THE MONEY CLUB

Hiring Your First (or Next) Assistant or Team Member to Make Your Life Easier

1. **Can I afford an assistant?**
    a. Know that there might be a gap between where you are now and being able to afford an assistant. It's OK to use your credit card for the first month – it can be hard in the beginning. But you'll begin to earn the money back in the free time that you create.

    b. Remember, that if you are spending $400 a month on an assistant, you are responsible for bringing in at least $400 of extra revenue. So be sure to spend that time wisely.

    c. Be sure to put a limit on hours they work so that you aren't bleeding money in the beginning.

2. **When should I hire an assistant?**
    a. **When one or more of the following is happening for you:**

        i. Once you've started to realize that you can't possibly end work at 6:00 because there are too many little things that you have to get done and they aren't getting done.
        ii. You notice that you are spending way more than 60 minutes on technical tasks that you don't know how to do.
        iii. You don't have time for revenue generating activities because you are too buy filing your cards and getting organized.
        iv. You have young children or a second job and can only work part time hours.

3. **What are the types of assistants and team members?**
    a. **Contractors**
        i. **Virtual Assistants**
            - Client and Project Managers
                a. Good for keeping you organized and on top of things.
            - Technology experts
                a. Great for technology know-how and specialized information that you may not want to teach someone outside the technology world.

ii. **In-Person Personal Assistants**
- Great for all that stuff that needs to be handled in person – filing papers, taking notes, organizing the office, doing house chores.
- Also great for doing your personal tasks – grocery shopping, packing, returning things
- Interns are inexpensive. But the cons are that they vary greatly in expertise and can be hard to re-train every semester.

b. **Full Time**

i. When you are ready – this is a great option to get someone who is really committed to serving you in your business.

4. **How much do I pay a new team member?**

a. Hourly Assistants:

i. A basic virtual assistant will usually charge anywhere from $20-$40 an hour.

ii. A more advanced assistant who knows technology will charge anywhere from $40 - $75 an hour.

iii. If you are just starting try to find someone in the $20 - $40 range to help you.

b. Rates for Other Types of team Members:

i. These rates really vary based on what people do – but the best way to compare rates is to be sure to interview at least 4 people for every role that you are looking to fill.

5. **Where do I find a new team member?**

a. Ask around – the best way to find an assistant is to check in with other business owners.

i. Send an e-mail to your friends/family/colleagues

ii. Post in all of your FB Groups

iii. Post on social media

iv. Send a note to your list letting them know you are hiring

b. Upwork.com – great place for projects and short-term support

c. Here are some online resources for full time hiring:

i. Craigslist.com (free, but requires LOTS of sorting)

ii. Indeed.com

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iii. Monster.com
iv. Careerbuilder.com

d. Here are some other online sources for virtual assistants:
   i. Hire my mom
      - www.hiremymom.com

   ii. OBM Connect
      - http://www.obmconnect.com/hire

   iii. VA League
      - http://valeague.com/member-roster/scoutva/

   iv. International Virtual Assistant's Association:
      - http://ivaa.org/submit-rfp/

   v. Virtual Assistant Ville
      - http://www.virtualassistantville.com/

   vi. Assist U
      - https://assistu.com/start-here

   vii. Ask Sunday
      - http://www.asksunday.com/

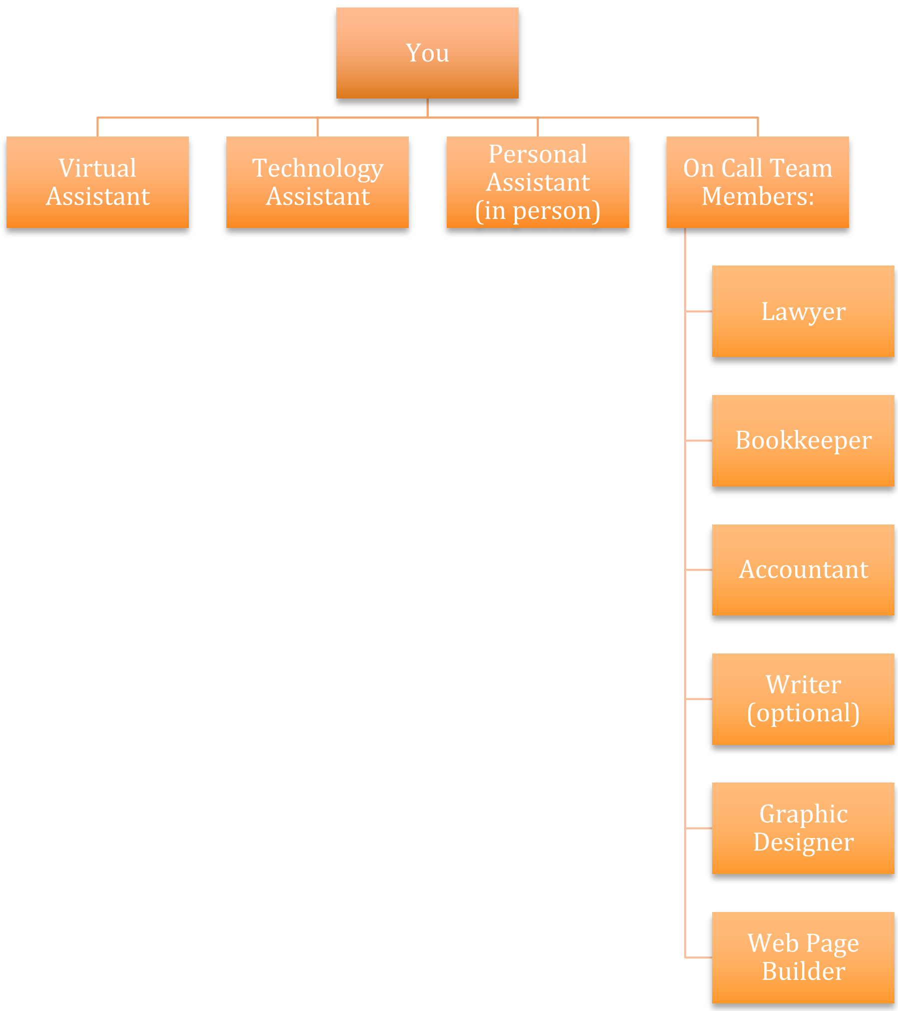
e. Here are some sites for hiring other kinds of team members beyond just assistants (plus great assistants can be found here as well):
   i. Fiver.com
      - https://www.fiverr.com/

   ii. Upwork.com
      - https://www.upwork.com/

   ii. Hire My Mom
      - https://www.hiremymom.com/

6. **Who Should I have on my team?**

Here's an organizational chart to get you started:



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7. **How do I interview and hire a new person to my team?**

Step 1: Create Your Job Requirements:

Fill in the following chart for each position you need to hire for:

What I want them to know:	How I want them to behave:	What I want them to do:
Newsletter Software	Patient with Clients	Send Status Every Monday
Basic HTML	Asks me questions when they don't understand	Remind me of deadlines
How to Submit Articles	Prompt with deadlines	Handle client issues

Step 2: Create and Post Your Job Description:

- **Job description sections:**
- **Please add more words – these are just a start…**
  - Who Are We? (fun description of your company)
    - I am a 50-something mom who's out to change the world – but I could use some help.
  - Who Are You? (how you want them to behave from above)
    - You are dynamic, great at asking questions and ready to take on lots of responsibility.
  - What We Want You to Know (what you want them to know from above)
    - Infusionsoft
    - Basic Wordpress
    - Basic Writing and Editing Skills
  - What We Want You to Do (what you want them to do from above)
    - Send updated status forms
    - Remind clients of deadlines

- Handle client issues

Step 3: Interview Them:

a. Make sure that your potential assistant knows everything you want them to know. Do not offer to teach or train them, you may do this later – but not at the interview.

b. Ask them questions that will let you know about their behavior…i.e. How are you with deadlines? What do you do if you know you can't meet a deadline?

c. Ask them questions about how they have handled the things you want them to do in the past: Did you send status updates to your other clients?

Suggested Read: Who, by Geoff Smart and Randy Street

Round 1: 30-Minute Phone Interview

- **Screening Questions:**
    i. What are your career goals?
        1. How long have you been doing this?
        2. What is your background?
    ii. What are you really good at professionally?
    iii. What are you not good at or not interested in doing professionally?
    iv. Who were your last five bosses or clients that you worked with, and how will they each rate your performance on a 1-10 scale when we talk to them?
    v. What are your top 3 values?

Round 2 (Optional) Task Round:
After you've interviewed them for fit, it is good to ask them to actually do 1-5 tasks for you to see how they do them. Please note: these do not have to be "actual" tasks you need. These can be "test" tasks that you are seeing their skills on. It usually works better to have standard "test" tasks so that you have a comparison between applicants who are working on the same tasks.

For vendors and contractors – you will pay them their hourly rate. For full-time folks, you can choose whether you want to pay them for this round or not (if you do pay them, $20 an hour capped at 4 hours is a suggestion).

Here are some task ideas:

a. Come up with 3 gift ideas for clients.
b. Write a letter to a client letting her know that her card has been declined.
c. Edit a Powerpoint
d. Create a brochure
e. I need to book an air + hotel trip for this date – give me all the details
f. Write a marketing email for my new program that is coming up
g. Edit this order form

Round 3 (optional): 60-90 minute phone or in-person interview

- Thorough Experience-Based Interview:
- For every person they have worked for before or every job they have done – ask these questions. You will need a resume from them:

1. What were you hired to do?
2. What accomplishments are you most proud of?
3. What were some low points during that job?
4. Who were the people you worked with? Specifically:
    - What was your boss's name and how do you spell that?
    - What was it like working with him/her?
    - What will he/she tell me were your biggest strengths and areas for improvement?
    - How would you rate the team you inherited on an A, B, C scale?
    - What changes did you make?
    - Did you hire anybody?
    - Fire anybody?
    - How you rate the team when you left it on an A,B,C scale?
5. Why did you leave that job?
    - OR Do you still work with that client?
    - OR Why did you leave that client?

Round 4 (Optional) Meet Them in Person:

- Fly them out to an even or just to interview you in person. Determine whether the person is on or off brand for you.
- For this interview – it is more of a personality interview
- Suggested Questions:
    - What is your favorite color, why?

- Have you ever been coached before, tell me about it?
- If you could be any animal, which one would you be, why?
- If you were an ice cream flavor, which one would you be?

GENERAL INTERVIEW QUESTIONS:

h. **Background:**
   i. What other kinds of clients do you have now or have you worked with?
   ii. What is your background?
   iii. How long have you been doing this?

i. **Expertise:**
   iv. **Based on the client**
   v. What kinds of software do you use with your clients?
   vi. What kinds of project do you/have you done for clients?
   vii. What kinds of work do you like doing for clients?
   viii. What kinds of work do you not like doing?

j. **Behavior:**
   ix. How do you do status reports for clients?
   x. Do you meet with clients regularly?
   xi. How do you communicate with clients?
   xii. How do you plan for future clients?
   xiii. How do you handle mistakes when you make them?
   xiv. How do you do with deadlines?

k. **Client Load:**
   xv. How many clients do you have currently?
   xvi. How many hours do you have available?
   xvii. How many clients/hours do you want?

l. **Company Values:**
   xviii. **Proactive**: Give me an example of a project that you've initiated in the past?
   xix. **Urgency:** Give me an example of a time when you had to do something at the last minute. How did you handle it?
   xx. **Taking Responsibility**: Give me an example of when you handled something wrong or made a mistake? What happened?

8. **Important things to be aware of when you are looking for a team member:**
    a. Do not bring someone on who has 6-8 clients already – unless you know that you don't need a lot of time.
    b. Do not offer to train or teach them on anything.
    c. Always ask for samples of their work – writing, websites etc.
    d. Always ask for references from other clients

9. **How do I set up the arrangement with my assistant?**
    a. Most assistants work on hourly retainers. I suggest picking a dollar amount that they should not go above each month or week and making it clear that they need to stay under this amount.

    b. The first few months may be a little expensive because you are paying for training, but once you get your systems in place everything gets easier.

10. **How do I start working with my assistant?**
    a. Before you begin working her, spend a week writing down all the tasks that you could give her. See the report below.

    b. Start small – one project at a time and then gradually give her more and more.

    c. Separate your projects and tasks into those that need to get done daily, weekly and monthly. See example below.

    d. Ask your assistant to send you a status report

    e. Set up a check-in call each week or 2-3 times per week.

    f. Have your assistant create Policies and Procedures for all of her tasks. YOU MUST CHECK THESE POLICIES AND PROCEDURES REGULARLY.

    g. Be ruthless with your boundaries and expectations and don't be afraid to let someone go.

11. **Example:**
    a. Assistant's Tasks:
        i. **Daily** – Check facebook group and accept new members.

ii. **Weekly** – Write and Post Social Media, Send Newsletter, Post Blog, Submit Articles, Deal With Client Issues, Post Handouts and Recordings for all Classes.
iii. **Monthly** – Check Program Stats, Check Web Site Stats, Keep Billing Organized, Update all Tracking Charts, Pay Affiliate Commissions
iv. **Other Tasks** – Set up teleclass and sales pages, Work in 1-shopping-cart, Do other random tasks

Homework and CHALLENGE for April 30th, 2018:

To receive your gift for this challenge – **the following must be posted on Facebook by 5pm on April 30th on the PINNED POST at the top of the Money Club Facebook page.**

Part 1: Do a new form of marketing at least 6 times. This could include:

- 6 FB Lives on a PUBLIC page (not MC)
- 6 weeks of posting 3 times a week on any social media account on a PUBLIC page
- 6 newsletters sent out to your list (these can also be posted on your blog - but newsletters must be sent to your list)
- 6 personal or professional videos posted to a PUBLIC social media or youtube account

Part 2: Do 8 sales conversations

- Post the names or initials of the sales conversations on the post. And write the 6 forms of marketing that you did (one of the bullets above). We're using the honor code here :)

  - **Challenge Options:**
    - **Owls**
      - Do 8 practice sales conversations with family, friends, and other money clubbers.
      - Do a form of marketing at least 6 times (see above)
    - **Wolves**
      - Do 4 practice sales conversations with friends, family and other money clubbers and 4 real conversations with potential clients.
      - Do a form of marketing at least 6 times (see above)
    - **Cheetahs:**

- Do 8 real sales conversations and ask for money from potential clients.
- Do a form of marketing at least 6 times (see above)

Please post on the Facebook PINNED POST by 5:00 PM ET on April 30th 2018.

- The reward? Yet another useful tidbit in the mail to keep you rocking and rolling.