

Don't Have an Assistant? You Are One.

Rob Levin
WorkBetterNow
Co-founder & Chairman

**Why am I doing
this today?**



Running a Business in 2025

So much is changing (and so *fast*):



How customers buy & how we market



Laws & regulations



Products & services



Technology

**“High-Value
Activities” have never
been more important**

The Activities That Move the Needle

- ▶ Time with customers
- ▶ Time to think about how to market
- ▶ Time to think about how to leverage AI
- ▶ Time with prospects & business development partners
- ▶ Time to think about how your products and services need to evolve
- ▶ Time for ourselves, family & friends

**But many are stuck
in the slow lane
doing administrative
tasks such as:**

Admin tasks

- ▶ Scheduling (and rescheduling)
- ▶ Personal tasks
- ▶ Searching for documents
- ▶ Invoicing & bookkeeping
- ▶ Travel arrangements
- ▶ Emailing & following up
- ▶ Staying on top of tasks and projects

**What is an hour of
your time worth?**

**Why are you doing
\$25/hr work?**

Let's review some statistics:

31%

of owner's workday goes to
emails and web browsing.
(NFIB)

Let's review some statistics:

41%

of knowledge workers' day
spent on low-level tasks
(Zapier)

How a typical day for the average executive looks like, according to CNBC

65%

of their time on
busy work and in
meetings

+

20%

searching for
information

+

15%

high-value
activities that
drive results.

The True Cost of Neglecting High-Value Activities

Assuming 40% of time is spent on admin-related activities (very conservative):

Annual comp >	\$200,000	\$400,000	\$600,000
Hourly Rate	\$100	\$200	\$300
\$ Spent on admin work (weekly*)	\$1600	\$3,200	\$4,800
\$ Spent on admin work (yearly*)	\$80,000	\$160,000	\$240,000

Assuming 16hr/week spent on admin tasks.

Strategic Coach principles on time:

- ✓ Unique Ability®
- ✓ Who Not How™

“The best investment in your own productivity, bar none, is a direct assistant who will handle your schedule and hundreds of other small but important details that clutter up your life and mind—and when added up cost you hours of your time.”



Dan Sullivan
Founder of
The Strategic Coach

Getting Started with an Assistant

- ▶ **How to invest your newly freed-up time**
- ▶ **What to delegate for maximum impact**
- ▶ **Choose the right assistant solution for you**
- ▶ **Onboarding your assistant**

Where would you allocate these newly gained 16+ hours/week?



Time with customers
and prospects



Thinking about
changes in your
industry/with your
customers, etc.



Spending more time
with friends and
family?

Identify What to Delegate

What to take off your to-do list

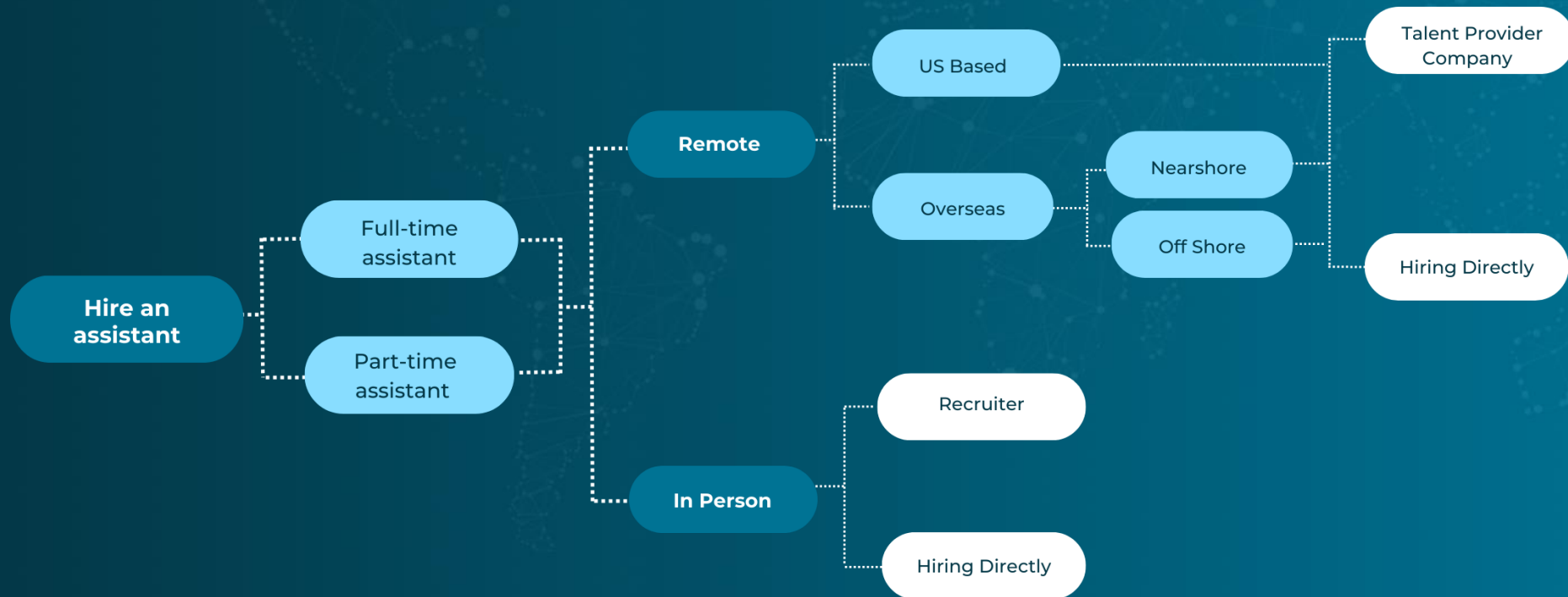


Over a 3-day period, write down everything you do



What can be delegated to an assistant? (Be aggressive here)

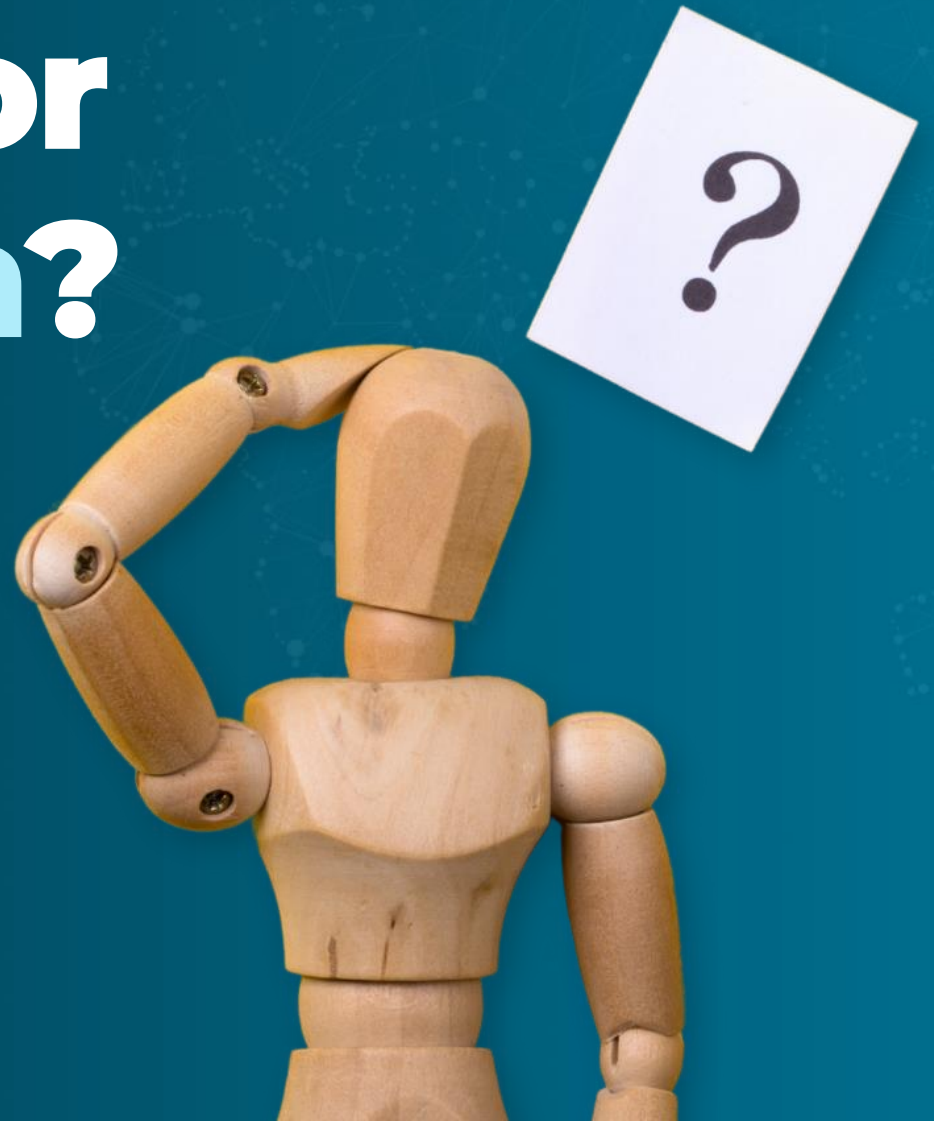
Hiring an Assistant – Options



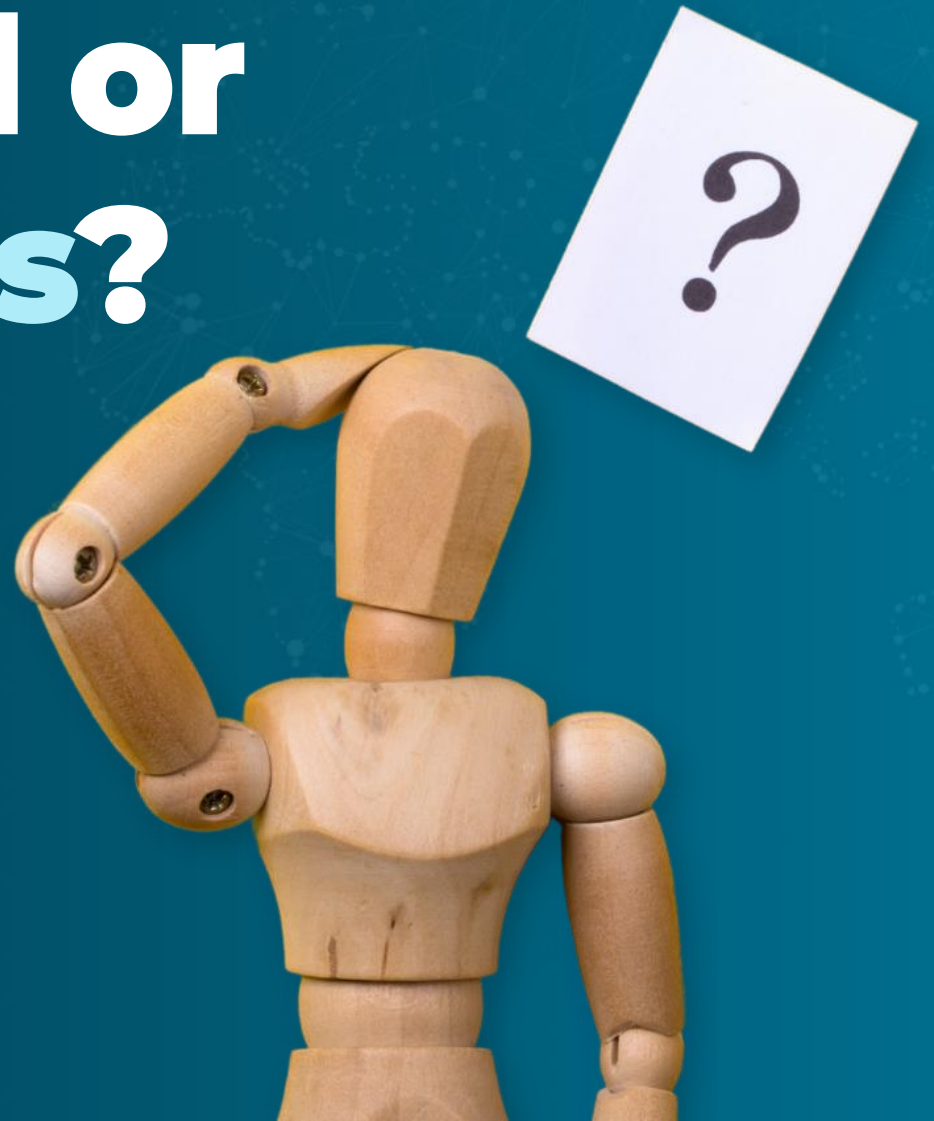
Full-time or Part-Time?



Remote or In-Person?



US-based or Overseas?



Nearshore or Offshore?



Time zone alignment



**Importance of
English proficiency**



Cultural similarities

Overseas Talent



DIY: LinkedIn, Indeed



Use a talent provider/partner

Considerations/questions to ask:

- ✓ How does the talent provider assess workers' skills?
- ✓ How do they get a sense of the candidate's personality and attitude?
- ✓ How many interviews are conducted for each candidate during the screening process?
- ✓ How do they assess English proficiency (verbal and written)?

Onboarding Your Assistant

- ▶ **Amazing first day**
- ▶ **Introduce to team**
- ▶ **Explain mission, vision and values**
- ▶ **IT setup**
- ▶ **Tasks/documenting & what great looks like**

Breaking Through His Own Ceiling



John Rhoden

Owner/President of Rhoden Roofing

CEO by Title, Assistant by Task

- ▶ Managing and responding to a high volume of emails daily
- ▶ Scheduling his own calendar
- ▶ Following up on internal communications and tasks
- ▶ Attending too many meetings without protected focus time
- ▶ Handling admin work instead of business development
- ▶ Delaying strategic projects due to lack of time

The impact of an assistant for John

Before

- ✎ 📧 200+ emails/day
- ✎ ⏰ No time for business dev
- ✎ 📅 No protected calendar blocks
- ✎ 📉 Strategic projects delayed

After



- ✎ 📁 Inbox sorted into 5 folders
- ✎ 📅 Calendar protected
- ✎ 📧 Email checked just twice a day
- ✎ 💡 Developed software that saved 200+ hours/salesperson

Having a virtual assistant lets you spend more time working on your unique ability. For me that is creating more efficient processes in our system.

The experience has been so positive that we're now considering bringing on more assistants to support our Sales and Project Management teams so they can stay focused on high-value, revenue-generating activities.



John Rhoden

Owner/President of Rhoden Roofing—
Roofing & Solar Reform Alliance Member

**Same principle
should be applied
company wide**

A story of a department's struggle



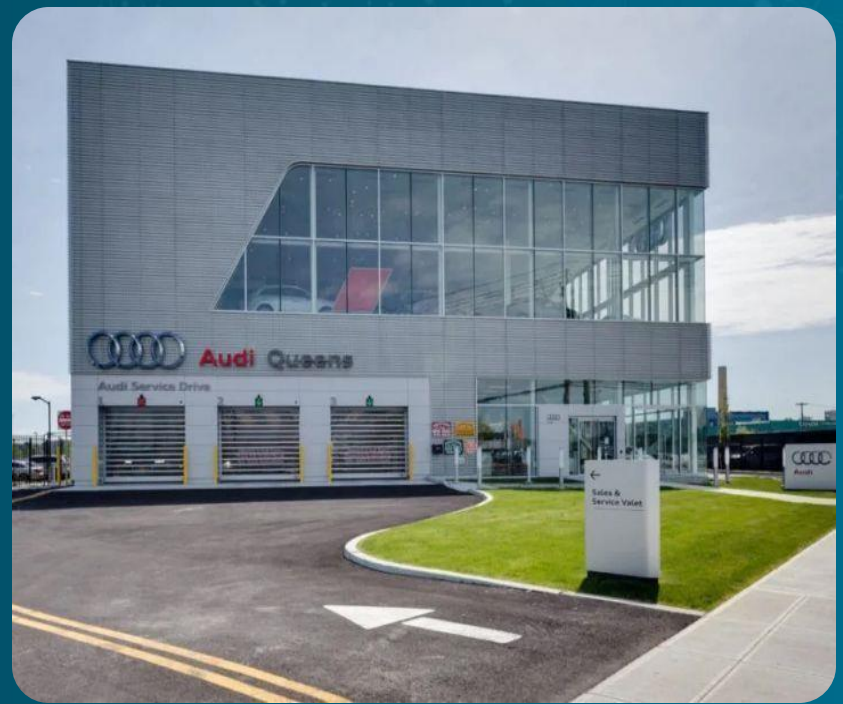
434 Broadway

New York



Audi of Queens

College Point Blvd, Flushing, NY



High-value activities



Reviewing Plans & Specs



Cost Analysis & Pricing



Bid Review

Low-value activities



Chasing Subcontractors for Pricing



Manually Entering & Updating Costs



Following Up on Missing Information



Double-Checking Quotes for Accuracy

The Results

25%

Reduction in
time that
estimators
spent on
follow-up
calls.

35%

More Bids
Processed
Per Week

20%

Increase in
Subcontractor
Bid Acceptance



Reduced
Workload
Stress &
Improved
Morale

The Impact of Departmental Assistants

- ▶ **Deferred or eliminated future hires**
- ▶ **Happier, less-stressed staff**
- ▶ **Stronger team collaboration**
- ▶ **Faster cycle times**
- ▶ **More focus on high-value activities**
- ▶ **Increased operational efficiency**



WorkBetterNow

Unleash your business potential with WorkBetterNow. We provide exceptional remote talent, ease of hiring, and ongoing support tailored to your business needs.

Ready to get started?



workbetternow.com



up to 70% more affordable than hiring locally



increased productivity



2% top talent selection



2-3 weeks to hire



seamless integration into your team



dedicated support throughout the process

Listen to the Great Talent Great Business Podcast

Join me as I talk with top business leaders about hiring A-players, leveraging AI, and building a high-performance culture. Tune in and start building your powerhouse team.



Q&A

WBN'S SPECIAL OFFER

Mention **"THE ROOF STRATEGIST"** during your consultation to get **\$150 off** for the first three months.

Offer expires 07/24/2025

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