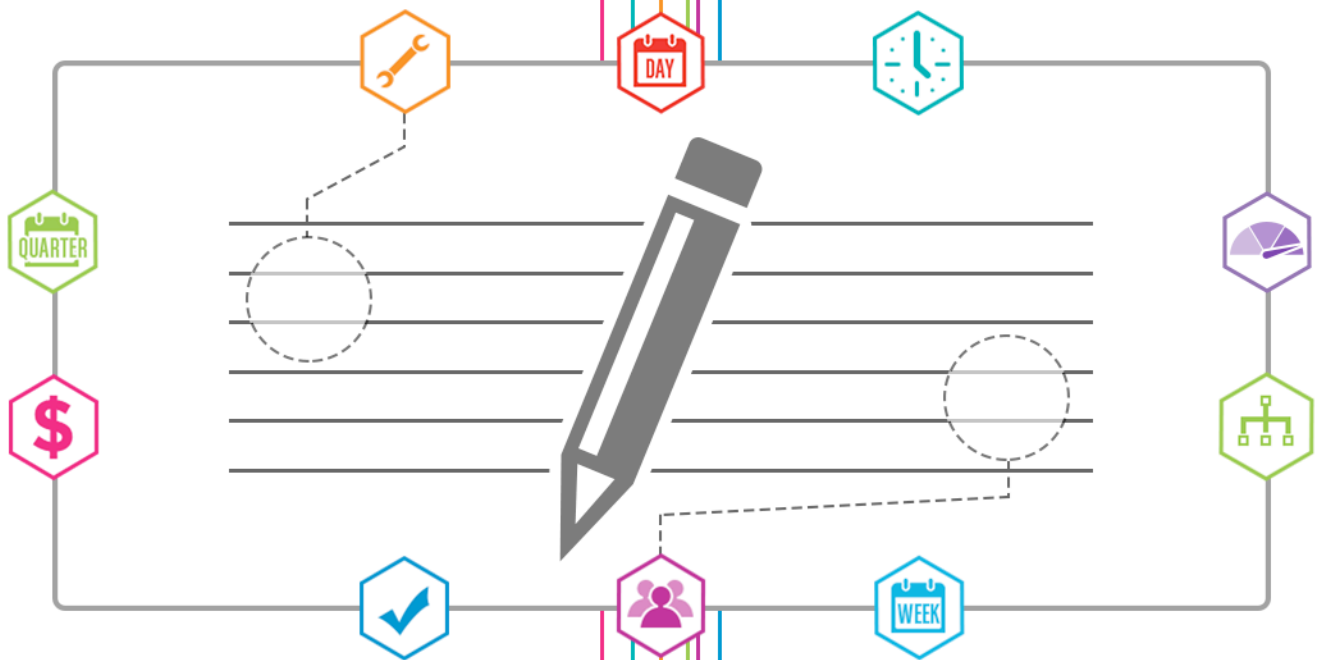


VIRTUAL FREEDOM

COMPANION WORKBOOK



BUILDING YOUR DREAM BUSINESS JUST
GOT EVEN EASIER, AND FASTER!

CHRIS DUCKER

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This bundle contains a series of six worksheets for you to use again and again.

Hi there!

Welcome to the Virtual Freedom Companion Workbook, and thanks for investing in your productivity through this guide and the message that I advocate throughout the pages of the book itself.



When I escaped my own **Superhero Syndrome** in 2010, I had no idea how important of an accomplishment it was going to be for me.

I knew that it meant I would spend less time in the office, shackled to my desk and more time with my family, but I never expected that it would result in massive business growth and a personal brand launch that would have more opportunities coming my way than you could shake a stick at!

Embracing my own version (and it's different for everyone) of Virtual Freedom was the single most important business move I've made in my life.

The fact that you're here, right now, proves that you've finally decided to make the changes needed, so you too can enjoy a easier, more productive and overall more fulfilling lifestyle.

I hope you enjoy the exercises I've put together for you, and applaud you on getting to this point.

Now the REAL work begins!

Best,

A handwritten signature in black ink, appearing to read 'Chris'.

Chris Ducker

3 STEPS TO VIRTUAL FREEDOM

Your first step toward freedom in any situation is to begin identifying exactly which tasks you want freedom from—and the types of workers you’ll need to handle those tasks. This is why at my speaking engagements, in podcast interviews, and even in traditional press appearances on the subject of virtual staffing, I always include my 3 Lists to Freedom exercise. It’s incredibly eye-opening and it gives everyone a customized list of activities to work from as we move along.

Before you start putting together your three lists, let’s consider all of the activities you’ll need to incorporate. First, take a moment to think about all of the activities your business needs just to maintain itself—day-to-day tasks such as customer service...Then, consider all of the activities needed to grow your business, which might include content creation...Go through and highlight the items that you enjoy doing personally. Now you’re ready to create your 3 Lists to Freedom.

1. Tasks You Don't Like Doing

This is any task that makes you cringe or procrastinate. Anything can be on this list—except for selling. Selling needs to be one of your top priorities because it's the lifeblood of any business, and no one should know your product or service better than you.

Do you routinely reply to customer service e-mails, perhaps answering the most basic of inquiries? Are you still laying out and formatting your own blog posts? Does this stuff drive you nuts? Put those types of things on this list.

Australian-based James Schramko is one of the most popular Internet marketers operating online today. He is incredibly successful. James started working with virtual assistants to simply handle work that he didn't want to do himself anymore. The result is SuperfastBusiness.com, an extremely systemized online offering with well over fifty (yes, you read that correctly) VAs running his business for him around the clock.

2. Tasks You Don't Know How To Do

Be honest with yourself. Don't let superhero syndrome kick in here. I remember trying to design and develop my first blog on my own using a premium theme. It took me eight hours of work, and I still wasn't happy with it. Why? Because I'm not a bloody web developer, that's why!

Sit back and genuinely think hard about this one. Ask yourself questions such as

- Are there tasks you're currently doing that could be completed faster by someone else?
- Are there projects you're handling that could be wrapped up in a better, more professional way?
- Are you trying to cut costs by dabbling far outside your areas of expertise?

Business coach and podcaster Jaime Tardy hired VAs to manage the web development and online marketing side of her business, EventualMillionaire.com. Why? Because she simply didn't know how to do it herself and admitted the fact, instead of trying to teach herself.

3. Tasks You Feel You Shouldn't Be Doing

This is the list I want you to give the most thought to. It's usually a huge eye-opener for business owners because it gets their internal wheels turning about how they're currently running their businesses. More importantly, this list helps you see how you want to be running your business in the future.

Some questions to ponder:

- Which tasks should you simply never touch— meaning you could eliminate them from your schedule entirely, making way for more important tasks?
- Which low-level tasks could be easily given to a virtual assistant as part-time work?
- Which tasks are you handling that could be taken over by a professional who knows exactly what he or she is doing? These are tasks where the potential harm outweighs the cost savings of doing them yourself.
- Which tasks are stopping you from really focusing on the strategic growth of your business?

Mediapreneur David Siteman Garland was bogged down handling every tiny detail in his online media business, TheRiseToTheTop.com. Realizing that he needed more time to focus on the most important things, such as building relationships and further monetizing his blog and online brand, he turned to virtual help. He gained countless hours back into his schedule, and today has one of the most popular online TV shows for entrepreneurs.

Here's an example of how your lists might look, as you start out with the exercise. Note: This is standard stuff and generic to entrepreneurs everywhere in

today’s business world. Your lists should be focused on you and your specific needs as a business owner.

List #1 Don’t Like Doing	List #2 Can’t Do	List #3 Shouldn’t BE Doing
Checking Email	Developing Website	Updating Facebook Page
Managing Social Media	Editing Podcast Episodes	Handling Tier 1 Support
Hanging Basic Inquiries	Designing Logos & Graphics	Transcribing Online Video
Researching Travel Options	Bookkeeping & Accounts	Managing Company Blog

Keep your 3 Lists to Freedom handy: We’ll be coming back to them quite regularly.

If you’d like to see a video version of this exercise, head over to ChrisDucker.com/3Lists

You now have a foundation of delegatable tasks which will continue to grow over time, as they do for most entrepreneurs today—not only that, but through the 3 Lists to Freedom exercise you’ve deepened your understanding of yourself and the types of tasks you need to delegate. This is essential to your success. With that in mind, let’s discuss how to find and hire the people who are going to help revolutionize the way you run and grow your business going forward.

10 ELEMENTS TO A GOOD JOB DESCRIPTION

In *Virtual Freedom* I go into detail on the necessary elements for a good job description—one that will truly help you find the employee who is best for the position.

Each time you need to hire an employee, print this out and work through the questions to make sure you've captured all the key necessary elements.

When you're done, you can type up the description directly from the worksheet, or—better yet—send it to your GVA to post the description for you.

LEGEND



JOB TITLE



SKILLS



DAILY WORK DESCRIPTION



TYPE OF POSITION



DAILY REPORTING AND ACCOUNTABILITY



WEEKLY WORK DESCRIPTION



WORKING TIME ZONE



PROPOSED COMPENSATION



QUARTERLY WORK DESCRIPTION



POTENTIALLY HARDER TASKS AND SKILLS



DAILY WORK DESCRIPTION

Write a concise but specific list of the daily duties you will require. Include any tools, such as computer programs or computer hardware, that your hire will need to complete their duties.

Example:

- *Manage my schedule on a daily basis:*
 - *Review all emails marked Meeting Requests and coordinate with my calendar to schedule*
 - *Review my daily schedule and send me one email with all call-in numbers, Skype user names, and agenda documents.*
 - *Fill out conference registration applications, scan, and return them*
 - *Book hotel, rental cars, and flights as needed*
 - *Email me travel itineraries three days before departure*

INTERVIEW WORKSHEET

Print out one worksheet for each applicant, to help you stay on track during the interview. Immediately following the interview, take a few moments to fill out the rating section while the interview is still fresh in your mind.

Position: _____

Applicant Name: _____

Contact Details: _____

Applicant's Time Zone: _____

10 Questions You Should Ask

1. Why did you leave your last job—or why do you want to leave your current job?

2. What did you like about your last job?

3. What do you want to know about me and my organization?

4. What skills do you have that make you a perfect fit for this role?

5. Do you have any other skills that were not in the job description that might be useful to me and my organization?

6. Tell me about yourself. What do you like to do outside of work?

7. What have you done in the last twelve months to improve your skills?

8. How long would you expect to work for me if you got the job?

9. If I was to hire you today, what would make you an asset to my company?

10. What do you expect to get paid for this role/project/job?

11. (Fill in your own question here.)

12.

13.

14.

Applicant is available during the times I require. YES NO

Applicant is skilled in... YES NO

Applicant is skilled in... YES NO

Applicant is skilled in... YES NO

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Applicant has the required program/equipment. YES NO

Applicant has the required program/equipment. YES NO

Applicant will accept my compensation terms. YES NO

FILL THIS SECTION OUT AFTER THE INTERVIEW

1. Applicant presented himself/herself well.

Not at all 1 2 3 4 5 Excellent

2. Applicant's verbal communication was clear.

Not at all 1 2 3 4 5 Excellent

3. Applicant's written correspondence (emails to set up the interview, application) were clear.

Not at all 1 2 3 4 5 Excellent

4. Applicant answered my questions satisfactorily.

Not at all 1 2 3 4 5 Excellent

5. I feel that the applicant can do this job.

Not at all 1 2 3 4 5 Excellent

6. If no, would this applicant fit a different role in my company?

7. I was impressed by the applicant.

Not at all 1 2 3 4 5 Excellent

8. I feel comfortable inviting this person into my business (gut check).

Not at all 1 2 3 4 5 Excellent

Overall score, out of 35: _____

MONTHLY WORK REVIEW WORKSHEET

In this worksheet, I've compiled a series of questions designed to help you evaluate your virtual worker's performance. These questions will help you identify areas for improvement, either for your worker or for you.

You will want to use this worksheet after the first 30, 90, and 180 days of employment.

1. Understands the Role within the Company

How well does your employee understand his/her role? Does s/he complete the tasks you expect to have completed?

If some tasks have not been completed to your standards, what were the problems?

Did you **clearly** communicate your expectations when you assigned the task, using specific examples and deadlines?

Did your employee ask for help with difficult and/or unclear projects? Do you think your employee feels comfortable asking you for help?

If you find that you have clearly communicated expectations, including specific examples and deadlines, but your tasks are not being completed as you have requested, discuss this, calmly, with your employee.

If you suspect you have not been giving clear task assignments with specific examples, take responsibility to fix this moving forward. Also make a habit of asking, “Are any of my assignments unclear? If so, please ask questions.”

List three ways that you can give clearer directions in the future. These could include providing screenshots of how you want the work to appear or giving specific, time-based directions (“spend no more than 90 minutes on this project”).

1. _____
2. _____
3. _____

For more on clarifying roles and expectations, and how to give clear work directions, refer to *Virtual Freedom*.

2. Completes Reporting and Meets Benchmarks
as Expected

Have you assigned specific project benchmarks for your employee? How often do you require progress reports or check ins?

Has your employee consistently met the project benchmarks you've set? Does your employee complete your required progress reports or check ins?

Does your employee ask questions when s/he is having trouble completing a task?

If your employee missed a key benchmark, did they communicate this with you?

Are you happy with your employee's performance in this area? Do you think your employee has too much or too little work to complete in any given week?

If you find that your employee is consistently missing benchmarks, or fails to communicate with you when a benchmark will be missed, have a conversation about your expectations. Make sure your employee understands the importance of these benchmarks, as well as the importance of asking clarifying questions.

If you find that you're consistently unhappy with your employee's performance, then it may be time to find another employee.

For more on reporting and benchmarking, see *Virtual Freedom*.

3. Room For Improvement

In what ways could your employee improve?

How can you communicate these suggestions?

Are there any skill areas your employee has that you haven't made use of yet?
Are there any new projects you could assign?

In what ways could you, as a manager, improve?

Is there anything you could start or stop doing over the next three months that would make you a better boss?

FIRST SIX MONTHS WORKSHEET

This worksheet walks you through your first six months as a virtual employer. Print it out and tape it up next to your desk so that you stay on target—growing your business and your freedom! See *Virtual Freedom* for more.



MONTH #1

- Complete your 3 Lists to Freedom
- Post a job listing for a General Virtual Assistant, drawing on tasks from the first list, Things You Don't Want to Be Doing. Use the Job Description Worksheet
- Conduct interviews
- Hire a General Virtual Assistant
- Train your GVA to complete several tasks from the first of your 3 lists
- At the end of the month, complete the Monthly Review Worksheet



MONTH #2

- Review the second list: Things You Don't Know How to Do. Identify the tasks you would most like to complete.
- Review these tasks with your GVA and assign any tasks your GVA can complete for you
- For the tasks your GVA cannot complete, ask your GVA to find you 3-5 people who could complete the tasks



MONTH #3

- Review the third list: Things You Shouldn't Be Doing. Is this list complete? Spend some time thinking about this list
- Assign as many of these tasks as you can to your GVA or another freelancer
- Complete the Monthly Review Worksheet, with a special eye on workload



MONTH #4

- Have your GVA prepare a job description for your next hire (likely an SEO/Internet Marketing VA) using the Job Description Worksheet
- Conduct interviews CB Hire your SEO/Internet Marketing VA (or other role)
- Work with your GVA to train the SEO/Internet Marketing VA



MONTH #5

- Complete the Monthly Review Worksheet for your SEO/Internet Marketing VA
- Take a week away from day-to-day operations. Trust your GVA



MONTH #6

- Evaluate your time off to find ways to better improve the workflow between you and your employees