

VIRTUAL FREEDOM

How to Work With Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business

CHRIS DUCKER

CHRIS DUCKER is an outsourcing expert and serial entrepreneur. He is the founder and CEO of three businesses – Live2Sell Group, a call center, Virtual Staff Finder, a recruitment company and a co-working space for startup entrepreneurs. He is also an experienced keynote speaker, blogger and podcaster. Chris Ducker has been featured in *Entrepreneur Magazine*, *Forbes India* and *Rise to the Top*. Mr. Ducker has more than twelve years experience working with virtual workers predominantly in the Philippines. He is a graduate of Merton College in London, United Kingdom.

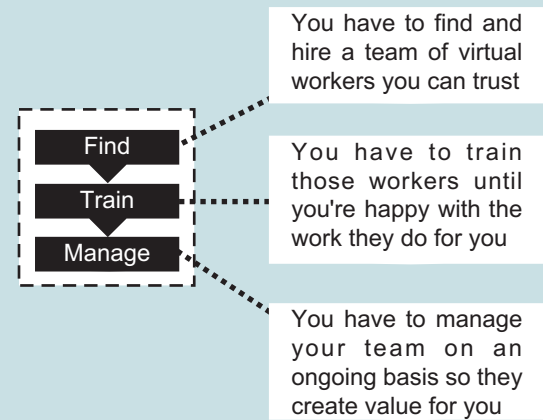
The Web site for this book is at www.VirtualFreedomBook.com.

ISBN 978-1-77544-803-7

MAIN IDEA

It's not unusual for startup entrepreneurs to fall victim to the "superhero syndrome" – to assume they have to do everything themselves. That might be necessary and helpful in the early days of an enterprise but if it goes on for too long, you end up becoming a choke point for ongoing growth – if you don't reach burnout first.

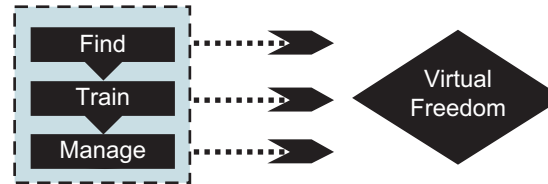
The solution is to fire yourself and to build a virtual team to take over your tasks. This effectively involves just three steps:



The end result of building a virtual team who do high-quality work you would otherwise do yourself is freedom. You can then set your own hours, do those big-picture tasks which generate the most added value and work on your business rather than solely in your business.

“This is the blueprint you need to go from a stressed-out, overworked business owner to someone who is refocused and highly energized about all the new freedom you've amassed. You'll enjoy the prospect of building your business again instead of just running it. I'm going to restore all of that original enthusiasm and help you prepare for the next ten years of blossoming into the most successful entrepreneur you can be. And it will all result from the strategy of building and utilizing a virtual team to help you run, support and grow your business.”

– Chris Ducker



Find Pages 2 - 3

Finding and hiring virtual workers is not dissimilar to the process of doing the same for employees who will work in your office. The main differences tend to be in the mindset you need to bring to the job to be successful. The four key points to remember here are:

1. Understand the fundamentals
2. Create 3 lists
3. Make your local/global decision
4. Attract the right people

Train Pages 4 - 5

Training your virtual staff so they understand exactly what you want them to deliver is absolutely essential to making this a productive tool for your business. You need to approach this strategically and tactically. The four keys to success are:

1. Look in the mirror first
2. Develop great training tools
3. Throw your VAs some curveballs
4. Focus on your high-level priorities

Manage Pages 6 - 8

Managing your virtual staff on an ongoing basis is essential. It can have a huge impact on productivity going forward. You need to build a customized system which works for you to keep everything moving in the right direction. The four keys in this area are:

1. Don't become a virtual micromanager
2. Run recurring tasks and projects
3. Set up good reporting systems
4. Always be building your virtual team

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