VA HIRING PROCESS

FINDING AND TRAINING YOUR SUPERSTAR VAS

DENNIS YU
Host of the CoachYu Show

Table Of Contents

Welcome

Over the past 5 years, we've hired multiple virtual assistants that have become long term team players for CoachYu and assisted our partners in getting high quality virtual assistants following our proven hiring process.

We've compiled our system approach in screening and hiring virtual assistants in our VA Hiring Process. With our step by step process, you'll be guaranteed to have amazing virtual assistants for your brand and company. You will learn how we "hacked" the virtual hiring process.

With our VA Hiring Process, you'll learn the six (6) different types of virtual assistants: operations/general VAs to Digital Plumbing VAs; along with the six (6) stages in hiring a virtual assistant. This includes our templates and recommended tasks you'll send over for your virtual assistant to complete.

Are you ready to hire your very own virtual team and scale your business?

Benefits Of Hiring VAs

BENEFITS OF HIRING VAS

1 DECREASED OPERATIONAL COSTS

2 GIVE YOU MORE TIME TO WORK ON YOUR BUSINESS RATHER THAN IN IT

3 DECREASED WORKLOAD

4 IMPROVE YOUR PERSONAL BRAND

5 GREATER ACCESS TO INDIVIDUALS WITH SPECIFIC SKILLS

6 PERSONALIZED HUMAN RESPONSE, WHICH PROVIDES A BETTER CUSTOMER EXPERIENCE

7 PROVIDE QUALITY SERVICE

Conquer Local ACADEMY

blitz_benefits_hiring_va_v1.2_2020_0609

Before we start teaching you the process of how to hire an amazing virtual assistant, we'd like to tell you eight reasons why you should actually do it.

First off are the **decreased operational costs** you'll have across the board. You won't need to rent out a space or buy equipment like computers or business Internet to utilize a virtual assistant's skills.

As compared to a regular employee, a VA costs way less, and you won't even have to pay for any employee benefits or pay them when they're sick. There is an understanding that if they don't work, they won't get paid.

The second reason is that virtual assistants give you more time to work on your business rather than in it. Try to think back to all the times you wasted doing menial and repetitive tasks when you could've focused on building and scaling your business instead. VAs can perform all these tasks and let you have the time to plan for your business in the future.

This also leads to the next two reasons, which are to decrease workload and improve your personal brand. As your VA works on various tasks from data entry to transcription to marketing, you'll have less work on your hands and more time for professional and personal development. How many times did you cancel a conference or workshop because you had "things" you needed to do and, on the other spectrum, how many times did you have to cancel on holidays with family and friends because "something came up" at the last minute? With a VA on your team, you won't need to stress over those "things that come up" as you can rely on them to field those "things". You'll have more time to build your connections, both professionally and personally, that will greatly improve your personal brand.

The next reason is that you'll have more access to individuals with specific skills. If you're starting your own business, you have to juggle learning multiple fields from digital marketing to website creation to graphic design. Rather than limiting your options to specialists near you, fielding VA inquiries will remove any geographical restrictions. You'll get access to competent VAs and specialists. But our experience has been that, when we have given them projects, there are competency and organizational gaps.

So we hire on an individual basis, not by team, which creates another layer of distortion. All of our people are dedicated to our mission (and to their 3x3 goals), not subcontracted out.

The US-based specialists are mainly account management, which is hard to get outside the United States. The last two reasons have more to do with dealing with your customers rather than how your business operates.

Other businesses utilize automation to field potential customers as well as respond to customer inquiries. This provides a bad taste to some customers as we're all human and want that human interaction, be it from a human voice or spontaneous chat exchanges. VAs provide them with that personalized human response, which provides a better customer experience.

Aside from a more personalized feel, VAs generally provide quality service. VAs are committed to delivering maximum value to their employers as well as ensuring and repeatable results. They are dedicated to their work and will do their best to give you high-quality service. We know of businesses that think VAs actually perform at even higher levels than full-time employees.

Six Roles For VAs

01 **VIDEO EDITOR**

02 **OPERATIONS SPECIALIST**

03 **CONTENT SPECIALIST**

04 **DESIGNER**

05 **PARTNER MANAGEMENT**

06 **DIGITAL PLUMBING**

1. Video Editor
- Takes raw videos and uploads to YouTube library and Content Library.
- Chops them up, edits them, and adds captions and effects.
- Uploads to Facebook as drafts

2. Operations Specialist
- Onboard new clients and specialists.
- Handles packages and billing via Infusionsoft.
- Follow up on dropped items.
- Schedule meetings, including reminders.
- Update Operations Process

3. Content Specialist
- Transcribes audio
- Manage Quuu submissions.
- Lightweight editorial and coordination-- listicles, interviews, webinar summaries, Topic Wheels.
- Gather content to assemble Topic Wheel and other components of the client and internal Content Libraries.

4. Designer
- Maintain guide iterations, working with full-time employees.
- Update master asset tracker and list of Infusionsoft landing pages.
- Create client-specific versions, including infographics.

5. Partner Management
- Lightweight responses on Facebook, LinkedIn, blog, Twitter, etc.
- Help users with basic questions-- sending them to relevant articles, videos, and courses.
- Manage connection requests for Dennis on Facebook.
- Answer the phone during core hours-- phone number on site, and Facebook messenger leads.

6. Digital Plumbing
- Implement plumbing on new client websites.
- Manage IF/THEN triggers in the Logic Builder.
- Configure new websites for clients and specialists (WPMU and integration).
- Update database schema documentation and Digital Plumbing roadmap.

VA Hiring Checklist

1. Check Applicant's Initial Email.
    - ☐ Keyword
    - ☐ Video
    - ☐ Onlinejobs.ph link

2. Recommend Applicant for the First Phase.

3. Check Applicant's First Phase Email.
    - ☐ Keyword
    - ☐ Video
        (If requirements aren't met, DQ.)

4. Recommend Applicant for the Second Phase.

5. Check Applicant's Second Phase Email.
    - ☐ Keyword
    - ☐ Video/Document/Other Form of Submission
        (If requirements aren't met, DQ.)

6. Recommend Applicant for the Interview Phase.

7. Check Applicant's Interview Phase Email.
    - ☐ Correct Email Format
    - ☐ List of Documents/Video Links.
    - ☐ Video links (Initial, First, and Second Phase (If applicable)
    - ☐ Onlinejobs.ph profile link
    - ☐ Resume
    - ☐ Portfolio (if applicable)
    - ☐ Goals Sheet
    - ☐ Development Plan
    - ☐ Perceived Strengths/Weaknesses
    - ☐ 3 Skills You Are Good At and 3 Skills You Would Like to Learn

Onlinejobs.ph Vs The World

A lot of websites are up like upwork.com, fancyhands.com and others that a lot of entrepreneurs confuse with onlinejobs.ph. There are stark differences between onlinejobs.ph as compared to other online job platforms.

How To Find The Perfect VA For You!
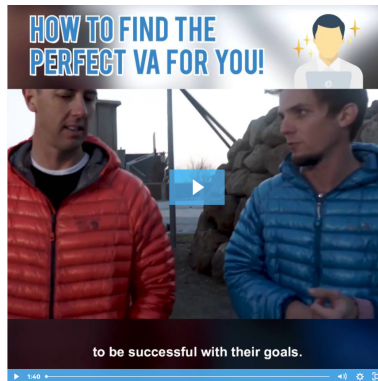
[(1:40) How to find the perfect VA for you!](#)

Related Article: [How Filipino VAs Change Your Business Outlook](#)

Along with all of that, English is ingrained in their culture. It's the second language of more than 90% of them and over 60% of them are fluent English speakers; that's the best in Asia.

"The quality of their English depends on the VA role. Designers, video, and Digital Plumbing don't have to be amazing, but can't be shoddy. Content VAs must be amazing, while Operations VAs must be very good. Everyone must have solid English skills, since they must be able to understand and teach our concepts."

1. Focus on the Filipino Virtual Assistants

John Jonas, founder of onlinejobs.ph, noticed four characteristics of filipinos that make them perfect employees:
- loyalty
- fast learners
- problem solvers
- dedicated workers

He also noticed that there was a vast majority of fresh graduates who were unemployed because of job-skills mismatch and the overall lack of job opportunities in the country. He wanted to change the lives of both entrepreneurs stateside and the amazing Filipino people who only needed a chance to prove their worth in the world.

2. Long-term vs Short-term

Websites such as upwork.com and fancyhands.com hire virtual assistants on a contractual basis. You pay x amount of dollars for one project which will take x amount of hours for a virtual assistant to complete.

After that, it's either you post a new project for virtual assistants to apply for and the cycle continues. This leads to robotic and impersonal output that appears out of touch to your specific needs.

In onlinejobs.ph, there is a belief in the value of providing a stable, long-term job opportunity for virtual assistants. This method has great implications for you as an entrepreneur and for your virtual assistant.

Work is done with a greater understanding of your business.

The advantage of hiring someone for the long-run is that you'll be getting work done with a more holistic approach as your virtual assistant knows the ins and outs of your business, what it stands for and to whom the content is specifically targeted for. You'll be able to save money by requiring less revisions as they know your vision.

Training Your Virtual Assistant

The beauty of having a virtual assistant is that you can start them off at a lower base salary as the inherent room for growth is apparent by providing training for them to "level up" and increase their workload in time. This allows you to see their progress and to evaluate the value they give you every step of the way. It also gives your virtual assistant a continued sense of accomplishment as they see a system for growth and promotion as compared to freelancers as they'll need to have the specific skill set immediately in order to "snag" the project.

As such, they'll demand more money but will only provide you with one-off value which will always be trumped in the long run by your dedicated virtual assistant.

Even if you're putting a VA on the right projects, you cannot assume they know all the details and systematic approaches.

For example, specialists might understand what it means to update a client's Content Library, why this is important, and how it fits into our processes.

But if Specialists and Managers are not explicit, VAs will make mistakes and do things like:

- Blindly copy and paste every single Facebook post into this document-- burning weeks of time for something we could do in 10 seconds or have automated (which we do).

- Insert irrelevant or negative content-- since they don't understand the 3 components of authority, even if we explicitly direct them to training on it and to update the 3 columns to score authority.

- Bill 4 hours a day on an inactive project for months-- not wondering whether what they're doing has any value, if anyone is using it, or anyone even knows about it.

Filipinos are some of the hardest, loyal, and caring people we have. Their culture is just different from ours.

You have to be explicit about these components and make sure they understand the business value of these tasks, allowing them to grow into tasks tangential in the chain (to go from collecting content, to editing content, to cross-posting content, to boosting, etc).

What makes a senior VA is part skill (to bridge from a single task to working the entire value chain), but the understanding to think from the standpoint of a client-- what drives business value and what is "common sense".

When They See The Bigger Picture, You Can Start To Eliminate Systematic Waste
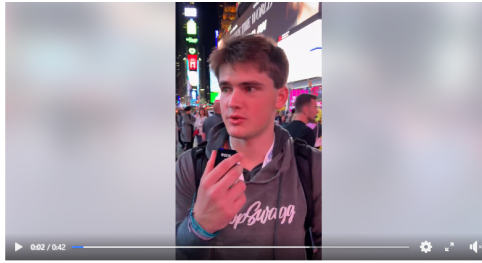
[(0:42)Brennan Agranoff, Founder of HoopSwagg & PetPartyCo, talks about the power of hiring VAs](#)

Trust and Workload

Do you trust freelancers with your personal information? The simple answer is no. They'll only work for you one project at a time and the inherent risk of sharing your personal information is extremely high.

I'm not saying that you should trust your virtual assistant 100% but as time progresses and you develop that relationship that only time can nurture, trust will be easier to give. John even trusts one of his virtual assistants to [manage his paypal account!](#)

Along with that trust will be an increased workload. This is inevitable as they go higher through your leveling system. This will allow you to spend more time with family, your hobbies and really focus on working ON your business and not IN it.

Maximizing Value

At the end of the day, we understand the bottomline: maximize the value of every dollar you spend. Onlinejobs.ph accomplishes that for both you, the entrepreneur, and your future virtual assistant. For a fraction of what Indian, Pakistani and American specialists make ($450 to $1000+) every month; you'll be getting an individual who's grateful for the opportunity you've given them as well as having loyalty, honesty and an insatiable drive to succeed ingrained in their very existence. There are people like this in other nations but you'll come to find out soon that Filipinos will do their very best for you each and every time.

Related article: [My Outsourcing Method is Different than Yours](#)

You might think that you're low-balling them but, in truth, you're actually providing them with an above average salary as compared to their compatriots.

Furthermore, the concept of family is huge in the Philippines. The children take care of their parents when they become elderly, multiple family members live nearby each other. By providing them with an online job, you'll be allowing your virtual assistant more time to spend with their loved ones at home. You'll be allowing them more freedom to grow as people because they aren't chained to the usual transport problem in the Philippines which takes 2 to 4 hours of their days just to get to their 9 to 5 jobs.

WHY HIRE FILIPINO WORKERS?
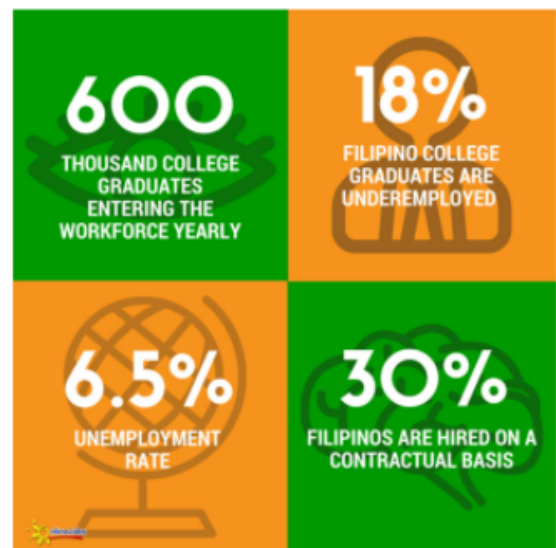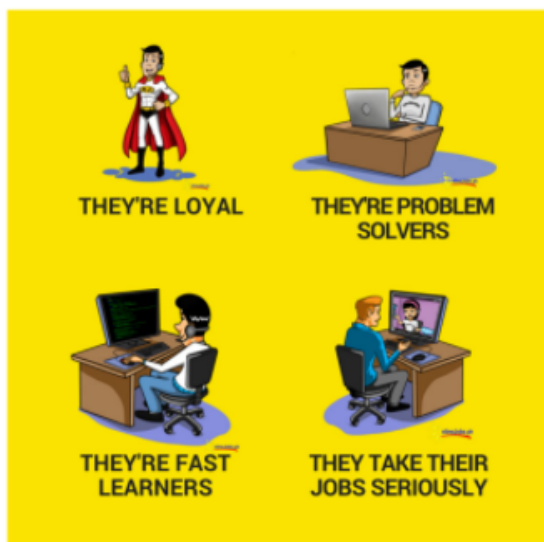
Some Of The VAs Will Ask About Pay, So Here's What You Need To Know

Most VAs make $500 a month in the Philippines. That's a decent living for a college-educated digital marketing specialist, low as it may seem compared to what we enjoy in the US. Awesome VAs make $1,000+ a month-- yes, it's a monthly salary, as they don't really do hourly and prefer to be loyal employees. Onlinejobs.ph is THE dominant site for VAs and their top range of pay is at $1k+ a month.

Our first VAs were at $1,500 a month, which is why we've gotten so many responses to our postings-- over 400 applicants. But only the very best will get this pay.

Instead of declining other promising VAs that have the right attitude, but not the skill/experience, we can hire them at different grades between $500 and $1,000 a month, so at least they can start in our program and work their way up-- provided we have a joint understanding and expectation of this progression.

Care less about trying to get your VA cheaper and look more about their ability to get stuff done and be long-term players since low-quality people actually lose us money, instead of making us money-- and worst if they aren't long-term, it's a waste when they leave.

It doesn't mean though that if the talent costs more, doesn't mean they're better. Hire quality people and offer them the opportunity to earn their way up through the level system instead of rewarding them in advance just by accepting the work.

Of course, pay is DOE (dependent on experience) and performance over time, so it doesn't really matter what their starting pay is, since the good ones will keep advancing.

Not the same 9 leveling system as we have in the United States, since these are different economic conditions and different roles.

Virtual Assistant Keyword Sorter

When you post a job post on Onlinejobs.ph, you'll get hundreds of responses! Going through them one by one will be detrimental to your productivity and your time.

That's why we have our Virtual Assistant Keyword Sorter. You can customize this to anything you'd like as long as they're unique for each VA role and for each round. We use animals because they're unique and it'll be hard to miss in your inbox if you use these.

This will allow you to easily group all your VA applications according to their VA role and where they are at in your hiring process. It also adds one more way for you to make sure that your VA applicants are reading your messages intently.

Now when applicants submit their keyword (RABBIT, MEERKAT, etc.), have them also say the role and stage (Ops VA: stage 1, Video VA: stage 2, etc.).

Six Stages In Hiring A Virtual Assistant

CREATE 1 — Create a Job Post in **Onlinejobs.com.ph.**

SEND 2 — Send Them Content to Study.

FILL 3 — Fill out Goals Sheet

ONE-PAGER 4 — Create One-Pager

INTERVIEW 5 — Interview via Video Chat in Skype

ASSIGN 6 — Assign them a simple test project

Hiring Process

Assumptions:

1. Job post has a link to a quiz.
2. Job post requires an applicant's resume.
3. Job post requires applicants to send applications to **hiring@blitzmetrics.com**.
4. A Job post contains the keyword, which depends on the role that an applicant must write in the initial email.

Job Posts

Job posts contain the keyword that an applicant must write.

1. Operations Virtual Assistant: [Work your own hours] [USD Pay] CHEERFUL, RESOURCEFUL, virtual assistant who can be a project manager too
2. Video Editing VA: [Work your own hours] [USD Pay] Awesome Video Editing VA needed for long term position ASAP [Flexible Working Hours]
3. Graphics Designer: [Work your own hours] [USD Pay] Awesome Graphics Designer for long-term position
4. Wordpress and all around Website Optimizer: WordPress and all around website optimizer [Work your own hours] [USD Pay]
5. Content Writer: [USD Pay] Content Specialist/Writer Needed ASAP!
6. Partner Manager: [Work your own hours] [USD Pay] Community Manager/Client Operations Specialist
7. Writer for Process Development and Systems Writer for Process Development and Systems [Work your own hours] [USD Pay]
8. Project Manager: [USD Pay] Project Manager

Roles:

1. Applicant.
2. Operations specialist.
3. Application evaluator.
4. Interviewer 1.
5. Interviewer 2.

Rules:
1. There exists a Gmail account called **hiring@blitzmetrics.com**.
2. The applicant evaluator is able to log in to **hiring@blitzmetrics.com.**
3. The applicant evaluator forwards received email messages in **hiring@blitzmetrics.com** to the applicant evaluator's email address.
4. The applicant evaluator replies to applicants' email messages, and external email messages using the applicant's email address with hiring@blitzmetrics.com always carbon copied (CC).
5. The applicant evaluator always cc's hiring@blitzmetrics.com for all email messages related to hiring and job applications.
6. The applicant evaluator must not Archive, Delete, Move, Label any email message in hiring@blitzmetrics.com.
7. No team member uses hiring@blitzmetrics.com to reply to an email message.
8. Interviewer 1 can only interview once per applicant.
9. Interviewer 2 can only interview once per applicant.
10. All roles can fill other roles except that Interviewer 1 or Interviewer 2 cannot fill each other's roles.

Referrals

Most of the hiring referrals will come from Dennis Yu, a project manager, or another internal team member.
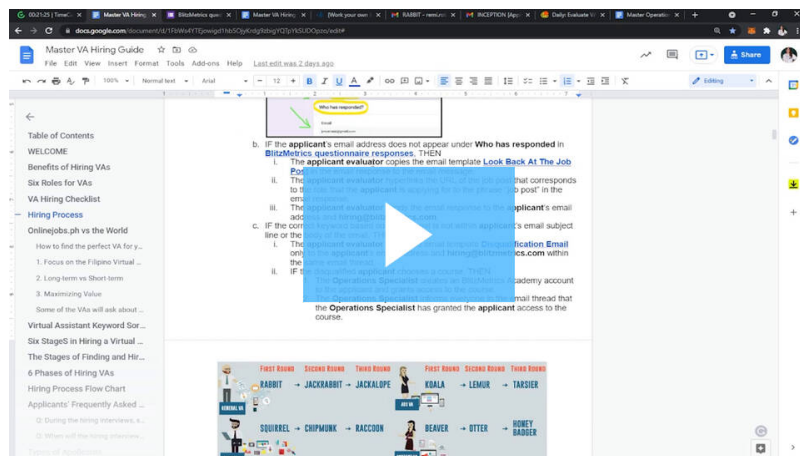
(12:08)How To Evaluate A VA Applicant During Round 1 Of The Hiring Process

Process

1. **Operations Specialist** posts a job post to onlinejobs.ph or other platforms. Operations Specialist must modify the description at least once every week in order to bump the job post up to the front page. Changing the description more than once a week will not make a difference.
2. **Applicant** sends an email message to **hiring@blitzmetrics.com**.
3. **Applicant evaluator** verifies if the email is a referral.
    a. IF the **applicant** claims an internal team member referred **the applicant**, THEN
        i. The **applicant evaluator** requests a screenshot of communication with the internal team member or a forwarded email and a 3-minute video showing a step-by-step walkthrough of the applicant's skills.
        ii. The **applicant evaluator** sends the link to all of the **Job Posts**.
        iii. The **applicant** sends an email message to **hiring@blitzmetrics.com**.
    b. Otherwise, go to the next step.
4. **Applicant evaluator** verifies if the email sender is not **support@onlinejobs.ph**.
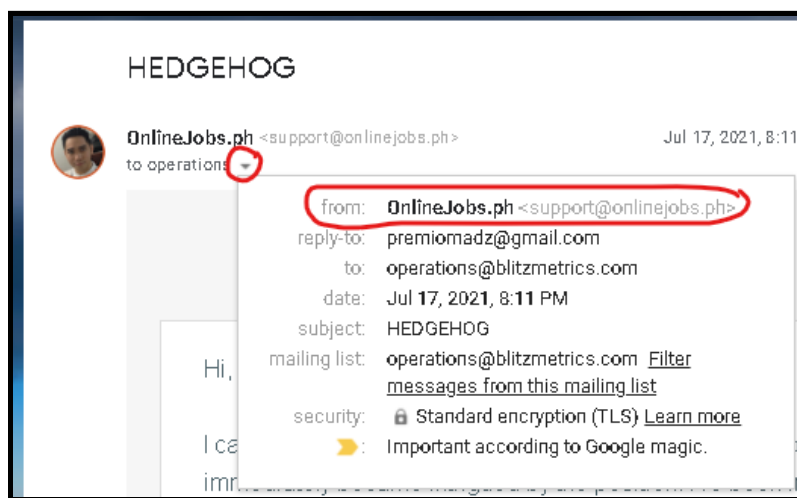
IF email sender is **support@onlinejobs.ph**, THEN
    i. The **applicant evaluator** copies the email template **Look Back At The Job Post** in the email response to the email message.
    ii. The **applicant evaluator** hyperlinks the URL of the job post that corresponds to the role that the **applicant** is applying for to the phrase "job post" in the email response.
    iii. The **applicant evaluator** sends the email response to the **applicant**'s email address and **hiring@blitzmetrics.com**.

4. **Applicant evaluator** verifies if application is not sent through LinkedIn. IF email sender is support@onlinejobs.ph, THEN reply according to the video below.
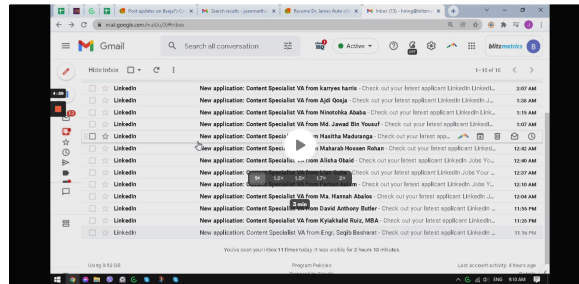

[(2:57)How To Respond To Applications Sent Through LinkedIn In The Hiring@blitzmetrics.com Gmail](#)

5. **Applicant evaluator** verifies the details of the one-minute video.
    a. IF there is no video, THEN
        i. The **applicant evaluator** copies the email template **Look Back At The Job Post** in the email response to the email message.
        ii. The **applicant evaluator** hyperlinks the URL of the job post that corresponds to the role that the **applicant** is applying for to the phrase "job post" in the email response.
        iii. The **applicant evaluator** sends the email response to the **applicant**'s email address and **hiring@blitzmetrics.com**.
    b. IF the video is shorter than 50 seconds, THEN
        i. The **applicant evaluator** sends the email template **Disqualification Email** only to the **applicant**'s email address and **hiring@blitzmetrics.com** within the same email thread.
        ii. IF the disqualified **applicant** chooses a course, THEN
            a. The **Operations Specialist** creates an BlitzMetrics Academy account to the applicant and grants access to the course.
            b. The **Operations Specialist** informs everyone in the email thread that the **Operations Specialist** has granted the **applicant** access to the course.
    d. IF the **applicant** speaks with broken english or poor grammar, THEN
        i. The **applicant evaluator** sends the email template **Disqualification Email** only to the **applicant**'s email address and **hiring@blitzmetrics.com** within the same email thread.
        ii. IF the disqualified **applicant** chooses a course, THEN

a. The **Operations Specialist** creates an BlitzMetrics Academy account to the applicant and grants access to the course.
b. The **Operations Specialist** informs everyone in the email thread that the **Operations Specialist** has granted the **applicant** access to the course.
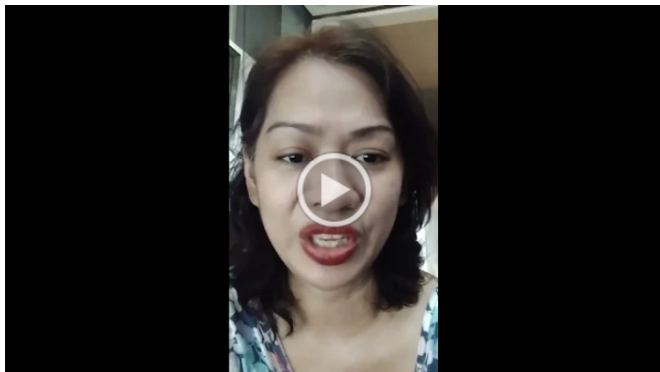
Round 1 Video Examples
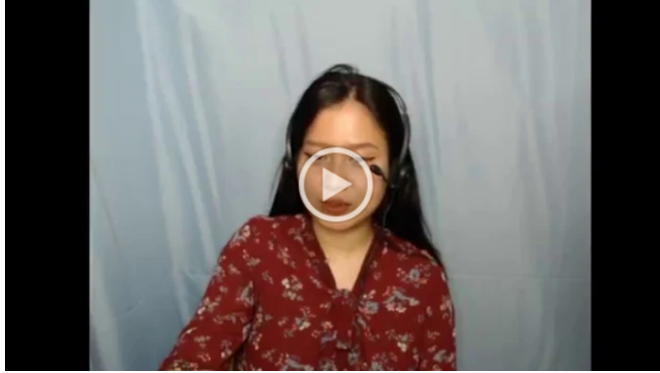
(1:12) Remi Anderson Round 1 video.


(2:29) Anderson Depositario Round 1 video

(2:29) Teresa Miren Round 1 Video

(0:39)Mary Grace Gange Round 1 video

Hiring Process Continued

5. **Applicant evaluator** verifies that the **applicant** has answered the **BlitzMetrics questionnaire**.
6. The **applicant evaluator** must copy the **applicant**'s email address, then use the **Find** function to search for the applicant's email address. For Windows users, press CTRL+F to use **Find**. For MAC OS users, press CMD+F to use **Find**.
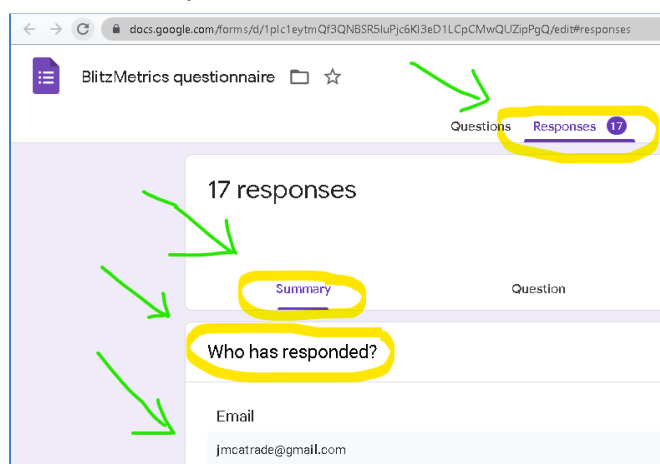
   a. IF the **applicant**'s email address does not appear under **Who has responded** in **BlitzMetrics questionnaire responses**, THEN
      i. The **applicant evaluator** copies the email template **Look Back At The Job Post** in the email response to the email message.
      ii. The **applicant evaluator** hyperlinks the URL of the job post that corresponds to the role that the **applicant** is applying for to the phrase "job post" in the email response.
      iii. The **applicant evaluator** sends the email response to the **applicant**'s email address and **hiring@blitzmetrics.com**.
   b. IF the correct keyword based on the job post is not within **applicant**'s email subject line or the body of the email, THEN
      ● The **applicant evaluator** sends the email template **Disqualification Email** only to the **applicant**'s email address and **hiring@blitzmetrics.com** within the same email thread.
   c. IF the disqualified **applicant** chooses a course, THEN
      i. The **Operations Specialist** creates an BlitzMetrics Academy account to the applicant and grants access to the course.

The **Operations Specialist** informs everyone in the email thread that the **Operations Specialist** has granted the **applicant** access to the course.

- Partner Manager Manager VA Keyword: "Inception"
- Process Development VA Keyword: "Process"

7. **Application evaluator** tallies the total points that the **applicant** obtained in the quiz by going through **BlitzMetrics questionnaire responses**.
   a. Multiple Choice
      i. Question 1's expected answer: 0 to 24%.
      ii. Question 2's expected answer: Alex.
      iii. Question 3's expected answer: Jane.

       iv.   Question 4's expected answer: Alex.

       v.   Open-ended questions

b. Question 5

       i.   The Answer must be a sentence.

       ii.   The Answer must only be 1 sentence.

       iii.   The Answer is wrong if the **applicant** writes "ask" or something similar.

c. Question 6

       i.   The Answer must be a sentence or sentences.

       ii.   The Answer must be 3 sentences or fewer.

d. The Answer must contain at least 1 of the following:

       i.   Reasoning.

       ii.   Argumentation

       iii.   Providing facts.

       iv.   Providing numbers or figures.

       v.   Providing evidence.

       vi.   Using logic.

       vii.   Providing a rationale.

       viii.   Sharing.

       ix.   Giving opinions.

e. Question 7

       i.   The Answer must be 10 answers or fewer.

       ii.   The Answer must have at least 5 of the following (If applicant's answer is close, you can consider it):

          1.   Attendance.

          2.   Working hours.

          3.   Sales.

          4.   Productivity, or output.

          5.   Efficiency, or output with respect to time.

          6.   Quality, or average deviation from expected output.

          7.   Number of good habits.

          8.   Low number of bad habits.

          9.   Percentage of met deadlines.

          10. Occurrences of demonstrating independence.

          11. Occurrences of demonstrating resourcefulness.

          12. Occurrences of demonstrating adaptability.

13. Total number of met deadlines.
14. Percentage of fulfilled promises.
15. Total number of fulfilled promises.
16. Percentage of successfully followed directions, instructions or rules.
17. Total number of successfully followed directions, instructions or rules.
18. Number of suggestions for improvement.
19. Number of proposed solutions to problems.
20. Number of proactive and anticipatory steps taken.
21. Number of steps taken for personal development.
22. Low occurrences of procrastination.
23. Low occurrences of making disparaging remarks.
24. Low number of told lies.
25. Low number of confidential information revealed.
26. Intelligence Quotient (IQ) or occurrences of demonstrating being logical, analytical or scientific

f. Question 8
    i. Each and all answers must be an adjective.
    ii. The answer must contain no fewer than 3 adjectives.
    iii. The answer must contain no more than 5 adjectives.
g. The answer must contain none of the following:
    ● Bad, Evil, Wrong, Terrible, Immoral, Unethical, Unscrupulous, Dishonorable, Wicked, Fraudulent, Crooked, Corrupt, Depraved, Indecent, Nefarious, Obscene, Sinful
h. Question 9
Note: An applicant's answer to this question is inconsequential.
i. Question 10
    i. Each and all answers must be an adjective.
    ii. The answer must contain no fewer than 3 adjectives.
    iii. The answer must contain no more than 5 adjectives.
j. The answer must contain none of the following:
    ● Bad, Evil, Wrong, Terrible, Immoral, Unethical, Unscrupulous, Dishonorable, Wicked, Fraudulent, Crooked, Corrupt, Depraved, Indecent, Nefarious, Obscene, Sinful

8. The **application evaluator** sends an email message to the **applicant** on the result of the quiz.
   a. IF the **applicant**'s score is at least 8 points, THEN the **application evaluator** sends the email template **Qualifying To The Next Round** to the **applicant** and **hiring@blitzmetrics.com** in the same email thread.
   b. IF the **applicant**'s score is fewer than 8 points, THEN The **applicant evaluator** sends the email template **Disqualification Email** only to the **applicant**'s email address and **hiring@blitzmetrics.com** within the same email thread.
   c. IF the disqualified **applicant** chooses a course, THEN
      i. The **Operations Specialist** creates an BlitzMetrics Academy account to the **applicant** and grants access to the course.
      ii. The **Operations Specialist** informs everyone in the email thread that the **Operations Specialist** has granted the **applicant** access to the course.
9. The **application evaluator** evaluates the summary and the video.
   ○ IF **application evaluator** approves of the 1-page summary and the video, THEN reply with the email template **Interview Phase** only to the **applicant**, and **hiring@blitzmetrics.com**. Please attach an excel version of the goal sheet instead of the link from google sheets.
   ○ IF at least one of the following is true:
      ■ The **applicant** has not provided a video,
      ■ The **applicant** has not provided a 1-page summary.
      ■ The **applicant** speaks with broken English or poor grammar.
      ■ The **applicant** makes more than 5 grammatical and typographical errors in the 1-page summary.
   THEN do the following:
      i. The **applicant evaluator** sends the email template **Disqualification Email** only to the **applicant**'s email address and **hiring@blitzmetrics.com** within the same email thread.
      ii. IF the disqualified **applicant** chooses a course, THEN
         a. The **Operations Specialist** creates an BlitzMetrics Academy account to the **applicant** and grants access to the course.
         b. The **Operations Specialist** informs everyone in the email thread that the **Operations Specialist** has granted the **applicant** access to the course.

Round 2 Video Examples

 (4:39)Remi Round 2 video

(0:56) Anderson Round 2 video

(2:12) Teresa Round 2 Video

 (4:00) Mary Round 2 Video

Hiring Process Continued-2

10. The **applicant evaluator** requests an assessment for a Content Specialist applicant.
    ○ IF the **applicant** is not applying for the Content Specialist position, THEN go to the next step.
    ○ Otherwise, the **applicant evaluator** requests an internal content specialist to assess the **applicant**'s portfolio, THEN

- IF the internal content specialist approves of the **applicant**'s portfolio, go to the next step.
- Otherwise, the **applicant evaluator** sends canned note **Content Specialist Test Task** and:
    - IF the internal content specialist approves of the applicant's answer to the test task, THEN go to the next step.
    - Otherwise, the **applicant evaluator** sends the email template **Disqualification Email** only to the **applicant**'s email address and **hiring@blitzmetrics.com** within the same email thread.
        - IF the disqualified **applicant** chooses a course, THEN
            a. The **Operations Specialist** creates an BlitzMetrics Academy account to the **applicant** and grants access to the course.
            b. The **Operations Specialist** informs everyone in the email thread that the **Operations Specialist** has granted the **applicant** access to the course.

11. The **applicant evaluator** verifies that the hourly rate in the personal development plan is $3 per hour.
    a. IF the initial hourly rate is higher than $3 per hour, THEN the **applicant evaluator** replies to all using the email template **Progress Through Our Leveling System** and waits for the applicant to respond.
    b. IF the **applicant** refuses to start at $3 per hour, THEN within the email thread, the **applicant evaluator** emails only the Director of Operations and **hiring@blitzmetrics.com** that the **applicant** refuses to start at $3 per hour.
    c. IF the **applicant** agrees to start at $3 per hour, THEN
        i. The **applicant evaluator** places the PDF summary in the **applicant evaluator's** Google Drive, and changes sharing settings to "viewable by everyone in BlitzMetrics".
        ii. The **applicant evaluator** enters the **applicant**'s information in the VA interviews tab of the Team Roster.
        iii. The **applicant evaluator** emails only interviewer 1 and **hiring@blitzmetrics.com** that there is an **applicant** in the interview stage.

12. **Interviewer 1** conducts interview 1 using canned note **Scheduling The Interview** and **TEMPLATE VA 1st Interview**.
    a. If approved, the **applicant** moves on to the next phase.

b. If not approved, send a disqualification canned note.

Goals of an interview
- Gauge the competence of the applicant.
- Determine if the applicant is a long-term player.
- Determine if the applicant will fit with our company.
- Determine if the applicant cares and have a good heart.
- Observe noteworthy qualities or details about the applicant.
- Probe the applicant on problematic details on the applicant's documents.

The way to evaluate a candidate is to see if they have competently done the job before. This is what nearly all companies do.

If they don't have proven experience— not to talk generally, but to show actual proof— then they can take our courses and demonstrate via implementation.

The risk is hiring people who haven't proven they have done the actual tasks. Because once they are hired, it's hard to get them learning, and it's expensive to personally train them (which is giving away power hours for free, while paying them to train up).

If you were to apply to be a surgeon at a hospital, they wouldn't just hire you without having gone through rigorous medical residency. Would you want to be his first patient for the operation?

Imagine the same for a pilot trying to fly a plane but hasn't done it before. Or any other skilled profession.

13. Interviewer 2 conducts interview 2.
   a. If approved, the **applicant** moves on to the next phase.
   b. If not approved, send the disqualification canned note.
14. Applicant reads and agrees to the [Virtual Assistant Standard Operating Agreement](#).
15. Interviewer 1 or Interviewer 2 sends a job offer using a canned note through email.
   a. If the **applicant** approves, CoachYu hires the applicant.
   b. If the **applicant** disapproves, ask why.

Internal Time And Cost

If we break down the time it takes to process 1 Virtual Assistant (VA) applicant from the time the applicant sends an application all the way to onboarding, the estimated average time elapsed is 90 minutes or 1.5 hours. If you are following this process for the first time, assume that it will take you 3 times as long as you learn the process—270 minutes or 4.5 hours and that number will approach 1.5 hours the more applicants you process.

Duration	Action	Team Member involved
10 mins.	Round 1 evaluation.	Applicant Evaluator
10 mins.	Round 2 evaluation.	Applicant Evaluator
10 mins.	Pre-interview #1 evaluation and scheduling.	Interviewer #1
10 mins.	Interview #1 session.	Interviewer #1
10 mins.	Post-interview #1 evaluation and summary.	Interviewer #1
10 mins.	Pre-interview #2 evaluation and scheduling.	Interviewer #2
10 mins.	Interview #2 session.	Interviewer #2
10 mins.	Post-interview #2 evaluation and summary.	Interviewer #2
10 mins.	Pre-onboarding communication.	Applicant Evaluator

Applicant Evaluator (0.5 hrs)	Interviewer #1 (0.5 hrs)	Interviewer #2 (0.5 hrs)	Estimated Total Cost
VA ($7/hr)	VA ($7/hr)	VA ($7/hr)	$10.50
VA ($7/hr)	VA ($7/hr)	Specialist ($50/hr)	$32.00
VA ($7/hr)	Specialist ($50/hr)	Specialist ($50/hr)	$53.50
Specialist ($50/hr)	Specialist ($50/hr)	Specialist ($50/hr)	$75.00

The Stages Of Finding And Hiring VAs

In this example, the applicant is tasked to put the subject line "rabbit" in their email response. This will place all their initial responses in one thread for your convenient viewing when you search the word "rabbit".

Now that you know how to sort your potential applicants, let's start hiring your amazing virtual assistant!

There are six stages in hiring a virtual assistant:

1. CREATE - Create a job posting on Onlinejobs.ph.
2. SEND - Send them content to study.
3. FILL - Fill out the Goals Sheet.
4. ONE-PAGER - Have them create a One-Pager.
5. INTERVIEW - Interview via video chat on Zoom.
6. ASSIGN - Assign them a simple test project.

Now that you know why you should hire VAs, let's now focus on ensuring that you get the BEST and BRIGHTEST available! **Create a job posting on Onlinejobs.ph.** Include simple task instructions that will weed through the pack of applicants-- simple instructions they need to follow when applying. (Example: Specific email subject line)

Send them content to study and have them make a one-minute video or write about what they learned.
- Allows you to test how well they can grasp concepts.
- Test their English.
- Shows how fast they can take action.

(0:59) VA hiring First Round

Have them fill out a Goals Sheet
- Shows their character.
- We can see how we're able to help them achieve their goals.
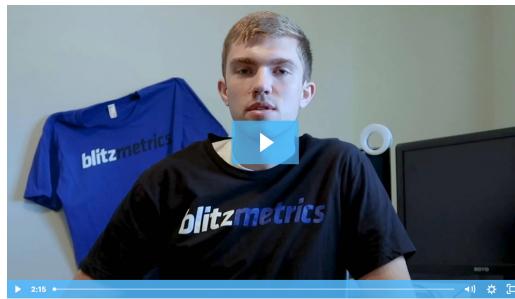
Have them Create a One-Pager (A page with all this information)
- Onlinejobs.ph resumé, normal resumé, videos they've made, Goals Sheet.
- This organizes their information. It is also another test to see if they can follow instructions.

Interview via video chat on Skype
- Ask questions about the content you had them review.
- Ask other intelligent questions that correlate with your niche.
- [Interview Template for Operations Specialist Applicants](#)

Assign them a simple test project
- Use this to test their ability to execute with instructions.
- If they pass, then they're hired.

If they fail at any step of the way, they are DQ. If it's a minor fail, you can give them another task to see if they can make up for the mistake.

Three things we go by when asking, "Should we hire?
- No
- Maybe
- Heck, Yes!

Stage 1: Create a Job Post in Onlinejobs.ph

In order to get a quality VA, you'll need to make a job post that communicates all the tasks you need them to do regularly as well as relay all the expectations you have of them. Don't lower your bar just because you need someone badly. If you made this correctly, you'll be able to weed out the serious candidates from the pretenders, as only the serious ones will read a lengthy job post thoroughly.

Hiring Process for VA's on Onlinejobs.ph
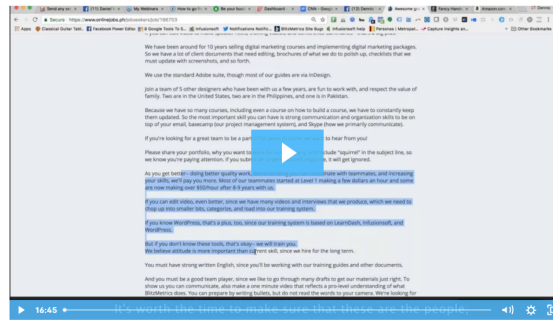
[(16:45) How BlitzMetrics hires amazing VAs using Onlinejobs.ph](#)

Sprinkle in some simple task instructions such as addition, subtraction or any similar math equation, including a "keyword" in the subject line when responding to your job post and other simple instructions you can think of that they'll need to follow in applying.

Here are examples of job posts you can use as templates:
1. Operations Virtual Assistant: [Work your own hours] [USD Pay] CHEERFUL, RESOURCEFUL, virtual assistant who can be a project manager too
2. Video Editing VA: [Work your own hours] [USD Pay] Awesome Video Editing VA needed for long term position ASAP [Flexible Working Hours]
3. Graphics Designer: [Work your own hours] [USD Pay] Awesome Graphics Designer for long-term position
4. Wordpress and all around Website Optimizer: WordPress and all around website optimizer [Work your own hours] [USD Pay]
5. Content Writer: [USD Pay] Content Specialist/Writer Needed ASAP!
6. Partner Manager: [Work your own hours] [USD Pay] Community Manager/Client Operations Specialist
7. Writer for Process Development and Systems Writer for Process Development and Systems [Work your own hours] [USD Pay]
8. Project Manager: [USD Pay] Project Manager

After they send you their initial response, you should check their profile on Onlinejobs.ph to get an idea of what their strengths and weaknesses are!

You'll be able to see his/her basic information such as age, IQ, DISC, and English mastery scores.

If you're a premium member, you can also do a background check on their profiles.

You can compare their onlinejobs.ph account (yellow) with their Facebook account (blue).
Note: Specific applicant details have been removed for privacy reasons.
You'll also be able to take a peek at other information you might want to know, such as:

Related Accounts

Our algorithm determines if someone has more than one account that is pretty sophisticated. We don't catch people 100% of the time, but we're really good at it.

While having two accounts associated with the same person isn't automatically a red flag, it's something to be aware of. Two accounts often happen because someone forgot their password, or they forgot if they still had an account, or if they changed their email address. It also happens because people live in the same house and are sharing a computer. Two accounts which are significantly similar (generally looking for the same type of work) may be a problem of the person trying to keep two jobs with two different employers without each other knowing.

Two accounts with significantly different info (like, one is a webmaster and the other is a writer) is usually not a problem. Sometimes someone trying to get multiple jobs will use a "cousins" name/facebook account/photo to create a legitimate second account with a high ID proof score. You can usually identify if this is a problem when their skill sets or job descriptions are very similar.

Look at the other account associated with this one. Look for irregularities between them (like the same facebook profile used on both accounts).

Employment History

Email patterns are indicative of looking for a job. If someone is always sending emails, they're always looking for a job. Usually someone who is actively sending emails to employers will find a job within a month.

If you've already hired this person: If a worker is sending emails after you've already agreed to hire him then it's worth investigating. If they're sending emails while working for you, that means someone is looking for a job. If they're emailing someone else while working for you, then that may be an indication that the person is not invested in your business.

Workers who send emails every month are continually looking for work. Often this means they're working more than one job or they're commonly doing contract work. In and of itself it's not bad. But it could be indicative of a bigger problem.

If everything is in order after you looked at their profile and done a background check on them, it's now time to move on to the next stage!

Stage 2: Send Them Content to Study

This allows you to test:
- How well they grasp concepts
- Their English
- How fast they can take action

As a guide, there are three phases in this stage:

Initial Round: General Concept/Goal of your Business
- Provide content regarding why your business does what it does.

This will let them empathize and understand your business on a deeper level which will lead to a higher level of performance.

Second Round: Educational/Training Videos
- Provide content regarding your daily tasks/concepts on how your business works.

This will give them more insight on how and what aspect of your business they can be of the most help.

Third Round: Promotional Videos
- Provide content on what you're selling or what services you offer your customers.

This will give them a better understanding of what you do as a business.
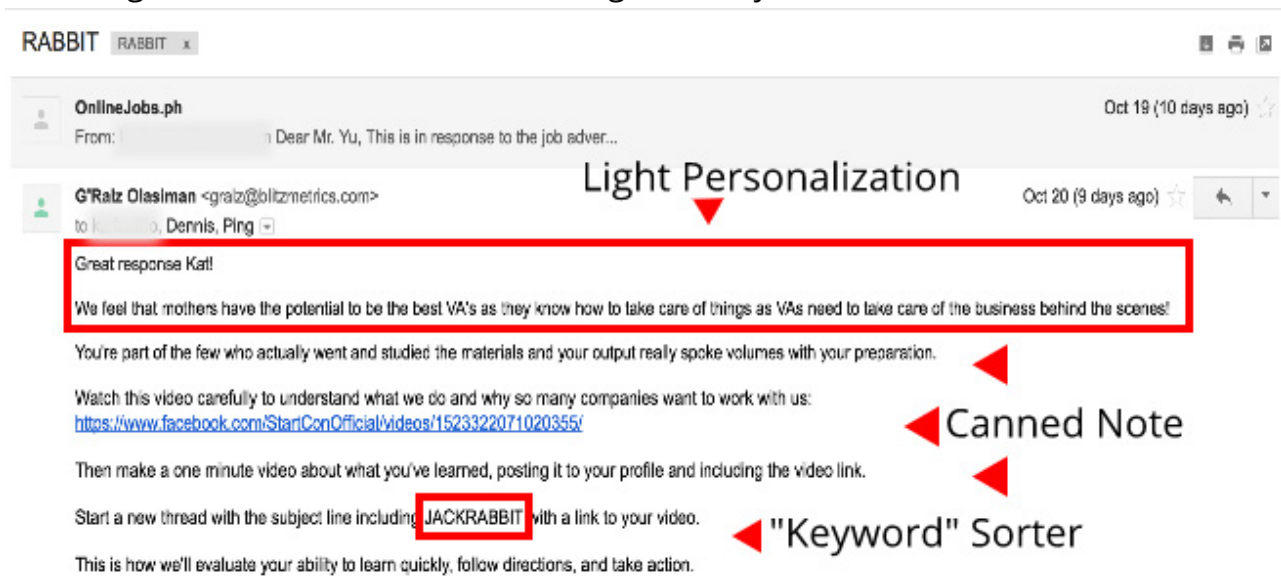
You can use "canned" notes for these different stages. It'll save you time and ensure that all candidates will have the same application process experience.

This is an example of a "canned" note for progression to the 2nd stage of an **Operations Specialist** application:

You'll see that the applicant has the "**RABBIT**" subject line indicating that she just submitted her response for the initial round.

A "**canned**" note comprises of three things:
- A "**personalized**" response to this portion gives the impression that you're totally engaged with the applicant and that you're connecting with them.
- The core note template this portion contains the actionable task/learning point you want them to do/learn for consideration for the next round.
- "**Keyword**" sorter for the next round keeps the linkage of rounds intact and lets you know at what stage particular applicants are.

Stage 3: Goals Sheet and Proposed Development Plan

Goals Sheet
- Shows their character.
- Shifts the focus from you to them.
- Gives you insight on their perceived skill level.
- Lets you see their short to long term goals.
- Lets you examine if you can help them achieve their goals .

- Happy employees are efficient employees.

Proposed development plan
- Lets you see their desired salary.
- Lets you see how they gauge their skills/expertise/knowledge.
- Lets you see how they want to grow in the company and if you can support them in their growth

Here is the Goals Sheet Template.
Here is the Goals Sheet Example.
Here is the Proposed Development Plan.

Stage 4: Create a One-Pager

This step organizes their information. It also acts as another test to see if they can follow instructions and how fast they can take action.
- Onlinejobs Resume, Goals Sheet, Proposed Development Plan

Stage 5: Interview via Video Chat in Zoom.

- Ask questions over the content you had them review
- Ask other intelligent questions that correlate with your niche
- Interview Template for Operations Specialist Applicants

Stage 6: Assign them a Simple Test Project

Use this to test their ability to execute with instructions. If they pass, they are **HIRED!**

Note: If they fail at any step of the way, they are DQ.

If it's a minor fail, you can give them another task to see if they can make up for the mistake.

Compensation And Work Alignment

We've raved about how virtual assistants are extremely efficient and at the same time provide you with a cost-effective option.

As with everything, virtual assistants aren't created equal. Some are fresh graduates while others might be in the business for a long time.

This is the great thing about finding a virtual assistant: you get to choose from a multitude of people with drastically varying experiences and skills, along with different potentials of growth. This is where you, as an employer, should choose what kind of virtual assistants you need. Do you want someone who's a greenhorn but has an extremely high ceiling or a veteran but has little to no room for growth.

Each has their own strengths and weaknesses. To help you decide what type of VA you're looking for, answer these questions:

1. What salary range are you willing to pay for your starting VA?
   A. $2 - $3.99
   B. $4 - $5.99
   C. $6 - $7.99 $8 - higher

2. Are you willing to train your VA?
   A. Yes
   B. No

3. Are your tasks specific or general?
   A. Specific
   B. General

Let's go through your answers!

For question 1:
$2 - $3.99:
Greenhorn - Little to no experience with high potential for growth.
$4 - $5.99:
Low Intermediate - 1 month to 1 year experience with room for growth.
$6 - $7.99:
High Intermediate - 1 year to 3 years experience with established skills.

$8 - Higher:
Expert - 3 years onwards experienced with established skills and has a track record in leading teams or systems

For question 2:
Yes - the best options for you are **Greenhorn** and **Low Intermediate**.
No - the best options for you are **High Intermediate** and **Expert**.

For question 3:
Specific - the best options for you are **High Intermediate** and **Expert**
General - the best options for you are **Greenhorn** and **Low Intermediate**.
In order to accurately qualify potential virtual assistants, you'll need to make a checklist of hard and soft tasks in your business which will serve as a basis for a raise and will give you an easier way of monitoring their growth and the value that they add.

This method gives your VA an incentive for working hard as learning new skills or tasks will lead to more job security while also giving you a better understanding of your VA's true worth.

In BlitzMetrics these are some, not all, of the "hard" and "soft tasks":

Hard Skills (tools-based) - for $1 an hour that you could develop and why they're valuable.
- **Infusionsoft:** to clone Campaign Builder funnels for our courses and operational processes for agency clients.
- **Facebook ads:** to execute personal branding packages and general remarketing sequences to drive list building and revenue.
- **Reporting tools** (Tableau, Google Data Studio, Excel, MySQL): to do detailed brand analysis and create relevant charts/ presentations.
- **Video editing tools** (HitFilm, Premier, Camtasia, FCP): to produce speaker reels, course summaries, promotional videos, and other assets fit for publishing and promoting.
- **Content editing tools** (Word, PowerPoint): to produce articles worth publishing on our contributor channels, reflecting pro-level expertise.

Soft skills (not tools-based) - built into the 6 phase VA career path for:

- **Team lead:** Mastery of #DDD and #CID on your own projects.
- **Manager:** Show our senior team that you understand how to also train, encourage, discipline, hire, and fire, based on our Operations Process.
- **Figurehead:** Through your own well-documented examples, develop detailed checklists for other VAs to follow, and have proof that hundreds of VAs have been

able to achieve the result from following your checklists in that skill area, with minimum support along the way.

Note: Let this serve only as a guide as each niche has different progression points in terms of hard and soft skills for virtual assistants.

Hiring VAs FAQ

What can a VA do for me?
A VA can be more than just an assistant. They could be a programmer, graphic designer, and so on. The Philippines has the full spectrum of skills that you might need. VAs allow you to work on your business instead of in your business

What can I expect from VAs from the Philippines?
Can you expect a VA to get good, full-time work done but also be an affordable investment? Absolutely!

What makes hiring from the Philippines different?
We've seen firsthand that our VAs are capable of doing great work from home where they are comfortable and, therefore, able to accomplish tasks more efficiently. They are no longer held back by commuting and dealing with the traffic problems which makes employees feel burned out even before they start working in the office. A significant number of college graduates, trained individuals, and overall, talented, hard-working Filipinos are underemployed or unemployed. By hiring Filipino VAs, we help with the country's unemployment problem and provide career opportunities that they would typically not have access to so they can grow professionally.

How do I delegate work to my VA?
We use checklists that VA's can learn and execute so we can concentrate more on growing our business.

What is the filtering process?
Our VA prospects go through a 6-Stage Qualifying Process. This includes a test project that they work on so we can measure their capability and communication skills. Through this process, we can see if they are a good fit for us and also see if we are a good fit for them.

The Six Phase Filtering Process

First Phase:
Receive response to Onlinejobs.ph post

Second Phase:
Reply with click "Hey [INSERT NAME]"

Watch this video carefully to understand what we do and why so many companies want to work with us:

[(1:03:54) Let's Talk Growth - Dennis Yu](#)

Then make a one-minute video about what you've learned, posting it to your profile and including the video link.

Start a new thread with the subject line including **JACKRABBIT** with a link to your video.

This is how we'll evaluate your ability to learn quickly, follow directions, and take action. What we care more about is not where you currently are, but your daily, regular progress.

In most companies, pay is contentious because favoritism and an inability to measure individual value creates politics.

Most companies also have a fixed structure that doesn't allow people to keep progressing and get direct help with their goals.

In fact, the advancement of one person comes at the expense of others, since most companies have limited "spots".

There is no zero-sum in our company.

If you can demonstrate competency through repeated execution, then you deserve advancement and company-wide praise for it.

The time span for each level is not a union model, where you get automatic advancement after X amount of time.

This creates the right incentive system.

What we'd like to see is that some senior VAs grow to be able to run a team that executes packages-- to then have P&L responsibility that comes at Level 6+ in the US-based specialist system.

In short, isn't it better to come in a bit on the "low side" and be quickly promoted, than to come in slightly high and have scrutiny?

And to know that you read it and watched the accompanying video, kindly like, share, and comment on the article. Thank you!"

Third Phase:
After they respond to your first email, reply with "Hey [INSERT NAME],"

Now go deeper and watch this TWO HOUR internal strategy: Show us you understand the nuances here and tell us what you think-- disagreement, personal application to you, and so forth. Not promotion-- education.

Share your response in whatever format you think showcases your strengths and understanding best-- to reveal interesting, non-obvious points.

[(1:55:55)Phoenix Day 3 RAW Triangles: Specialist: Finance](#)

And then send a note to me with this, recapping your understanding of the job post and why we have such a process to prevent failure, while encouraging iteration. Use **JACKALOPE** in the subject line, which puts you in the final stage of candidates."

Fourth Phase:
After they respond to your second email, if they're still interested and seem to be a good fit, reply with **"The last phase"**

It's a ***two step process:***

First I will interview you and if you pass, you'll be interviewed one on one by Dennis himself. But before all that, we'd like you to make your own goals sheet and professional development plan.

Refer to this regarding your development plan:

[(1:23) VA Development Plan 10 16 2017](#)
Linked are the templates for both the goals sheet and a proposed [development plan](#).

Here are some of the hard skills (tools-based) for $1 an hour that you could develop and why they're valuable:

- Infusionsoft: to clone Campaign Builder funnels for our courses and operational processes for agency clients.
- Facebook ads: to execute personal branding packages and general remarketing sequences to drive list building and revenue.
- Reporting tools (Tableau, Google Data Studio, Excel, MySQL): to do detailed brand analysis and create relevant charts/ presentations.
- Various video editing tools (HitFilm, Premier, Camtasia, FCP): to produce speaker reels, course summaries, promotional videos, and other assets fit for publishing and promoting.
- Various content editing tools (Word, PowerPoint): to produce articles worth publishing on our contributor channels, reflecting pro-level expertise.

and so forth....

And there are soft skills (not tools-based) that are built into the 6 phase VA career path for:

- **Being a team lead:** once you master #DDD and #CID on your own projects.

- **Being a manager:** to show our Senior Team that you understand how to also train, encourage, discipline, hire, and fire, based on our Operations Process.

- **Figurehead:** Through your own well-documented examples, develop detailed checklists for other VAs to follow, and have proof that hundreds of VAs have been able to achieve the result from following your checklists in that skill area, with minimum support along the way.

5th phase- On-boarding process:

If an applicant has passed your screening, send a job offer email

Hi, {Name}!

{Personalized Note}

After discussing with the team, we decided that you are a great fit for {CompanyName}!

*We're excited to bring you on board as an **{JobTitle}** starting at {HourlyRate}.*

You will learn about our Level 1 Specialist Course. We will help you create a path to reach your Professional Goals with {CompanyName} and be available to help along with your team members, including me!

Your official start date will be {Date}.

If you would like to accept, please reply YES to "reply to all" in the next 3 days. If you have any questions please let us know. We are excited to have you on the team, I know you will do great!

You should on-board your new VA with all your assets including a new email, basecamp or project management account, business manager account, boomerang, timecamp or time tracking account, and give them any training courses you want them to take.

6th phase- Leveling Up:

You should want your VA to grow and continue to tune their skill set. You should also want to reward them for this because they will start to provide even more value to your business. As they are cared for and see their progression they will continue to do better work.

Hiring Process Flow Chart

STEP 1:
After they have completed the Qualification Task, have two interviews with the team lead, then if they pass, a final with the manager.

STEP 2:
Offer a position to them, or send them a declined email.
Offer position email
Decline Email

STEP 3:
If they accept, send them the online certificate for passing the Qualification Phase and becoming a Certified Specialist

STEP 4:
The team lead should send a company note out making sure they include the following:
Send to **all@yourcompany.com**
A. Lead's welcome note to his/her own words
B. New hire's Public Figure Page
C. New hire's Goals Sheet
D. New hire's Why Video

STEP 5:

Operations team should fully onboard them following our onboarding checklist

STEP 6:
Team lead must have a call with the new hire to go over Level 1 Specialist rules, their new specialists path to leveling up and reaching their goals and to answer any question they may have.

Applicants' Frequently Asked Questions

FAQ Website at https://blitzmetrics.com/jobs

Question: During the hiring interviews, what hardware should I use?
Answer: You may use a phone or a computer so long as the hardware has video capability.

Q: During the hiring interviews, should I turn on my camera?

A: You must have video on during interviews.

Q: When will the hiring interviews take place?
A: The interviewers will conduct the interviews when each of our schedules align. The interviewers will inform the applicant of all available dates prior to the interview.

Types Of Applicants

There are two types of applicants:

- **Individuals:** applicants who represent themselves and act as independent entities.

- **Syndicate:** a company or group of individuals that work together to increase their profits.

In general, you'll be dealing with individual people looking for job opportunities. We highly recommend dealing with applicants that fall under this category for three reasons:

Affordability

It's more affordable to work with individual virtual assistants as compared to syndicates. On average, the starting salary for a FIlipino VA will range from $250 - $500/month depending on their background and expertise, if any. For syndicates, they'll be demanding $500 - $750/month to start but the virtual assistant that they'll give you will only get $250/month which means $250 - $500/month will go to people who haven't even given you any value while the person that's been working for you has been getting only $250. Even if you doubled the pay of an individual VA from $250 to $500, it would still be cheaper than the $750 you'll have to pay a syndicate. Plus, giving your VA a raise will boost their morale as well as incentivize them to work even harder for you while for syndicates, even if you increase their salary, a portion of that raise will go to the syndicate itself.

Personalization

Some syndicates try to maximize their profits by intertwining their clients, you and a bunch of other small to mid-sized companies, and divide teams into specific systems i.e. Infusionsoft, Wordpress, LMS, Digital Marketing. This will churn out faster iterations and will give you a feeling of increased value.

The problem with this set-up is that it's prone to churn out similar or identical output for the multiple clients they have. You want to be UNIQUE and STAND OUT from the crowd right? You don't want to blend in!

It might take a longer turn-around time for one VA to churn out iterations on Infusionsoft, Wordpress, or on FB marketing but at least you're sure that your guy/girl understands what your goals are and the intricacies of your business which will allow them
to produce content which is as close to your vision as possible. Tying in with number 1, you can expand your team if you feel like one VA can't handle the workload alone anymore. Three VA's who're fully-dedicated to you is way better than one VA from a syndicate at the same price.

Relationships

We are people and "no man is an island". We invest in relationships and people that we talk to on a daily basis. The same thing goes when hiring virtual assistants. You'll be building relationships with your team as you'll be working with them closely in the hopes of expanding and exploding your business. You build relationships with individuals and not syndicates. You might be building a relationship with the VA assigned to you by the syndicate but it won't be the same as having a VA who's 100% focused on your business and 100% giving you value for every dollar you give them. This will lead to a better relationship.

In our hiring process, we recommend that you conduct a Skype interview for this purpose: to see if you're comfortable with communicating with them as you'll be doing that extensively in the future if you choose to hire them. John Jonas shared his experience with hiring a syndicate as compared to hiring an individual applicant.

Also be aware of syndicates "acting" as individual applicants. This is where a thorough background check is needed as you'll be able to see the number of job posts applicants have applied for and other indicators of fake accounts.

Virtual Assistant Career Path (6 Levels)

Add one or two sentences regarding their application and the video they submitted when recommending an applicant (Nothing more and nothing less).

When VAs apply, let's not only have them use the special animal keyword, but also mention the phase and job they're applying for when we are communicating about them.

VA Pay Scale

L2: Pay - $4/hour Client Level
- 20 Personal Branding Accounts and 4 Small Business Tasks
- Ad Budgets, Audience Creation, Basic Level Client Ad Tweakin

L3: Pay - $6/hour Client Level
- 12 Personal Branding Accounts, 4 Small Business and 2 Large Business Tasks.
- Loading and Duplicating Campaigns, Ads and Ad-Sets, All L2 Work.

L4: Pay - $8/hour Client Level
- 8 Small Business, 4 Large Business and 2 Enterprise Tasks.
- Coordinating with content VA's, Overseeing L2 and L3 VA's, All L2 & L3 Work.

If you REALLY like a new candidate, you can hire them at up to $6/hour to start so that we can bring in higher quality talent.

But their first month is still provisional, so if they don't perform at that level, they either must revert to the appropriate level or leave.

After all, we must be fair to everyone else who has leveled up.

These are the evaluation questions for the group interview, for those who have passed through the initial stages:

- We show up 5 minutes before to see who is early, on time, and late. 3 points if more than 3 minutes early. If late, even if only a few seconds, minus 5 points.
- How is their appearance for an interview-- not a t-shirt, not on a mobile phone, clearly. 3 is great and 0 is terrible.
- What questions do you have for us before we begin? (of course, we've already begun-- 3 is thoughtful questions and 0 is terrible.
- From what you've learned so far, what is the hardest part of this role? 3 are thoughtful questions and 0 is terrible.
- How do you deal with an unhappy client? (group discussion). Up to 5 points based on quality of answer, with zero by default.
- What does a perfect day look like for you? We're looking for people who are active, helping others, learning-- not vacationing and spending money. Up to 5 points.
- Discuss how community managers grow into managers-- what makes a good manager? Up to 3 points.
- Long-term, strategic fit. 0 to 5 points, with 5 being incredible.

Interviewers:
- Add up scores for each candidate.
- Score as "Hell yes!", "maybe", and "no".
- "Maybe" means no.

What VAs Do I Need?

I posted two jobs for hiring 3 VAs and got 285 applications in the last 24 hours.

Want to know the super-effective process for how we quickly and accurately narrowed the list down to just 15 and then down to the final group?

In short, we put a ton of detail in our postings, especially with article links and a codeword for them to use in the subject line of their initial response.

RABBIT is the one for our VA and **SQUIRREL** is for the designer.

Gmail sorts by threads and by subject lines, so they automatically group responses.

50% get knocked out instantly, but sometimes I'll make exception (see canned note #1).

Of the initial cut, we look to see if they have personalized their response.

Another 50% of that gets knocked out. Of the most promising remainder, we look at:

- Did they include a one minute video?
- How good is their English?
- How strong is their portfolio and profile?
- Do they have a cheerful, positive personality?

Maybe means no-- so if not HECK YES, then NO, since there are so many amazing ones.

Then we provide one sentence of personalization, not just to show we care, but to ask them follow-up clarification questions. And then we paste in canned note #2, for more content to consume and another video to make.

Of the 5% that pass this filter (which is still 15 people out of 300), we are reasonably certain they would be great employees.

However, we want our internal people to screen them and pick 3-4 of the remainder to hire.

Of course, we don't have to hire 3-4 people-- we could do more or less based on the pool and our needs. Our needs have been growing for this type of support.

But generally, we should be able to get:

Designers-- to help out on guides, infographics, client proposals, skinned documents, personalized dollar bills, website tweaks, video effects, and technical stuff.

General VAs-- to help with basic operational tasks: creating basecamp projects, assembling documents, transcribing videos, editing content, Excel work, and project management. When we get strong, full-time folks that want to do this as a career, we don't get the flakiness that we have designed for in the specialist program, since these internal folks must be stable and here for the long-run.

They're also paid less-- most are making $4-6/hour, which is good money, even for a college grad in the Philippines.

We're basically doubling this, since we want the best-- folks who don't need micro-managing and can cover multiple positions.

[(0:42)CoachYu James Campoli How to Start from the Bottom and be a Successful Digital Marketer](#)

VA Onboarding

Once you've made a BlitzMetrics email address for the new hire and given that email address to BaseCamp, YouTube, Facebook Business Manager, TimeCamp and Google Drive; the next step is to send them materials on how to navigate and use each tool.

If you've hired a virtual assistant adhering to the phases we taught you, the next step is to onboard them. Other companies would need a lengthy time of coaching/spoon feeding to help their new hires catch up but because our hirees have gone through a vigorous process, we're sure that they're hungry
and can work immediately with just simple instructions and links to valuable assets. Here's the list of links and simple instructions we give our newly hired VAs.

1. Basecamp
A. [(3:32) How To Create a Basecamp 3 Project](#)
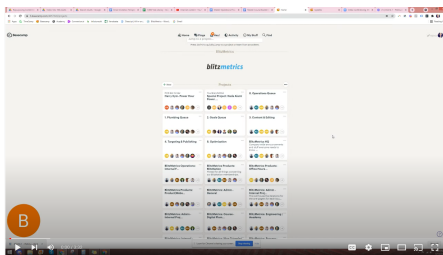
B. [(27:08) Introduction to Basecamp](#)
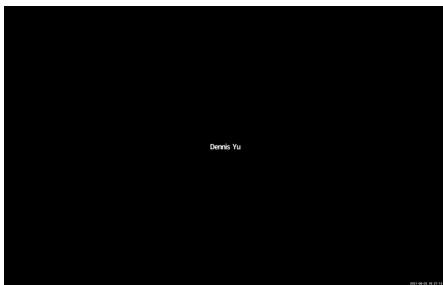
C. [(4:02) How To Create a Basecamp Message](#)
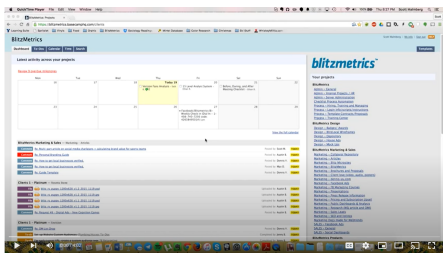
D. [(2:08) Notification Settings in Basecamp](#)
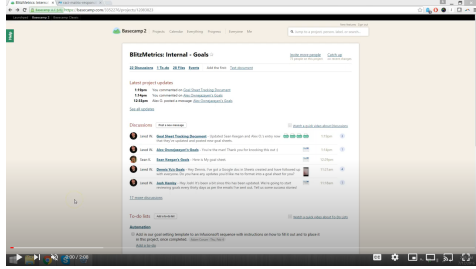
E. [(0:49) How to Login to Basecamp](#)

2. Youtube

A. [(1:30) How to Navigate Our Youtube Channel](#)
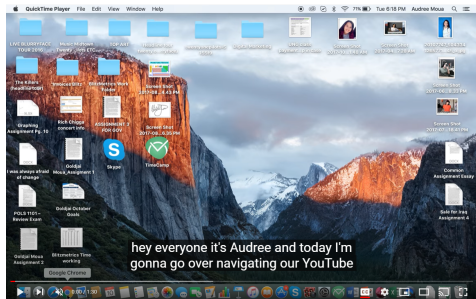
B. [How to Upload Videos](#)

3. TimeCamp

A. [(5:27) How To Record Time In TimeCamp.](#)
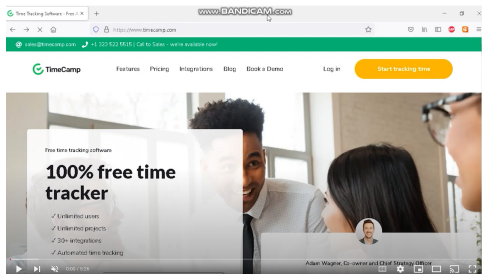
B. [(4:05) How To Add A New Time Entry In TimeCamp.](#)

C. [(3:42) How To Fix TimeCamp Entries By Adding The Correct Basecamp User](#)

D. [(2:39) How To Choose TimeCamp Entry For Course Updates.](#)

Important Excel Articles/Videos for Starting Members

A. Articles:
http://www.influencive.com/must-hope-best-prepare-worst/
https://blitzmetrics.com/dont-make-chase/
https://blitzmetrics.com/the-hidden-but-most-obvious-reason-yourcampaigns-are-failing/
https://www.dennis-yu.com/the-hidden-reason-why-you-are-failing/

B. Videos:

[(3:37) When to Use Email vs Instant Messaging](#)

4. Plumbing:
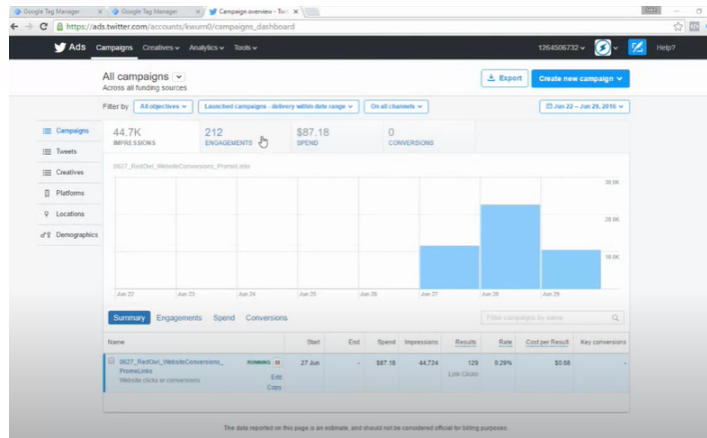
[(5:16) How to do Basic Plumbing](#)
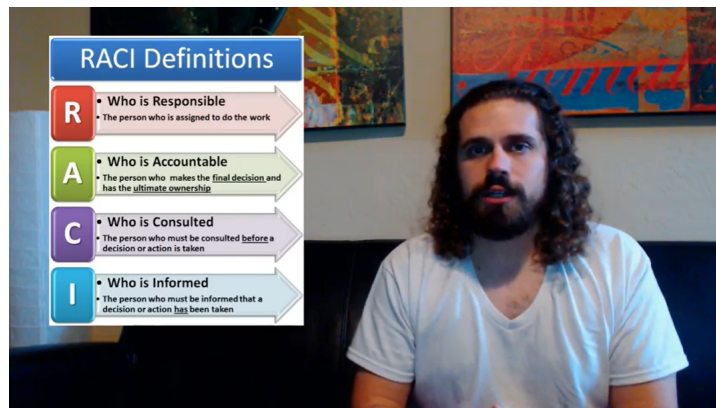
[(6:04) #CID - RACI with Example](#)

Tasks And Responsibilities

1. Operations

What You Do: Operations play a critical part in any business since it handles the successful delivery of products and services. Part of what we do is to make sure that we are able to deliver the services to our clients - this includes responding to client inquiries, providing support on client projects, and light project management in course and guide production. We work and support our onshore team to make sure that our clients get the best service or product that we can offer.

How Others can Become a Figurehead: One can be a figurehead by making sure that the principles of DDD, CID, and LDT are nailed down. As a figurehead, you are a role model that others in the team can follow and reliably lean on.

2. Design:

What You Do: I am currently a VA level 3 specialist and team lead of the design team. As a team lead my main responsibility is for the creative execution of cross-categorical projects and overseeing the quality and visual integrity standards of CoachYu. Our design team can also be called "the visual storytellers" because we bring data to life through graphics and data visualization, as well as designing key elements for presentations and express/premium guides and packages.

How Others can Become a Figurehead: Aside from mastering all the nine triangles of CoachYu. To be a good leader you also have to be a good servant. I am fortunate to be in a servant-leader culture inculcated by Dennis. If you are a servant-leader, you can learn a great deal of humility, integrity and insight which creates an atmosphere that motivates followers to become the best versions of themselves.

3. Video Editing:

What You Do: Video Editing is one of the crucial roles in the team as we encourage our clients to make one-minute videos for a dollar-a-day. As a video editor, my main responsibility is to make sure that our videos are edited based on the standard that the company holds, may it be promo videos, one-minute videos, speaker reels, tutorials and teasers. Imagination, creativity and attention to details are essential skills that a video editor must have in order to generate the best possible video output. From placing video hooks to placing lower-thirds to proper color grading to sequencing the clips to mixing in

the perfect music bed to enhancing the vocal narration to placing catchy titles, these are some of the main things needed to be considered in the editing process.

How Others can Become a Figurehead: You must be willing to learn and improve continuously. Learn the basics of the nine triangles and improve through constant application of those concepts. Never cease to learn from others and accept opinions constructively. Skills are vital but Attitude is more important.

How To Manage Public Figure Pages

HOW TO MANAGE PUBLIC FIGURE PAGES

☐ **Inbox Management** (2min)
- Light touches to keep "nurturing" the relationship

☐ **Shares** (2min)
- Go to Notifications
- Go to Shares on the Left Side Options List
- Comment and Like on the Shared Post "Thanks for sharing" or anything parallel to that.

☐ **Comments** (2min)
Read/Watch the Post
- Like/Love positive comments
- Reply to positive comments with a "thank you"
- Hide negative comments
- Block user that makes persistent negative comments

☐ **Likes/Reactions** (2min)
- Click on the number of likes
- Click "Invite to Like" for users who've engaged but haven't liked the page yet
  Note: Facebook has a limit of 500 invites per day or you'll get blocked.

☐ **Reporting in Basecamp** (2min)
- Public figures Basecamp thread.
- What you did.
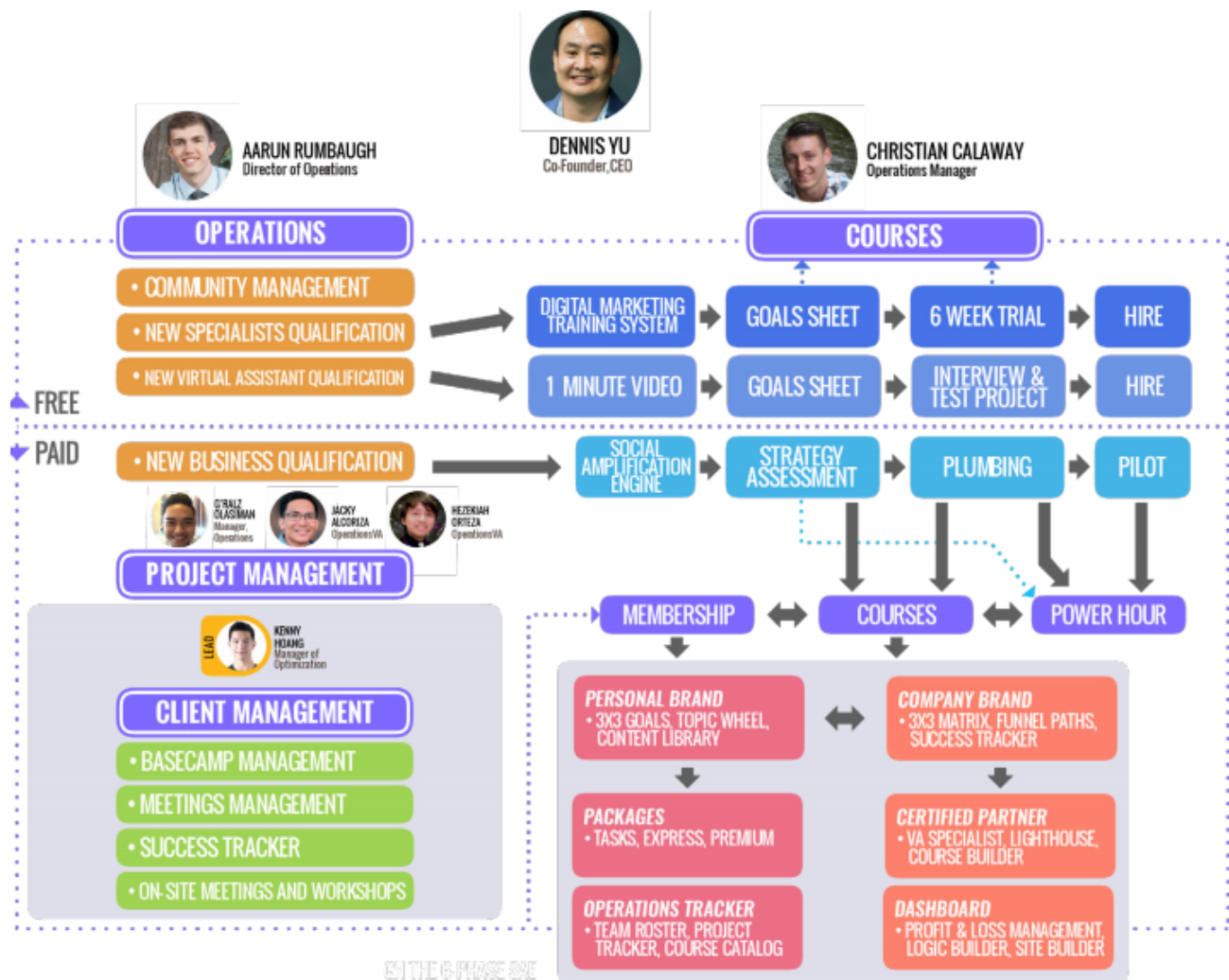- How long it took you?
- Date?

☐ **Update Content Library** (2min)

Training
- Tutorial video
- List of personal brands
- Influence Generator
- Thank You Machine

Operations Diagram

Special Gift for Dennis from the VAs

This is what happens when you treat people right. Dennis Yu is one of the best at it! Dennis recently had a birthday and his awesome VA's made this special gift just for him.

[(6:47) Special Gift for Dennis Video](#)

Workshop One-page Verification

Your Brand
- Public figure page created
- Company Facebook page
- WHY video made
- 3x3 grid complete
- Website ready
- Plumbing setup
- Remarketing pixels working
- Website Custom Audiences setup
- Dollar a day boosts ready

People Management

[How To Manage VAs with John Jonas of Onlinejobs.ph (1:18:32)](#)

Business owners and Profit & Loss (P&L) owners must consider that there are 3 levels of understanding:

- The **factory worker** who does just their role in the process (put the front left tire on the Ford Explorer) and doesn't need to understand much beyond it, except to make them feel part of a larger mission. These are the Level 1-3 team members.
- The **manager** who understands how to do a few factory roles, overseeing a section of the factory--- in this case, being in charge of a function, product, or team, but not having strategy level skill. These are the Level 4-6 team members.
- the **architect** who understands the whole picture and can orchestrate operations, software, branding, financial planning, and deal-making. These are the Level 7-9 team members.

If we attempt to teach a factory worker management or strategy, they will be confused. If we attempt to teach a manager the larger picture, they will become overwhelmed.

To be successful in this ecosystem, requires that people move up through the levels-- especially a P&L owner (entrepreneur). Skipping levels leads to problems. Same for attempting to teach ahead of learning and doing first. We need more practitioners who are willing to Learn, Do, and Teach **#LDT** from experience-- which is to document what they're doing along the way.

There is also a risk that only a handful of people, being in the right level, do the bulk of the work. Imagine if you have folks to focus on their appropriate level, you would get 100X of power easily, which drives sales and business. You want to avoid having a large team while having them do little work. Same for the meager level of communication-- which is

just a few messages a day, often punctuated by days of silence for your VAs. If you had just a few solid, productive VAs, we'd do more than a bunch of folks who eat up our time in chasing and explaining-- a double whammy.

The key is simply getting a few managers who can do daily check-ins, ensure each VA is feeling good, ensure we have frequent/lightweight touches with clients, and other standard operational processes that all companies have and can expect their people to follow.

You'll not need to understand everything in order to take action (which creates paralysis)-- but that also doesn't mean we can skip steps in the leveling system. The good news is that there's no need for the VAs to prioritize when your team members are at the appropriate levels since the level of effort to chase is a multiple of what it takes to actually do any particular task.

So instead of worrying about prioritization for VAs (which is shifting uneaten veggies on the plate), let's make sure they follow Level 1: Do, Delegate Delete **#DDD** which is reliably responding and executing, instead of ignoring, pusing off to later, or requiring our intervention at every step.

The lack of execution creates build-up and more work for managers and owners to then have to micromanage. The mistake you want to avoid here is turning owners into VAs that have to micromanage communication at each step of a task-- to explain why reliability is so important.
When things build up, we lose track, forget what happened months ago, need to prioritize, lose moral, lose clients, or lose business.

When not much working is getting done (and no communication asking for help), work stacks up-- creating a false "too busy" or prioritization issue. Hence, people quality and management (not babysitting) is so key. Study these 3 classic articles to see how to overcome a problem that all other companies have already solved:
- [Don't make me chase you](#)
- [The hidden reason why you are failing](#)
- [The hidden, but most obvious reason your campaigns are failing](#)

If people don't understand or are not willing to adhere to Level 1: Do, Delegate, Delete **#DDD**, they can't proceed to Level 2: Communicate, Iterate, Delegate **#CID**-- team work. And if they don't understand or want to apply Level 2 principles, no way they can move to Level 3 **#MAA**-- optimization, etc... A few high quality people will get more done than an army of low and medium quality people.

Responsibilities Of A Team Lead

1. Verify if your team members are abiding by the guidelines that we wrote in the [Level 1 Specialist Course](#), [Level 1 VA Course](#), and [TimeCamp Guide](#).
2. Check if your team members' work hours match their target hours in the Team Roster and make sure that you notice when they don't match.
3. Consult your team members' if they have too much or too little on their plate. You can go back to their To-Do list and view at a glance if they're able to cope with their workload. If they're asking for more tasks and you don't have any to give them, escalate to your other Team Leads, then to the Chief Executive Officer.
4. Hire more team members for your team if you believe that your team is not able to complete tasks you assigned to them in a timely manner or if the task backlog is too large.
5. Conduct daily team calls and fill in the Daily Team Call sheet.
6. Assess the quality and adherence of team member's tasks.
7. Always inspect invoices before paying, especially final invoices.

    Sometimes people who quit or are fired will submit high hours for limited work, perhaps because they need the money or believe they have nothing to lose by doing this. If we see people who bill full-time but don't reply to messages, we know there is a disconnect here in their stated output. Ideally, we catch this way before it gets to this point, so we correct the productivity issues before it results in their leaving.

8. Sending an announcement of someone's promotion to all@blitzmetrics.com. Include these as parts of your email:
    1. Sample Title: "Congratulations to [Name] for leveling up to [level]".
    2. Name of person who leveled up.
    3. Congratulatory message.
    4. New Level.
    5. Summary of his or her best work.
    6. What he or she has done that you think is impressive.
    7. 1-2 sentences containing your advice on how the newly promoted person can advance to the next level.
9. Help manage your team's To-dos and tasks.
    1. Decide whether or not a task that a Team Member assigned to oneself, is genuinely completed. If it is, check the To-Do.

2. Grant permission to postpone the due date of a To-Do if the Team Member assigned has provided an adequate set of reasons.

3. Check your team members' To-Do's on Basecamp either by going straight to the project and sifting through the To-Do entries or by clicking on your team member's portrait then selecting "See what's on their plate". You don't need to follow up for lower priority tasks as long as they have higher priority and more urgent tasks.

Shifts

We require our team members to work during a "shift". We shouldn't allow people to work only when they feel like it, since this leads to unintentional and intentional abuse. We should allow people the flexibility to set and adjust their schedule only if they have earned it. Hence, the "Don't make me chase you" article for people who make excuses after the fact, instead of letting us know in advance before they disappear.

While the American Account Managers and team members must culturally be in tune with clients, and operate in the same time zones as clients, overseas VAs don't have to work American time zones for their shift. We do require that our VA's work shifts, of course--and even John Jonas recommends in his book "The Outsourcing Lever" to have several hours of overlapping time between American and VA schedules for coordination.

If you had a support question from your favorite company, how long would you expect to wait to get a response before you became irritated? Most companies respond within a few minutes. As you set ground rules of when to work and what shifts to take, what you will notice is that the quality of your people will start to increase, so that you will finally get the people who can actually understand the 9 Triangles, as easy as they may initially appear-- to be reliable and competent.

If people aren't logging time or are disappearing, but are still expecting to be paid for not putting in an honest day's work, then we can assume they are on unpaid leave. And following the steps in our guide, we will de-board them after a certain point.

We make sure everyone who joins the team is well-aware of these rules, in case ethically, they don't see an issue with not showing up to work or not letting us know in advance if they have a legitimate reason to ditch projects and clients. This is especially true of our managers, since if people see us slacking, they know they can, too.

Scaling a team or agency depends upon rock-solid communication, That's why Level 1 team members have to master Do, Delegate, Delete **#DDD** and also Communicate, Iterate, Delegate **#CID** in order to level up to get to level 2.

How To Fill In The Start Of Day (SOD) Sheet

We fill in a Start Of Day sheet in order to track attendance and punctuality. We also inform the team members who are lacking in these areas in order to hold them accountable.

1. Go to Team Roster and find the SOD Submissions tab.
   - If you are not part of the Coach Yu team, you can create your own Start Of Day sheet by duplicating the Start Of Day Template.

Name	10-bday SOD Submission %	10-bday SOD Punctuality	Schedule	Fri, Jan 14,	Thu, Jan 13,	Wed, Jan 12,	Tue, Jan 11,	Mon, Jan 10,
John (Sample)			9 AM to 5 PM PST	0:04:00	0:06:00	0:04:00	0:06:00	0:04:00
Maria (Sample)			9 AM to 5 PM PST	0:06:00	0:04:00	0:06:00	0:04:00	0:09:00
Jane (Sample)			1 PM to 9 PM PST	0:04:00	0:06:00	0:04:00 X		X
Hector (Sample)			8 AM to 4 PM PST	0:04:00	0:04:00	0:04:00	0:00:00	J

2. Monitor your team members' messages to Skype Name "live:access_268". Check the exact time that they logged in for their shift by seeing the time they have messaged BlitzMetrics Access.
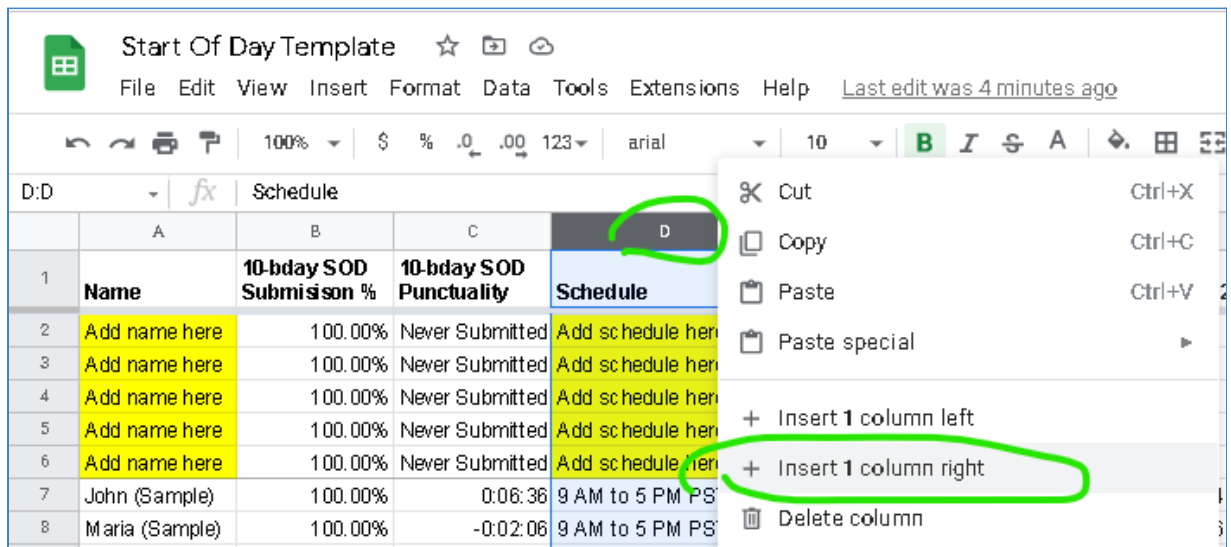   - If you are not part of the Coach Yu team, you can use any direct messaging software in order to receive messages from your Virtual Assistants or your other team members.
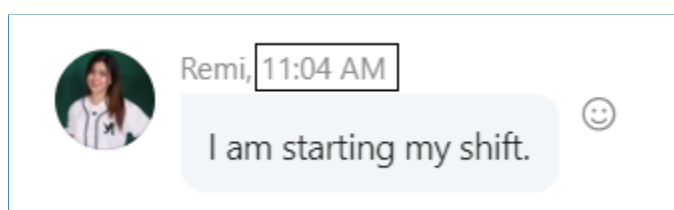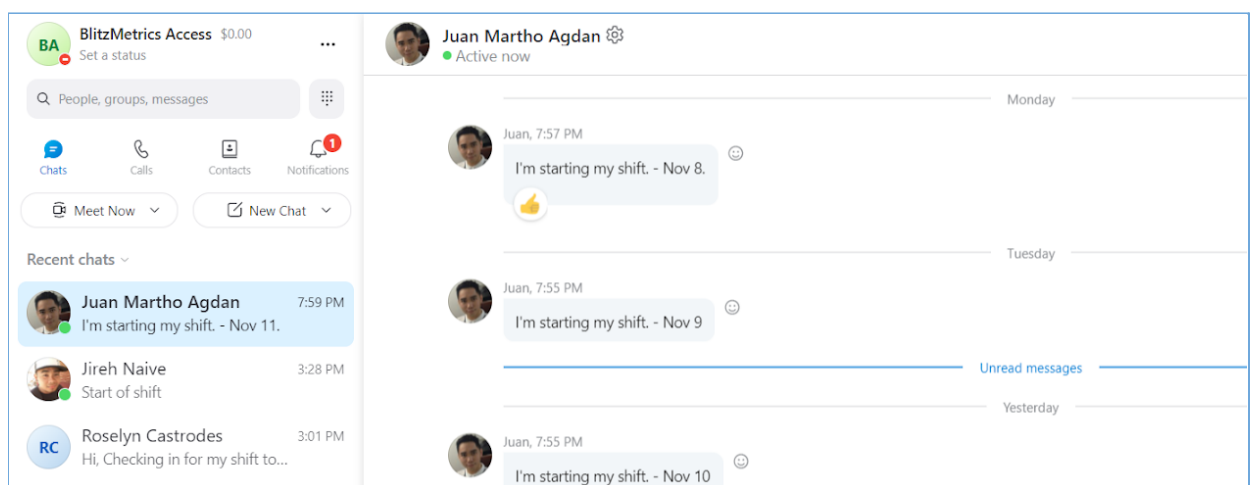
3. Insert a new column to the right of the **Schedule** column and write down the day in the first row of the new column.

      3.1. Right-click **D**.

      3.2. Click **Insert 1 column right**.

      3.3 In cell **E1**, write the current day.

4. Write down the difference between scheduled start time and actual time.

- Scheduled Start time = when a team member is supposed to start working.
- Actual time = when they send the Skype message.

      For team members that are earlier than 10 minutes before their shift, write only 10 minutes in the sheet. E.g. if someone is 30 minutes early, write 10 minutes in the sheet since we don't want to reward team members for working whenever they want.

For team members that are on a leave of absence, write "J".
For team members that are absent without leave, write "X"

- If a team member's shift starts at 8:00 PM, and the team member sends the message at 8:00 PM, then write 0:00.
- If a team member's shift starts at 8:00 PM, and the team member sends the message at 8:01 PM, then write -0:01.
- If a team member's shift starts at 8:00 PM, and the team member sends the message at 7:59 PM, then write 0:01.

5. Inform team members who are absent without leave that they should be messaging the designated direct messaging account.
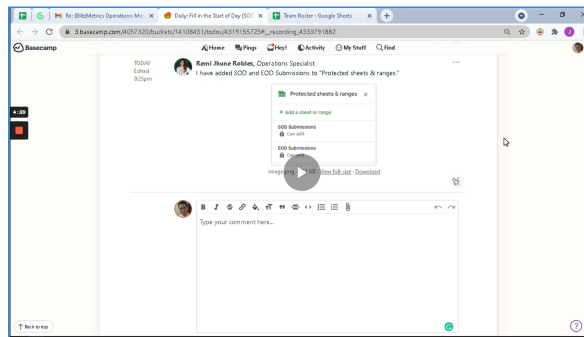
[How To Inform Team Members On Start Of Day Discrepancies (3:03)](#)

Send a Basecamp message or Email the team member first. If they are not replying or making any adjustments, send them a direct message. If that fails, call them.

When there is a demonstration of a misunderstanding of what to do, point the team member to the Level 1 Virtual Assistant Guide or Level 1 Specialist Guide.

End Of Day Reports

Creating End of Day Reports is one of the responsibilities of a team member. Team Members must start creatie End of Day Reports from one's starting date and beyond. A team member can set an alarm at the end of the day, create a daily to-do list, or post a memo near one's desk to make sure one always keeps them in mind. We post these messages on Basecamp.

A team member answers the following questions with the team member's top 5 most significant tasks once per day at the end of one'sworkday. Top 5 means the most important items. So if you're listing 5 random things, instead of the top ones, the team will not understand the value of the team member's day.

1. What I did.
2. What I have to do.
3. What you need from others (Optional)

A team member must give specifics in one's answers to help the team differentiate from answers in previous days. For example, if a team member uploaded 15 more episodes of a series of videos or let in 3 customers. This is to ensure that the End of Day Report will be a meaningful exercise instead of pasting in the same functional line items each day-- not useful to the team.

What a team member should not write in an EOD report

1. Managing your emails.
2. Inbox Zero.
3. Answering EOD report
4. Answering SOD report.
5. Most recurring tasks.

End of Day reports are what you can use as the **Metrics** or **Analysis** of why you're doing what you're doing since you can cross-reference it with your team member's actual output and the team member *can communicate what one needs* at the end. In our experience, 99% of our EODs have "Nothing right now!" in the *What You Need From Us* section yet our average output of tasks is fewer than 15 per day whereas our goal is 30 tasks per day per VA. Thus, this is a management problem, because the managers do not *understand (*Analysis) that the task volume is too low, that the VA should speak up more (in fact it's their responsibility), and that then a manager can intervene on the EODs to help them.

Some businesses conduct 30-minute coaching sessions about tasks and topics that the *coach* hasn't done or is not knowledgeable about, which will only burn more time and get further from core training. One-on-one coaching is the classic mistake made by all managers. It's an incredible investment that almost always ends up having a negative return on investment ROI in comparison to group/process/systematic training.

If there is something a VA cannot complete, then you can create additional training because the manager can clearly identify the problem, analyze why it's happening, and propose an action plan to solve it. Get explicit and written feedback from the Specialists so that we can clearly identify problems and change them systematically. However, without the feedback from the Specialists, the manager has no ammo to bring a problem up to the architect to solve at the root with training or process. We must also understand that "Management" doesn't mean higher frequency in communication or coaching - but rather guiding goal-driven outcomes - where all parties know the goal.

Examples

Juan Martho Agdan, Process Development Manager
(1) What are the top 5 things you did today?

1. Level 1 Specialist Course Google Document Version.
2. P1. Update the Level 1 VA Course
3. Create QUICK GUIDE for FDD course (Continuation)
4. LVL4 Course Creation SEO 101 MINI-Course
5. Daily: Fill in the Start of Day (SOD) sheet

(2)What are the top 5 things you'll do on your next shift

1. Watch https://academy.blitzmetrics.com/courses/office-hours-how-to-create-documents-at-scale/, THEN reply to "Fwd: (BlitzMetrics Design: Design - Depository) Skin up templates we can use for our stuff (Covers images for webinars, events, promos, and inter..."
2. Vendasta Agency Management Presentation (continuation-1)
3. High P: Add a "Buy This Course for $7" button in all office hours MICRO Courses//delegate this
4. Figure out if adding an order form at 0.00 will work for free courses.
5. High P: Add a buy this course button for all courses except for the MICRO Courses.

Anderson Lou Depositario, VA- Video Editor 1
December 8

What I did
- Re: P1 Edit: Our focus has been on the creation (SAE) - Special Projects: Dennis Yu
- P1 Edit: The best way to learn is to learn how to learn - Special Projects: Dennis Yu for Jan Koch
- P1 Edit: A lot of you are not doing video - Special Projects: Dennis Yu for Jan Koch
- Update VEQS
- Self Study about landing pages and how to edit pages.

What I need to do
- Re: Video Edit | 7. [STORY] Migraines and Nose Bleeds - Clients 5 - Content Machine: Dr. Vivek Soham
- Re: Video Edit | 4. [STORY] Who Looks After The Moms - Clients 5 - Content Machine: Dr. Vivek Soham
- Re: Build 3 landing pages - BlitzMetrics Operations: Internal Functions
- Wait for Social Media Access to cross post the videos

Hezekiah Orteza, Technical Specialist

Eod for Dec 10 and 13

What I did:

1. Iterate on BC Task P0 Edit: How to become a professional public speaker- Tips they don't tell you
2. Iterate on BC Task High P: Create a web page for blitzmetrics.com/video
3. Gave admin access to support@businesstechninjas.com in our blitzmetrics.com site
4. Review and iterate on the BC thread: blitzmetrics.com/partner

What I'm going to do:
1. Task Prioritization
2. Email Management
3. Re-watch training: How I Get Through 1,000 Emails Per Day (outside working hours)

Teresa Miren Aprecio

12/8 and 9

-Managed Emails (Ops/Stephanie)
  - granted access to courses
  - cancelled subscriptions/welcomed new members
 -answered queries
-VA hours update

What I need to do
- manage emails (Ops/Stephanie)
- invoice rev share partners
- socks
-caption snippets
-catch up on backlogged tasks

How To Fill In The End Of Day (EOD) Sheet

1. Wait until 5 PM, Philippine timezone.
2. Go to the Team Roster and find the EOD Submissions tab.
   - If you are not part of the Coach Yu team, you can create your own End Of Day sheet by duplicating the End Of Day Template.

Name	10-bday EOD Submission %	Fri, Jan 14,	Thu, Jan 13,	Wed, Jan 12,
Add name here		☐	☐	☐
Add name here		☐	☐	☐
Add name here		☐	☐	☐
Add name here		☐	☐	☐
Add name here		☐	☐	☐
John (Sample)	100.00%	☑	☑	☑
Maria (Sample)	90.00%	X	☑	☑
Jane (Sample)	100.00%	J	☑	☑
Hector (Sample)	90.00%	X	J	☑

3. Go to Basecamp's End Of Day Reports Automatic Check-in(Link is available to only Coach Yu Team Members) to check team members' submissions.
   - IF a team member has submitted an EOD update for the previous business day, THEN check the checkbox that corresponds to their name.
   - IF a team member has not submitted an EOD update for the previous business day, THEN write an "x" on the cell that corresponds to their name.
   - IF a team member has not submitted an EOD update for the previous business day AND has communicated beforehand that they are unavailable to perform tasks on that day, THEN request them to forward you the email that they have used to communicate and the subject line of that email
     - IF you have received it, THEN write "J" on the cell that corresponds to their name.
4. In LVL1_Daily: Fill in the EOD Submissions sheet(Link is available to only BlitzMetrics Team Members), message those that have not submitted them, tell all of them that they have not written down their EOD update while mentioning their name. The video below about Start of Day reporting applies also to End Of Day reporting.
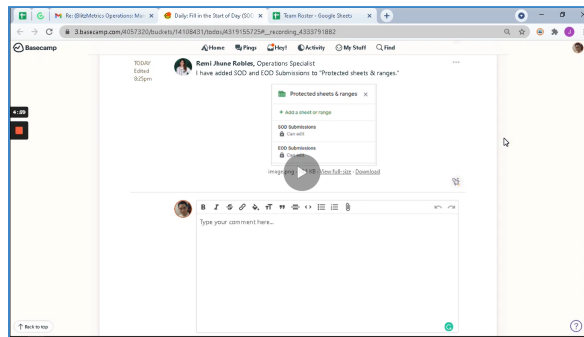
[How To Inform Team Members On Start Of Day Discrepancies (3:03)](#)

5. IF The team member has not followed the EOD Format in the Level 1 Virtual Assistant Guide, THEN tell them to read the "End Of Day Reports" chapter.

Remarks
- You have to wait until 5 PM PHT due to time zone differences, i.e. some people may still be working because the day has not yet ended since they are at PST timezone.
- Suppose the day today is August 24, 2021. Then you have to check for August 23, 2021. Not for August 24, 2021. If the current day is Monday, then you check for Friday.

Weekly Self Assessments

Once per week on a Thursday at 4:30 PM, we use an Automatic Check-in on one of our Basecamp Projects for internal topics. We ask the following:

If anyone is at 6 or below in any area, we figure out why and what we can do to fix it. What we want to avoid or eliminate are situations like this:

- I'm not being paid enough, so I'm going to slow down work, not work, or put in a less than earnest effort— yet still expect the company to pay 100% for partial efforts.
- I'm continually getting away with working an hour or two a day but billing a whole day. Because I see others able to get away with this, I believe I can, too.
- I've got low morale, so I'm not able to work and don't feel like communicating. I still need money for bills, since my landlord isn't giving me a discount on rent. So I require full payment even though I'm not providing a full effort.

How To Assess VA Efficiency

1. Determine the following:
   - VA cost per hour
   - VA hours worked per day
   - VA tasks completed per day

2. Solve the equation

   (VA cost per hour x VA hours worked per day) ÷ VA tasks completed per day

Example 1:

If a VA completes 10 tasks, works 8 hours per day and you pay the VA $10 per hour, then
Efficiency = (VA cost per hour x VA hours worked per day) ÷ VA tasks completed per day
= (10 per hour x 8 hours worked per day) ÷ 10 tasks
   = 80 ÷ 10
   = 8
   Therefore, that task's cost is $8 per task if that VA works on that type of task.

Example 2:
   If a VA completes 40 tasks, works 8 hours per day and you pay the VA $10 per hour,
then
Efficiency =(VA cost per hour x VA hours worked per day) ÷ VA tasks completed per day
= (10 per hour x 8 hours worked per day) ÷ 40 tasks
= 80 ÷ 40

Therefore, that task's cost is $2 per task if that VA works on that type of task.

How To Assess VA Effectiveness

Gather reviews via a 5-star system from your clients or managers.

Promotions

Generally, we give raises based on not their age, but their performance. We want people to earn it.

Occasionally, people will leave the company which may cause other team members to feel somber. Other people leaving the company sucks, but it shouldn't be an excuse to be unproductive.

After all, removing unproductive people is a good thing for them and for us-- since continuing to reward unproductive behavior injures the company and sends the wrong message.

Strive to move towards a culture that rewards performance, instead of encouraging people to find ways to make excuses for raises, as opposed to actually showing they increase their output and skill.

How To Generate A Timecamp Report For Multiple Users' Time Logged For A Particular Day
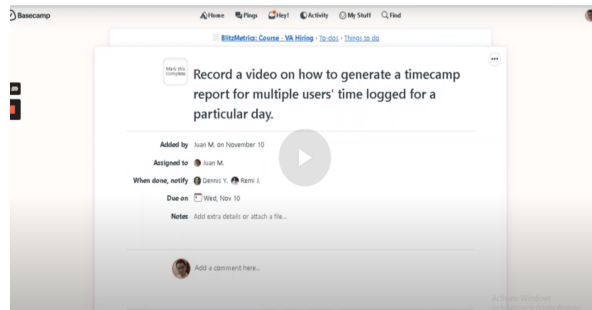
[How To Generate A Timecamp Report For Multiple Users' Time Logged For A Particular Day](#)

How To Generate TimeCamp Hours And Fill In The Team Roster

[(4:58) How To Generate TimeCamp Hours And Fill In The Team Roster Part 1](#)

[(0:39) How To Generate TimeCamp Hours And Fill In The Team Roster Part 2](#)

Onboarding Process Checklist

☐ Inform the Financial Specialist or an authorized VA that we hired a new Specialist/VA so they can send Non-Disclosure and Independent Contractor Agreements.

☐ Provide Job Title of the New Hire.

☐ Provide Rate of Pay of New Hire

☐ Team lead extends a welcome.

☐ Create a Google Suite BlitzMetrics Account. Manually add a new hire's account to our Team Drive to ensure.

☐ Create a Basecamp Account. Give initial access to selected projects only. Manually add new people to projects, instead of giving them all projects and having to subtract.

☐ Create a TimeCamp Account.

☐ Grant them Manager Access to YouTube.

☐ Create a Facebook Business Manager Account as an Employee.

☐ Email the Onboarding Asset Links to the new hire.

☐ Request them to log in to our Academy and grant them access to ALL courses.

☐ Add to various Infusionsoft campaigns.

☐ Daily Status Update.

☐ Weekly Team Lead Report.

☐ Quarterly Goals Setting.

☐ 1099 contractor only: Invoice Reminder

Optional:

☐ Create an Infusionsoft Account (ONLY when someone instructs and they have passed the Infusionsoft Basics Course in the BlitzMetrics Academy.

☐ Give them login details to Brand24.

☐ Give them login details to Quuu!

☐ Give them a Boomerang! Pro Account.

☐ Give them an Adobe Account (Premiere Pro, Photoshop, Illustrator).

☐ BlitzNation FB Group (Requires Level 2+ for VAs).

☐ BlitzMetrics Academy Members FB Group.

☐ BlitzMetrics VIP Members FB Group.

Note: Don't use "Junior" in Job Titles because it doesn't look good when interacting with customers.

De-boarding Process Checklist

Remove access from the following assets.
Mark N/A if they never had access.

- ☐ Google Suite
- ☐ Transfer files to your own drive, then move the folder to the BlitzMetrics Drive under the Ex-employees Drive folder.
- ☐ Basecamp
- ☐ Timecamp
- ☐ Download member's Timecamp report for the remaining dates of employment.
- ☐ Delete access to Timecamp.
- ☐ Facebook Business Manager
- ☐ Facebook Workplace
- ☐ Infusionsoft
- ☐ Remove member accounts.
- ☐ Team Roster
- ☐ Operations Email List
- ☐ Academy
- ☐ YouTube
- ☐ Boomerang!
- ☐ Blitzmetrics.com
- ☐ BlitzNation
- ☐ BlitzMetrics Academy Members
- ☐ BlitzMetrics VIP Members
- ☐ Retrieve company equipment
- ☐ Remove software subscriptions
- ☐ Team lead needs to re-assign their current projects/tasks
- ☐ Notify the Financial Specialist or an authorized VA when someone has been de-boarded so they can remove them from the payroll properly

For Specialists and VAs who left on good terms, maintain access to BlitzMetrics Academy. If they did not leave on good terms, then they do not get any access.

Things VAs Do To Have Their Applications Eliminated Instantly

1. Sending out a bunch of canned applications.
While sending out more applications would appear to generate more interviews, this is not true. Choose just a few job postings that you REALLY like and personalize your response, so they know you wrote a note just for them and have studied their requirements. Though this takes you an extra 30 minutes, it will get you past the 90% of applications that are immediately discarded for being a canned response.

2. Likewise, make sure your profile is tuned to that type of job.
If you're a designer, get more specific about what kind of designs you specialize in. If you build websites, what verticals do you have a lot of experience in, so you can do more of the same thing? If you try to say you do everything for everyone, you'll attract bad clients who think a VA can do everything. Clients pay for specialization.

3. Having negative reviews on onlinejobs.ph.
Even if the customer is wrong, you'll not want to avoid having them leave negative feedback (yes, this is hard). And you don't want to badmouth a former employer, since the employer considering you will be concerned you'll say the same about them.

4. Having unprofessional profiles on any channel.
The employer may look at your photos on social media, so be careful. Assume anything that you post is public. Avoid screen names that are too clever. One promising applicant that we were considering for a designer position had a great portfolio, but his username had "devil" and "666" in it. Rather than risk it, we moved on to hire from the hundreds of other strong designers that didn't have such a risk.

5. Not smiling.
They're more likely to hire you if you're smiling--it's that simple. After all, someone you're spending a few hours a day should be pleasant to work with, right?

6. Skim Reading.
Use a test in your posting. For example you might ask them to reply using a certain word in the subject line, "use rabbit or facebook ads in the subject line to show you pay attention to details." If they miss, they're out.

7. Being too proud.

8. **Impatience.**

9. **Incomplete Submissions.**

Visit the full course:

VA HIRING COURSE

Appendix

Email Templates And Canned Notes

The following are email templates or canned notes that you can use in a variety of situations related to the hiring process, making job posts, sending polite declines and more. You can copy and paste text in-between quotation marks without including the quotation marks.

Look Back At The Job Post

"

Hey, ==[Name]==

We've sprinkled a couple of little details in our job post to automatically disqualify those that didn't include them.

We do this because we receive hundreds of applicants and we want people to stand out!

How will YOU stand out among the rest? You have potential and I want to see you succeed.

Can you look back at the job post and see what details you missed?

We're a family here and we want YOU to be part of it.

Want to give it another look?

Thank you!
"

Disqualification Email

"

Hello [Applicant Name],

As you already know, we've had countless applicants. You are one of the amazing candidates and we wish we could hire everyone.

We're a family at BlitzMetrics and we want to include as many people as possible but our training program isn't at the level where we'll be able to help you get to the level of success we both want you to achieve.

You don't meet the qualifications right now, but if you study up and complete the requirements, you could be employed by us later.

Want to keep training up, so you can get work now as a freelancer, start your agency, or join us when you're qualified? Let us know which course in the BlitzMetrics Academy https://academy.blitzmetrics.com/ you would like to take that's $200 or less and we'll give it to you for free.

I want you to succeed. We want you to succeed!

Thank you!
"

Qualifying To The Next Round

"

Hey, ==[Applicant Name]==.

==[Personalized note]==

Congratulations on qualifying for the next round.

First, for you to understand what we do as a company, please go to blitzmetrics.com and understand what we do.

Make a video recording of yourself that's no more than 4 minutes about your insights on what we do and on how you can make the website better with your role.
daily evaluate
Second, for you to get a better understanding of your role, please watch a video based on the position that you are applying for and create a 1-page summary.

We're only looking to seek your understanding of the role and to see your English comprehension and writing skills.

Place your summary in a viewable Google Document or any type of document such as a PDF, jpeg, or even a screenshot. You can place watermarks if you want to make sure the document is not transferable.

Pick only 1:
- Operations VA: 7:40 to 32:35 of "23Dec2020 - PMC - Dennis Yu & Tristan Parmley".
- Partner Manager VA: 7:40 to 32:35 of "23Dec2020 - PMC - Dennis Yu & Tristan Parmley".
- Video Editor VA "25Jan2021 - PDC - Dennis Yu (Content Specialist & Video Editor)".
- Content Specialist VA "https://www.digitalmarketer.com/blog/the-content-factory-dennis-yu/"
- Google Ads VA 32:34 to 58:00 "23Dec2020 - PMC - Dennis Yu & Tristan Parmley"
- Designer VA "29Jan2021 - PDC - Dennis Yu (Instructional Design VA & Operations VA)"
- Process Development VA "29Jan2021 - PDC - Dennis Yu (Instructional Design VA & Operations VA)"
- WordPress Developer VA "Internal - Blitzmetrics Logic Engine (Filmed at SMADCON 2018)"
- Project Management VA "Rehan Allahwala - Digital Marketing with Dennis".
"

Content Specialist Test Task

"

Hey, [Name]

We have looked into your portfolio and we believe our training program isn't at the level where we'll be able to help you get to the level of success we both want you to achieve.

Your portfolio does not quite meet the qualifications right now however, if you would like, you can take a 5-10 minute test task to see if you fit in a role where you use a copywriting tool.

We'd like you to demonstrate how well you can create a blog post using this tool.

[Insert Jarvis Instructions here]

Place your summary in a viewable Google Document or any type of document such as a PDF, jpeg or even a screenshot. You can place water marks if you want to make sure the document is not transferable.
"

Interview Phase

"

Hey, [Applicant Name].

Congratulations on making it all the way to the interview phase. The last phase is the interview stage.

It's a two-step process: First, you will have two interviews.

But before all that, we'd like you to make your own goals sheet and professional development plan.

In completing your Goals Sheet, please refer to this video and use the attached excel file as your template. (attach excel file in your email)
https://www.youtube.com/watch?v=me8oKGKLSbY

Let's face it, most of us suck at goal setting.

You have to break free from this cycle.

Most people don't properly identify the reason they aren't meeting their goals and blame themselves for their lack of goal execution.

Rule #1: Don't blame yourself.

It's (most likely) not your fault. Don't get me wrong, executing your goals is important, but the foundation is even more important.

"Even a tower a hundred yards tall still has its foundations on the ground". – Chinese Proverb

Rule #2: Listen to Chinese proverbs.

No matter how big or small our goals may be, we need to make sure they're smart. Well, S.M.A.R.T.

S: Specific – None of that "I want to be a better employee" or "I want to exercise" genericism.

You want to be a better employee? In what way? Try, "I want to turn in my reports on-time".

Do you want to exercise? Exercise what? Try, "I want to run a marathon".

M: Measurable – Now that we have specific goals, we need to make sure we can measure our progress and success.

For our first example, we'd take "I want to turn in my reports on-time" and add the phrase "98% of the time" to the end of it.

In the next example, we'd take "I want to run a marathon" and add the phrase "in under four and a half hours" to the end of it.

A: Achievable – We need to find the sweet spot between goals that are too easy and goals that are too hard.

Goals that are too easy don't challenge you. A good rule of thumb – if your goal doesn't require at least three steps to achieve, it's too easy.

If you set a goal to do 50 push-ups, and you did 49 today, the only step is to do one more push-up. Too easy.

On the flip side, you don't want to have a goal that's too hard.

There are a few results that come from setting goals that are too difficult:

You get frustrated because you're making so little progress

You lose interest in the goal because it seems so far away

You just flat out give up because it seems like such a huge task

This is why we have to make sure our goals are achievable.

Find a good middle ground — a goal that is challenging, but doesn't seem unreachable.

For example, don't set a goal to run a marathon by September 1st if it's the middle of August and you can barely run a half marathon (even though that's still impressive).

R: Relevant – Set goals that you actually want to accomplish.

Most of us can remember a time in grade school that we received an assignment we really had no interest in. It wasn't relevant to us. As a result, we didn't take it seriously and most likely didn't do as well on it as we could have.

I've been guilty of this many times.

If you set goals that are relevant to your interests, you'll be way more likely to follow-through and achieve them.

T: Time-oriented – Give yourself a deadline that you can stick to.

Procrastination is toxic.

Set a date and make incremental progress until you've achieved your goal.

Rule #3: Write it down.

THIS IS IMPORTANT. Do NOT take this rule lightly.

Refer to this regarding your Development Plan:

https://youtu.be/HbwCbdxCt_Q

Linked are the templates for both the Goals Sheet and a sample Development Plan (the development plan is only a sample. Place values in the table based on your assessment, your job experience, and details in the corresponding job post):

https://www.dropbox.com/sh/lh0pkkvb8cqq49e/AAAVcQ2CrRMBNrV4m5YhfO7za?dl=0

Lastly, please put your perceived strengths and weaknesses (3 each), as well as what 3 skills you already are good at and 3 skills you would like to learn.

Compile all your prior submissions into one PDF document if applicable:

video links
onlinejobs.ph profile link
Resume
portfolio
Goals Sheet
Development Plan
Perceived Strengths/Weaknesses
3 Skills You Are Good At and 3 Skills You Would Like to Learn
"

Progress Through Our Leveling System

"

Hey, [Name].

[Personalized Note]
Given your stated starting point in your Development Plan, the expectation is that you can start off with already specialized and diversified skills we need without needing any sort of training or adjustment period.

At the moment, although we appreciate your background - we do not believe you to be at that level and on par with current VA's at that level. See the Virtual Assistant Career Path below:

You can however level down your expectations and choose to progress through our leveling system. Of course, if you are a long-term player and truly believe in your competence, then you should be able to advance through the levels quickly - we have VA's that advanced through levels in a matter of 4 weeks.

What do you think?
"

Scheduling The Interview

"
Hello, everyone!

I'm the [YourJobTitle] for BlitzMetrics and I will conduct your interview.

Are you available for an interview at [TimeDateAndTimezone]?

Please do the following:
1. Reply to all with your Skype name.
2. Reply to all with your Zoom email address.
3. Add me on Skype "[YourSkypeUsername]" without quotation marks.
4. Add me on Zoom "[YourZoomEmailAddress]" without quotation marks.

Before you join the zoom meeting, please
1. Prepare your webcam, or phone camera, and have the video on during the interview.
2. Install Zoom on your PC or mobile device.
3. Test your audio hardware e.g. mic, speakers, or headset.

--

For questions, please view
1. https://blitzmetrics.com/jobs/
2. https://blitzmetrics.com/welcome-va/
--

[ZoomInvitation]
"

Job Offer For Senior VA

"

Hey, [Name].

Congratulations on passing the 2nd interview.

Given your stated starting point in your Development Plan, the expectation is that you can start off with already specialized and diversified skills we need without needing any sort of training or adjustment period. Normally, new VAs start at $3 per hour when we onboard them.

Due to your experience and expertise, we are willing to have you start at [Rate] per hour as a senior VA, which is what you wrote on your development plan. Note that you will need to finish studying the Level 1 Virtual Assistant Guide before you start and after, you will undergo a 30-day provisional period.

If you are not able to maintain the same level of productivity and expertise of a senior VA after 30-days, you can level down your expectations and choose to progress through our leveling system. Of course, if you are a long-term player and truly believe in your competence, then you should be able to advance through the levels quickly - we have VA's that advanced through levels in a matter of 4 weeks.

What do you think?
"

VA Bonus

[FirstName],

The BlitzMetrics team believes that you have been a valuable member of the team and have made a large positive impact on our mission. You have enabled the team to generate enough value for our community, and have helped the company achieve substantial financial health.

As you know, BlitzMetrics is a performance company in every way, and we believe that high performance leads to higher earnings.
So as a recognition of your contribution, we are happy to have rewarded you with a bonus in addition to our regular invoice fund transfers.

[ScreenshotOfStats]

We have calculated your bonus by using, but not limited to, the following factors:
1. Your level.
2. Your billable hours.
3. Your work performance.
4. Your punctuality.
5. Your communication's consistency.
6. Your duration of stay.

Please note that we do not guarantee any future bonuses, however, we are looking forward to granting you a larger bonus once you have demonstrated large improvements.

We encourage you to continue to bring value through timely communication, consistent execution of your tasks, and reliably display the qualities of the 9 triangles.

Thank you for your continued dedication.