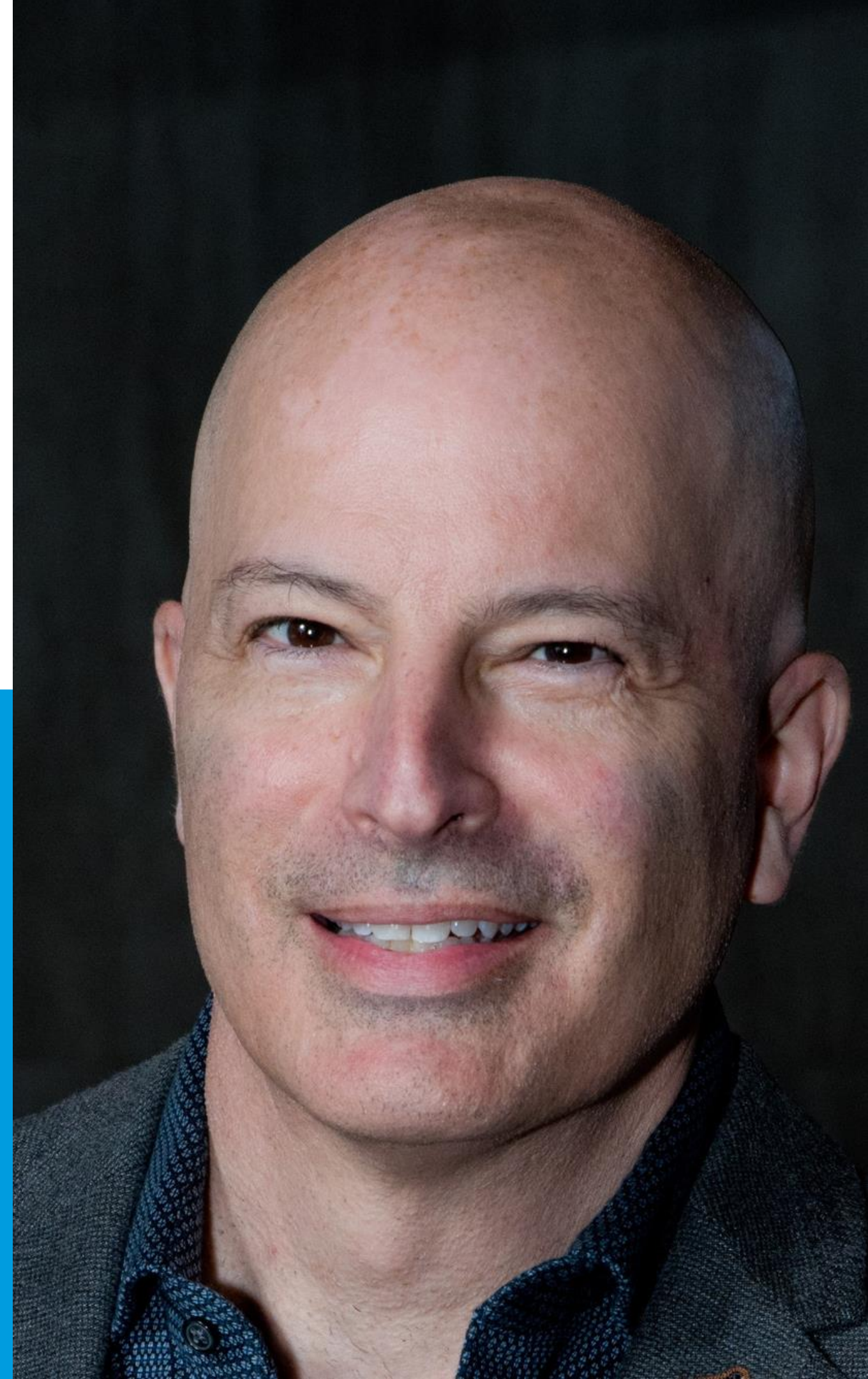


Don't Have an Assistant? You Are One

Why having an assistant is no longer an optional luxury but a requirement today.

About Rob Levin

- Currently owns 3 businesses
- Founder and Publisher of The New York Enterprise Report
- Has run several fast-growing businesses
- MBA & Big 6 CPA



Running a Business in 2023

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



How customers buy & how we market



Huge customer expectations



Products/services



Technology

These “high valued activities” have never been more important



- ✓ Time with customers
- ✓ Time to think about how to market
- ✓ Time to think about how to leverage AI
- ✓ Time to think about how customers are changing
- ✓ 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:



Scheduling (and rescheduling)



Personal tasks



Filing and organizing documents



Invoicing & bookkeeping



Travel arrangements



Emailing & following up



Staying on top of tasks and projects

Let's review some statistics

31%

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

41%

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

31%

of knowledge workers find busy work overwhelming and stressful (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%

on the meaningful and rewarding work that moves the needle

The True Cost of Neglecting Your Core Abilities

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

*assumes 16hr/weeks 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

Where would you allocate these newly gained 16 hours?

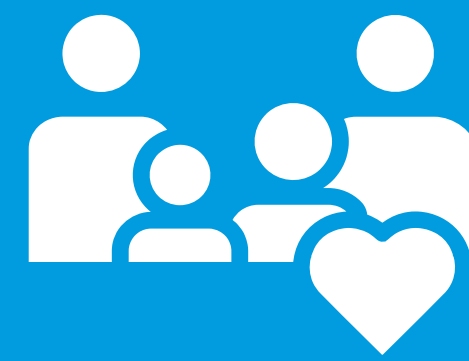
Examples:



Time with customers and prospects



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



Spending more time with friends and family?

Task Handover Guide

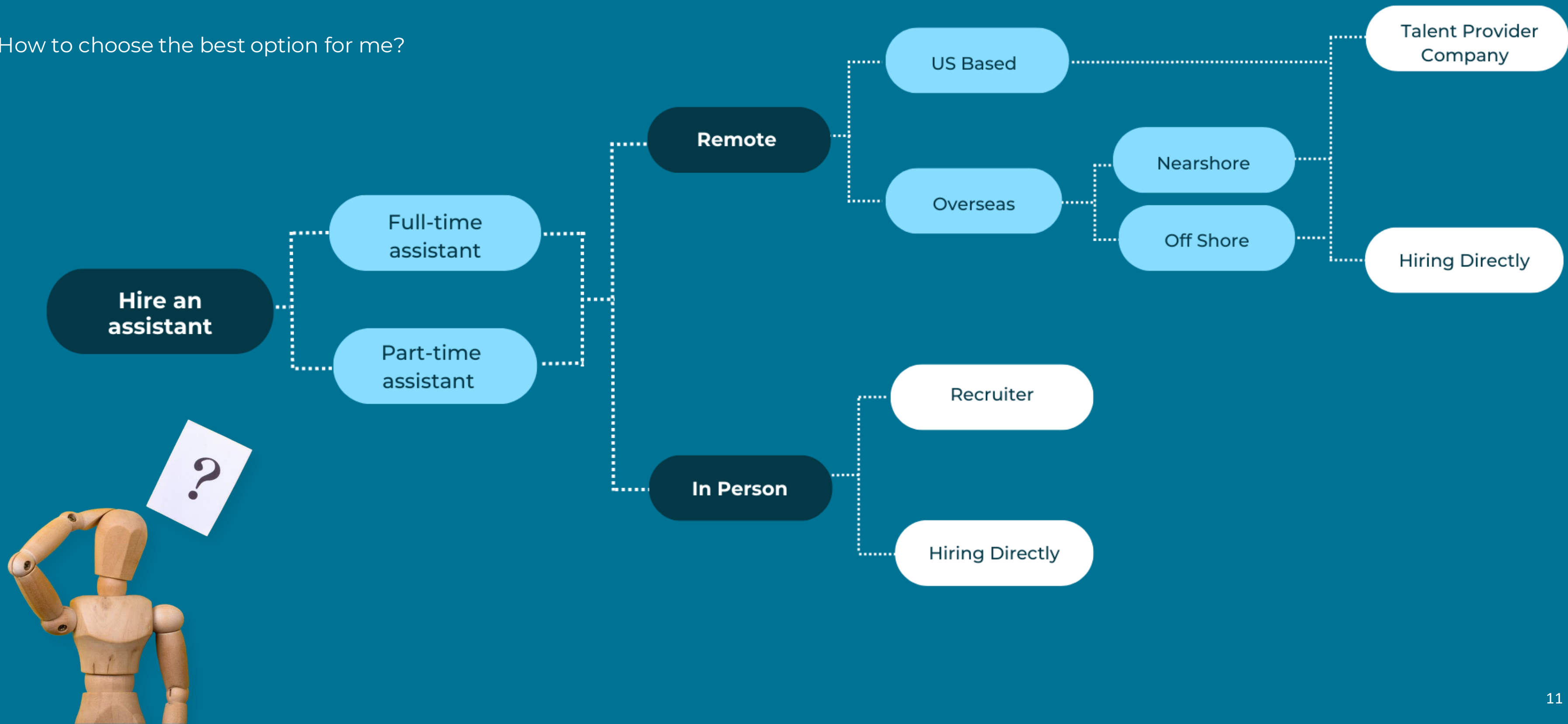
What to take off your to-do list

- ✔ Over a 3-day period, write down everything you do
- ✔ What can be delegated to an assistant (Think **broadly** and expansively about what you think an they could accomplish)

“Deciding what not to do is as important as deciding what to do.” - Steve Jobs

Factors to Weigh When Hiring an Assistant

How to choose the best option for me?



Remote or In-Person

Considerations

- ✓ **Do you need in person assistance?**
- ✓ **Are you challenged finding the talent you need locally?**

US-Based or Overseas

Considerations

- ✓ **Do you have a legal/regulatory need to have someone based in the US?**
- ✓ **Can you find the talent that you need at the price point that you can afford locally?**

Nearshore or Offshore?

Considerations



Time zone alignment



Importance of
English proficiency



Cultural similarities



Overseas Talent

- ✓ DIY: LinkedIn, Indeed, Upwork, etc.
- ✓ 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)?



New York



"I would say 3 months ago, I was still doing probably 70 or 80% of the client work. Whereas now Isamarys (WBN VA) is actually able to do 60 to 70% of some of that client work. So, the end result is more strategic time with my clients and more business development for me as well".

Julie Cruit

Managing partner



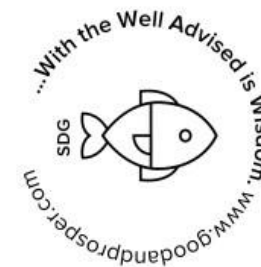
Isamarys H.
Marketing and Revenue Associate



My WBN remote professional has massively expanded my understanding of what someone who is highly qualified in the work of an executive assistant is capable of doing. She has enabled me be more present for my clients and business partners through better preparation, better organization, better access to information, more transparency and faster reaction times.

Sir Steven Wilkinson

Managing Partner



Luisa Castilla
Executive Assistant



My WBN assistant saves me a lot of time, finds things to do that are real value-adds, and has vastly exceeded my expectations. In my estimate, she's increased my ability to train and generate revenue from other coaches by at least 25%.

Ed Bohlke

Managing Partner



Bitia N

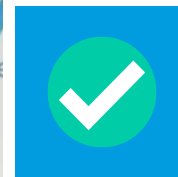
Executive Assistant



About WBN

From executive assistants to project managers, WBN provides pre-vetted, hand-matched, full-time top talent from Latin America.

When you work with WBN



You have a new top member of your team in 2 weeks (not the 3 months it usually takes to hire)



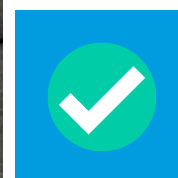
You lower the risk of making a bad hire



You get a dedicated success coach to help you support onboarding (and beyond)



There are no long-term contracts



\$2100/mo for each dedicated, full-time professional.

Ready to start working better now?