE MORE WITH VIRTUAL ASSISTANTS [VA'S]**

STREAMLINE & SCALE YOUR  
BUSINESS WITH VA'S



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# WHO IS A VA ANYWAY?

## VIRTUAL ASSISTANT

Someone who works as a freelancer remotely to assist in growing your business. The skills of VA's are as creative as you can imagine. If you can dream up a task, you'll be able to find a VA to help.

Working with Virtual Assistants (VA's) doesn't have to be intimidating! I know how you're feeling because I was there too. When I first started working with VA's nearly 10 years ago I was burned. I've learned what works and what doesn't and I'm going to show you my Step-by-Step process to having success with VA's.

If you're like me (and I have a hunch you are), you became an Entrepreneur to build the life you want to live. You made the decision to build a business that gives you the flexibility to work when you want to work and to take time off when you want to take time off.

**The truth is...** as leaders in business we need to work on our strengths. Each weakness we have as a business owner is an opportunity to work with Virtual Assistants.

Steve Jobs said it best, "It doesn't make sense to hire smart people and tell them what to do; **we hire smart people so they can tell us what to do**".

I hire Virtual Assistants to turn my Biggest Weaknesses into my Biggest Strengths!

For example, I don't know how to edit videos or even edit audio. Yet, I have over 200 podcast episodes recorded and over 30 videos on YouTube because I work with VA's behind the scenes to do the editing.

**ARE YOU READY TO GET STARTED?**  
**LET'S DO THIS...**



# 3 EASY WAYS TO WORK WITH VIRTUAL ASSISTANTS (VA'S)

How to get your VA up-and-running quickly with tasks that are simple & wasting your time

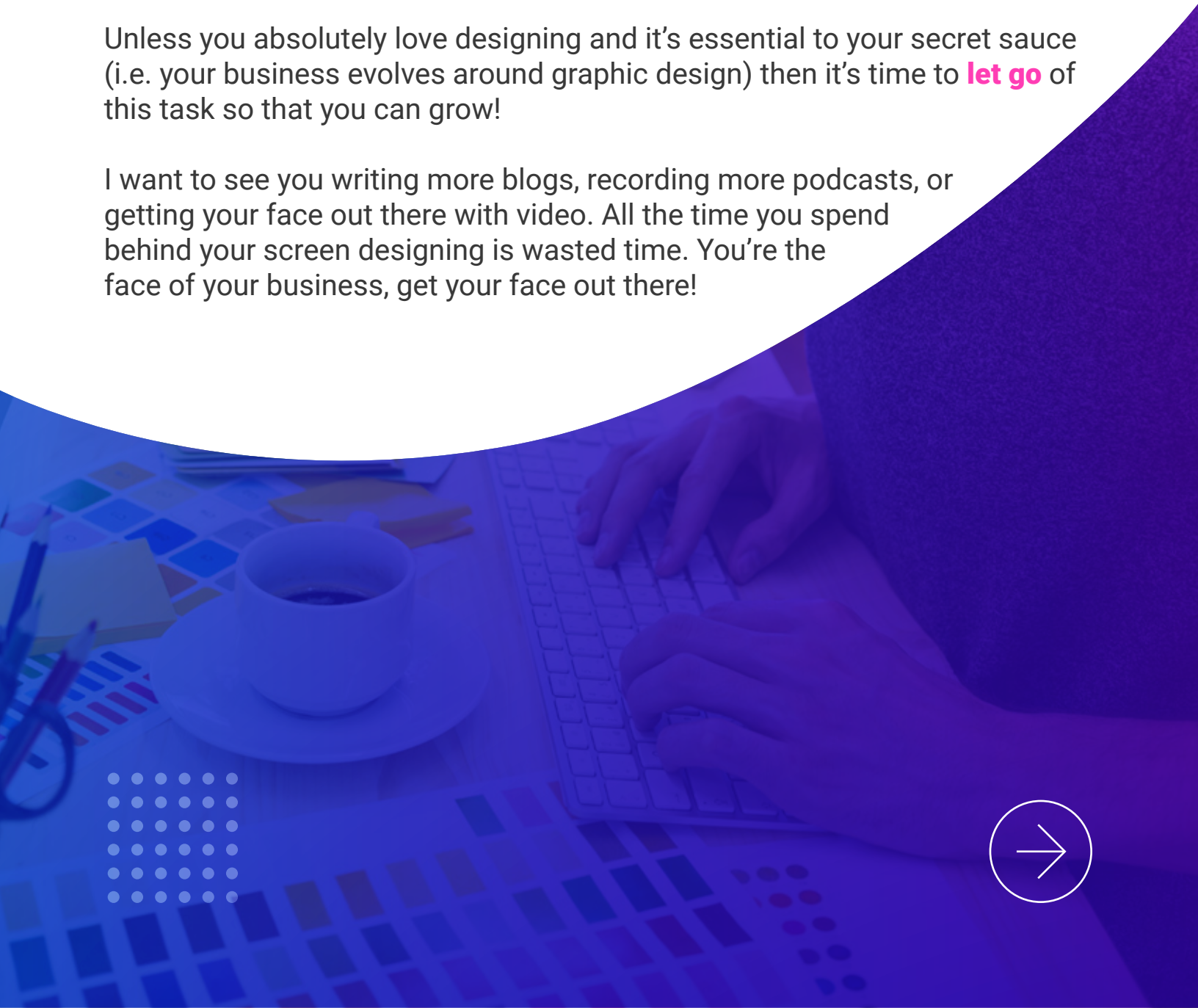
## 1. GRAPHIC DESIGN

**Repeat after me, "I will stop doing it myself on Canva".**

Canva is an amazing graphic design tool - there's no denying that! But, how many times do you get stuck in Canva editing your designs?

Unless you absolutely love designing and it's essential to your secret sauce (i.e. your business evolves around graphic design) then it's time to **let go** of this task so that you can grow!

I want to see you writing more blogs, recording more podcasts, or getting your face out there with video. All the time you spend behind your screen designing is wasted time. You're the face of your business, get your face out there!



## 2. EDITING

Speaking of creating more content... it's time to **let go** of editing! I have launched 8 podcasts (4 of my own) and have been doing this for 3 years. I've had over 200 episodes recorded, edited and published. What's my secret? I don't edit!

I focus on creating the content and I work with VA's that are experts in audio editing. I also wrote 3 books in a year and have a YouTube show all about food. I don't get tied up in editing my grammar nor do I get behind the computer and edit videos.

You can create so much more content when you let go of the editing!

## 3. SCHEDULING

We're content creators, so that means we need to stick to a consistent schedule - doesn't it? Well, you don't have to be the one scheduling everything. I'll teach you how to build SOP's (standard operating procedures) so that your VA's can take the blog you wrote and upload it to your website. They'll even be able to do it with all your tags and SEO. This allows you can focus on writing more blogs. All we need to do is set some baseline parameters of how to do it and get your new VA team on schedule of when to expect new content from you, decide when to schedule your content and even promote it for you on social media too!

Let's talk ROI... Let's pretend you are great at editing videos (which isn't a common skill). So, even if you are great at editing videos; it'll likely still take you somewhere around 2 hours worth of your time to edit a video. As a Business Owner, I value my time at \$100/hr. That time spent editing would cost \$200 of your time. If you outsource to someone else, say they get it done in the same amount of time and their rate is between \$15-30/hr; you'd be spending max \$60 for that same video. You just saved \$140 worth your time ... AND with that 2 hours now gained in your life you can do the tasks that will bring revenue to your business!



# HOW TO GET YOUR VA UP TO SPEED QUICKLY

Okay, so I know what you're thinking... this sounds great in theory but how am I going to find a VA and find the time to train them?

Well, I'll give it to you straight. You already know that there isn't such a thing as an overnight success. Nor, can we wish upon the stars and miraculously all our problems are solved.

**You're going to have to put in the work.**

But, I promise you (and this is from experience), if you put in the work up front to do your due diligence in your hiring and training, then you will begin to see results and have more free time.

Virtual Assistants are real people! VA's don't often get looked at like employees, but the truth is we need to start looking at our VA's as apart of our team rather than just "outsourcing".

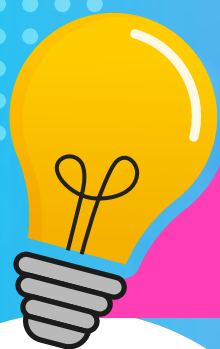
When we begin to look at VA's like employees, then we can begin to realize we need to be patient. There's a reason why employees have an On-Boarding period.





## Here's the HOW...

- 1. Create an Account on FreeeUp.** I've tried countless VA agencies and FreeeUp is by far my favorite for 3 reasons. First, FreeeUp is a boutique agency so you are just a call away from the owner. Secondly, FreeeUp matches you with VA's. They take the time to understand what you're looking for and match you with just 2-3 VA's that fit what you need! AND finally... FreeeUp backs up their word. They keep their marketplace elite, so that they can attract and retain the top VA talent.
- 2. Decide Which Task First:** Choose one of the three suggested tasks (or something of your own) and create a Job Description. You don't need to get fancy. After you create your account in FreeeUp, you'll see how easy it is to type in your request. I wouldn't even bother writing up a formal job description in a google doc for now. Just login to FreeeUp and answer their Q's. It literally takes minutes.
- 3. Hiring:** Conduct your interview with your recommended VA's similarly to how you would if you would hire a new employee. When you bring on your VA, give them just a small task. In fact, give them a tiny task! What you're looking for is their communication style, quality of work, and anything else that is important to you. Start with small and simple tasks so that you can give your VA feedback on how to best work with you from the get go. As you get more comfortable, then proceed with the BIG PROJECTS.
- 4. SOP's (Standard Operating Procedures):** Always ask your VA's to document the process. Ask your VA's to document what they do as they do it. You are going to need this as you scale your business.



## QUICK TIP!

How to give instructions for your 1st Task. Use this template to when giving your first task to a new Virtual Assistant... you're looking for how they communicate (if it'll work with your style) and evaluating how they follow directions.

**Sample Email** – □ ×

To : Cc Bcc

Subject : 📎

Hi VA'S NAME,

Before beginning this task, please let me know if you have any questions. I'd like this to be completed by XYZ DATE. If you can't complete this by then, when would you be able to have this completed by?

Please do not spend more than XYZ HOURS on this task, if you need more time then please send me what you have and we'll go from there. |

▼ 🗑️ 📍 ☆ 📎 | 🔗 Send

## EXTRA TIP:

The part about asking them not spend more than a certain amount of time is key! First, you need to get an idea if they work slow or fast.

Secondly, it'll give you a rough idea of how much they will cost moving forward. AND finally, this is imperative to ensure they are detail-oriented and follow directions.

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# DIVIDE & CONQUER

This worksheet is going to be your go-to as you scale with Virtual Assistants. For now, **focus on the left side of the columns** and jot down some of the simple tasks you do that are wasting your time.

Remember, your time is best spent on what you LOVE doing and what directly makes you revenue.

TIME SUCKING SIMPLE TASKS	MIND-BLOWING BORING TASKS	HEAD-SCRATCHING EXPERT TASKS

# Hi, I'm Sam but I also go by SwagSam...

In the past 5 years, I have overhauled my business to run itself (while increasing sales year over year) so that I could focus on creating content.

Hiring VA's to support my business and content I create is **the real reason** why the Silicon Valley Business Journal named me to their 40 Under 40 List!

Luckily for you, I've tested countless ways of working with VA's over the past 10 years.

I've cracked the code and know how to work with Virtual Assistants **efficiently AND effectively**. I'm giving you the exact process I use to work with VA's and it begins with getting your first VA on board quickly with simple tasks.

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**SCHEDULE A CALL WITH ME**

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**READY FOR MY  
STEP-BY-STEP PROCESS  
ON HOW TO SCALE  
YOUR BUSINESS WITH  
VIRTUAL ASSISTANTS?**

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