

One VA Away Challenge

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Introduction

Hey everybody, what's up. Welcome you to the 7 Day (plus a bonus) One Virtual Assistant Away challenge. My name is John Jonas, I'm the creator of OnlineJobs.ph and I've seen thousands of people do this and I know that you're just one VA away from changing your life, from working less, from getting tasks done for you, from creating freedom... One VA away...

In 2006 I had someone tell me "hey, when you're ready to start outsourcing some of this stuff make sure you go to the Philippines with it." I was...really surprised. I mean, I never thought a specific country would make a difference. But...it gave me hope. Hope that what I had experienced in the past might be different. Hope that there might be something different than outsourcing to India or Pakistan.

Then I debated for a few months about whether I could afford someone, if they could do good work, if I could keep them busy full-time. I finally took the leap and did what he advised me to do and hire someone from the Philippines.

I hired this guy full-time, who's only job was to do whatever I asked him and taught him to do. It was the single most liberating experience of my life. All of a sudden I had this guy who's full-time job was to do whatever I was willing to teach him to do...and the cost was totally affordable.

Once I had him working, I realized that not only was I keeping him busy full-time and he was doing great work, but I needed another full-time VA to get more done. My first VA had freed my time up, so I was able to create more systems and ideas to implement into the business. But I needed to hire another VA to get it all done. And I hired these guys for way less than it would've cost to hire locally.

Well...that was in 2006. Over the years I've slowly built my team up. As of recording this, I have 26 full-time people on my team, all in the Philippines. Since 2008 I've only worked an average of 17 hours/week because my VA's are so good at what they do, and my only jobs are to train and manage them and come up with more ideas to grow my business.

And that's what I want for you. I've seen thousands of business owners change their lives by getting the right help at the right price. At first, you think you're just getting things done for your business. But over time, you start to realize that you can work less while getting more done.

In the next 7 days I'm going to show you how I go about hiring ROCK STAR VAs. I'm going to give you tips and tricks that took me years to figure out. I'm going to walk you through my process so you don't make mistakes and you avoid the pitfalls I fell into as I figured this out.

Remember...you're just One VA Away...

Let's get started.

Day 1

Ok, guys, here we go. I'm so excited for this because right off the bat this gets good.

Today we're going to talk about the pros and cons of contractors vs full-time workers. We'll also define what you're going to outsource first and who you're going to hire.

You Don't Have to Kiss a Bunch of Frogs

So, I do this differently than almost everybody else. What you'll hear most people tell you is "you just have to kiss a bunch of frogs when you're hiring VA's, it's just a part of it." and I'm here to tell you that is WRONG.

You do NOT have to kiss a bunch of frogs. You do not have to go through a bunch of bad VA's before you find a good one. My success rate is around 80% when I hire someone. If your success rate is under 50%, if you're "going through" a bunch of bad VA's before you find a good one, you're doing things wrong.

Fortunately for you, you're about to learn exactly how to hire Rock Stars the first time.

Let's start with making sure we're both on the same page here and define full-time work vs freelance and contract work. This is super important.

Most people think these are the same thing. They're not.

Most people will never learn the difference because they'll never do both of them. Let me explain.

Years ago I used Upwork (OK, actually I used eLance.com; this was before eLance and odesk merged into Upwork) So, I used Elance to get some writing done. I spent a bunch of time screening people and looking at proposals before hiring one of the contractors.

I hired the contractor and spent a bunch of time bringing them up to speed on my business and how I wanted this writing done. Then I had the contractor do the work.

They wrote a bunch of articles for me that were great for SEO. When they were done, they sent them to me, and I was almost giddy because I had gotten so much done.

Then the sinking feeling came.

I realized I had a bunch of articles that now I had to do something with, and it fell on me to do the work. The writer from Elance wasn't going to go submit them to article sites. They weren't going

to go propose them as guest blog posts. They weren't going to post them on my LinkedIn blog. They were a writer, and that's it.

I had to do the rest of the work! And I hated it.

Rather than creating freedom for myself, I had just given myself more to do.

I realized then freelancing wasn't what I was looking for. The contractor didn't care about my business. They didn't care what happened with the articles or if I succeeded. All contractors care about is getting paid and getting a review so they can move on to their next job. That's the nature of contract work on the internet, Upwork is 100% based on this turnover of workers. Frankly, it's destroying businesses and entrepreneurs.

Contrast this with what happened when I hired a full-time person from the Philippines shortly after this experience.

I hired a guy who could write the same things the person from eLance had done. I spent the same amount of time recruiting him as I spent recruiting the contractor. I spent the same amount of time bringing him up to speed with my business.

But this time things were different. He wrote the first article and sent it to me. Instead of submitting the articles myself this time, I went back to him and said, "Great, now submit this to this article site. Also, change the headline and add this link here, and make the author's box like this."

He did it.

Then he wrote another article and submitted to the site again. This time I said, “Great, but now link them together. And next time use this different site.”

And so the process went on and on—continually improving until we had implemented the whole system I had envisioned.

Only HE DID ALL THE WORK! I was just the brains behind it.

My Filipino worker did the work of writing (just like the contractor from Elance), but since he worked for me full time, I was able to teach him to do all the things that had previously fallen on me to do.

It was the first time I realized ...

“ I’ve replaced myself and created freedom.”

All I had to do was teach him how to do what I already knew how to do. The key was, he worked for me full-time. If I left out a step, it was fine; we would just fix it. If I left out a step with the contractor, the price went up, and we had a fight.

Plus, with the contractor I knew it would end at some point. Any effort I put into getting this right with him would go away. With the full-time person, anything I would teach I would

never have to do it again (Just so you know...he still works for me today, over 13 years later)

The more I've done this, the more I've realized that having people work for you long term is CRITICAL for creating freedom.

So, the first thing you're going to do is approach this knowing that you're NOT HIRING A FREELANCER OR CONTRACTOR.

You're hiring a full-time or part-time, long term employee.

Now, I know that when I use the word employee you probably cringe. But don't worry, this is not a normal local employee. The government where you live won't consider this person an employee. You won't pay employment taxes. You won't pay insurance or benefits. On your taxes, at least in the US, you'll still report this as a sub-contractor payment and it will be a deduction. In the notes I'll link to something which clarifies all the tax issues.

Ok, so back to your employee...

Be Willing to Teach

Now that you understand that you're going to hire a long-term person, let's figure out who this first person should be.

Right below this video is a link to a worksheet called “[Who To Hire First](#)”. Pull that up right now. Go ahead, I’ll wait a second. You can print that out or open a notepad so you can start typing. So let me explain this.

In your business, there are 4 types of tasks. Pay attention to this.

1. Things I’m good at and I like to do
2. Things I’m good at but I don’t like doing
3. Things I’m not good at but I have some understanding
4. Things I don’t know how to do

Right off the bat you can think of some things you can put into some of these boxes. Most of you will say “I don’t know how to build a website” or “I don’t know how to edit videos”.

For box #4, when I filled this out, here’s what mine looked like.

Things I’m good at and I like to do:

- Programming.
- Building websites.
- Figuring out marketing processes.

Things I’m good at but don’t like doing:

- Creating marketing materials
- Writing sales copy
- Implementing marketing processes
- Google Adwords

Things I’m not good at but I have some understanding

- Wordpress

- Social media marketing
- Lead Generation
- Sales

Things I don't know how to do

- Facebook Ads
- Design

This is my list. Your list is going to look completely different. It doesn't really matter.

Here's what matters: Most people will tell you to focus your personal time on box number 1, things you know how to do and things you're good at. They'll tell you to outsource box number 4, things you don't know how to do.

...and I'm telling you that is the **WRONG** way to go about this.

People who focus on box number 1 and outsource box number 4 work 70 hours/week and build themselves a job that depends on them, rather than building a business that works for them.

There's only 1 situation for which I can see an exception to this and that's if Making Sales is in your first box. If Sales is what you're good at and what you like to do, then by all means, keep doing it.

But, think about this. Everything else outside of Sales is limiting. Everything else limits your income. For me, I'm good at programming. Ok, cool, so I could make like \$100k/year if I focus

on it, right? I'm good at figuring out marketing processes. Ok, cool...like, I can do that for someone else and make \$150k/year. But I can't do programming and marketing processes at the same time. It just doesn't work.

So, what's the correct way to outsource? You outsource tasks in box #2 first, the things you're good at but you don't like doing, then you outsource tasks in box #1. What this allows you to do is get tasks done in your business while at the same time getting tasks off your plate! You become the CEO and stop limiting your potential income! Then you can get a grasp on things in box #3 and #4 so you can effectively outsource them.

Think about it.

Box #4 for you is "build a website". So what do you do? You go hire someone to build a website for you. Well, building a website isn't simple, so now on top of the time you already spend running your business, you're also spending a bunch of time managing someone who's doing something you don't know how to do. Instead of working 50 hours/week you're now working 60 hours/week and there's no end in sight for it to diminish.

But, if you first hire someone to do things in box #2, Things you're good at but don't like to do, The first week you're going to work 55 hours instead of 50 because you have to bring them up to speed, you have to manage the person. But after that, you're going to work 45 hours because you're no longer involved in that task. And that's permanent.

Do you see where I'm going with this?

Eventually, you CAN outsource all of those things. BUT when you're just getting started, you should outsource things you know how to do - the things you listed in box #1 and box #2.

I've experienced this and seen it with other outsourcers thousands of times.

Why should the first thing you outsource be something you already know how to do? The reasoning is simple: After you hire them, you're going to train them. And it's easy to train someone on something you already know how to do. And it's easy to train them to do it as well as you do it! On the other hand, it can be tricky to train someone on something you don't know how to do. That's not always the best way to start a working relationship.

Filipino VAs thrive on feedback and training. Your initial training sets the stage for having an effective rock star VA for years to come. If the first thing you hire for is something you don't know and don't understand, you're probably going to struggle to establish trust for future projects, and trust is CRITICAL to your relationship, but we can talk about that more later.

So, now's a good time to pause this video and fill out the 4 boxes, if you haven't already.

Think through your days and weeks at work. Write down all the things you love and the things you hate. Write down the things

you want to do but don't know how to do or don't have time to do. Write the things you know you should be doing but don't quite have enough understanding.

Just write it all down.

Now, some of you may not need to write it all down. You might already know exactly what it is you want to get off your plate. Great! That's how I was when I started. I didn't write anything down, I knew...I HATE writing articles and submitting them and linking them...I hated the whole process. But I knew it was effective and needed to be done.

So, if you already know what your version of "writing articles" is, just move on. Otherwise, pause the video right here and start writing.

Ok, so now that you've written it all down, here's what you're going to do today. And this is really important. You're going to pick ONE task you want to outsource. Don't pick a list, don't choose everything in box 2. You get to pick one task from box #2...or box #1. Hopefully it's something you do consistently. Something you do regularly in your business. Something you're currently spending time on.

The point here is to try to get a task off your plate. It doesn't have to be a full time task at first, you can move them into more tasks to fill up more time, but it's important that you start with just one

thing for this challenge and it's important that it's something you know how to do.

It doesn't have to be something you're currently doing, maybe it's something you've wanted to implement and haven't had time to. But try, if you can, to outsource something you're already doing - something that's taking up your valuable time.

I mean, think about this, you have this crappy task that you do every day and you hate it. Or it's something that's just royally sucking all of your creativity and time, even though you're really good at it. Imagine that you hire someone today and then trained them over the next few days. Can you imagine what it will feel like next week when you wake up in the morning and someone else has done that task, and it's done well (maybe even better than you would've done it)? It sounds amazing, doesn't it??

And that's the power in outsourcing things you already know how to do. Get them off your plate, and do it fast, so you have more time to do more important things.

Ok, so what is the first task you're going to outsource? You've chosen it? You went through box #1 and #2 and picked a single task you know how to do.

Ok, Now let's figure who you're going to hire for that one task.

Pick One Task You Want to Outsource

The key here is to stick with an overall skill area, this way you can move them into other tasks after they've mastered the "one task" you picked today. Then recruit the best person who is available and who meshes well with you.

So, for example, for me the first person I hired was someone to implement a specific marketing process. I already told you about this before...but it was to do article marketing for me. I knew how to do it, I was quite good at it, but I HATED doing it. So, for me, the overall skill that was required was English writing skills. Anything else was secondary and a bonus. Like, he had some webmaster skills. Sweet. Just a bonus, not required.

For you, think about the task you're hiring for and figure out the overarching single skill required to do that task. The minute details required aren't important because you're going to teach them the process. What you're looking for is a single skill. For most of you, that skill is going to be English speaking and/or writing.

For example, for Facebook Marketing, you want english writing skills. For a general VA, you probably want english writing/communication skills. For a content writer, you want english writing skills.

If the skill you're looking for is technical, like a programmer or a designer or something like that you should know the exact single skill you're looking for because you know how to do that thing. In this case, english proficiency doesn't really matter. You'll never have a communication issue with a technical person from the Philippines.

Ok, so you pick your single most important skill, which is probably English. Now you get to pick one or two secondary skills which aren't required, but would be nice to find. These two need to be somewhat related. Like, Social Media Marketing and SEO, or appointment setting and making phone calls, or ecommerce and Shopify. But remember, these are secondary skills and they're not going to be required...because you're going to teach them what they need to know! So, if you're hiring a FB marketer, your skills are likely English, Facebook marketing, and maybe SEO. What's not ok here, is to require a bunch of skills. Even within the same type of VA it's not ok. I see too many people who want to find like...Someone to manage amazon listings who has 4 years of experience in managing listings

- AND Must have experience with Amazon PPC
- AND Must know how to research and find good products to sell
- AND Must be good at writing product descriptions
- AND Must know how to get good customer reviews

Like...this doesn't work. You can teach them how to do these things, it's important that you teach them how to do these things, even if they already know how to do them. The one skill you're

looking for in this situation should either be English or Amazon experience.

If you're looking for an Ecommerce VA, the single skill is Ecommerce experience. The secondary skill is English or Shopify or whatever your particular platform is.

Remember, if you hire someone with one or two of the most important skills, you can train them to do lots of other related things as you progress with them.

And that's it! That's all you have to do today. You know what task you're going to outsource and you've selected a single skill and two secondary skills you're going to look for when hiring that person. If you need some help in knowing what skills you should be looking for, head over to [OnlineJobs.ph](https://www.onlinejobs.ph). Either login or sign up for a free account. Then click on Post A Job and scroll down to where it says "Job Skills". There you'll find a list of all the skill categories we have on [OnlineJobs.ph](https://www.onlinejobs.ph). That will give you a really good idea of what skills are available.

That's all for today. Now go and sleep on it. When you come back tomorrow, make sure you have this position pretty well cemented in your mind because tomorrow we're going to write a job post and have VA's apply for your position.

So, let me add one more condition to this. As badly as you want to fill all the roles you have needs for, don't do it. Start with hiring just one person to do one task. I've seen too many people try to

hire a team all at once and then not be able give anyone the attention they need to get started properly and none of the people work out. So, avoid the temptation to hire multiple people at once and just focus this time on one single person to do one single task.

Congratulations. You've taken a big step towards getting work done for your business without it requiring you. Tomorrow we'll start finding people.

My name is John Jonas and I'll see you tomorrow!

Day 2 Post Your Job on Onlinejobs.ph

What's up guys! And welcome to Day 2 of the One Virtual Assistant Away Challenge.

You are just one Virtual Assistant away from creating freedom, from getting tasks done for you, from growing your business. Man, the potential here is so good, I love it!

I'm so excited today because today is the day where most people recognize the potential of what they can get done for their business. Where you get to see the kinds of Virtual Assistants you can hire, and the talent people have. It's super exciting.

Let's get started.

Onlinejobs.ph

Onlinejobs.ph is a database of online Filipino workers -- it's kind of like a dating website.

You have the Filipino workers who come on, and they post their resume, and they post their skills, and they tell you, like "I'm good at this" or "I'm good at that" or "I have this much experience and this much education," a whole bunch of other stuff.

And then you come on, as the employer. And you either browse their resumes and look at them and like, "Oh, I think this guy looks good, I think this guy looks good," and you contact them. Or, you post a job and put yourself out there, and say like, "I'm looking to have this done. Or, this kind of a worker, come work for me." And they'll come and apply to your job, and then you interview them. Either way, you ease into a conversation with the two of them, and you start interviewing them.

Let's get into exactly how OnlineJobs work.

This is OnlineJobs.ph, for Philippines. And the first thing you'll notice is everything's in English. Second, there are two ways to use OnlineJobs -- number one is to post your job and let workers apply, number two is to browse the resumes and find people you think fit and then start contacting them -- either way you go, doesn't really matter, I still want you to browse resumes so you

get a good idea of what talent exist and what salaries they're looking for.

So, let's start there.

The first thing I'm gonna do is, I'm gonna search for "virtual assistant". And the reason I put it in quotes is because we're searching for two workers here. If I don't put it in quotes, then it will search for any profile that says "virtual" or "assistant".

So when you start looking at search results, I just want you to get a feel of what you can find. So I'm gonna kinda scroll through there and show you what we're finding.

So first, just the first person -- "Virtual Assistant, Bookkeeping, Accounting, Admin, Customer Support" asking for 25,000.00 Filipino Peso per month, which is about 485.00 dollars, Bachelor's degree, 40 hours a week of work, she says her work experience working is: worked in Accounting, Finance, Administrative Department at a large corporation for 7 years, that's a lot of experience, manage receivables, payables, compliance, bookkeeper accounts. So, it's pretty good English, she has a bunch of skills.

I'm just gonna scroll through these.

"Social media and Admin Virtual Assistant", 60,000.00 pesos a month -- that's a lot, like that's 1,100.00 dollars -- Bachelor's

degree, available immediately, probably full time. 12 years of experience in administrative support, 4 years virtual assistant.

“Shopify expert, Social Media management, Facebook ads expert”. 485.00 dollars a month, Bachelor’s degree, 40 hours a week.

Let’s just look at one of these people just so you get an idea of what exists.

First of all, salary, education, and experience. Often, you’ll see they’ve taken tests, or they’ve taken an IQ Test, or a DISC Test, so you get to see their profile of their personality.

“For the past 3 years, I’m working as a Virtual Assistant. I’ve experienced and learned a lot of things that help me succeed and create more innovative and quality ideas that may lead to success or further growth.” So not flawless English, but it’s pretty dang good, right? Especially for 500.00 dollars a month for full time work. So, he writes a little bit, his resume, his speed test, his internet speed result.

And then here’s how OnlineJobs really works -- they come in here, the Filipino workers come in and then they rank themselves, they rate themselves in a whole bunch of different categories. So from anything like Office and Admin stuff, to like, how they write in English, and Marketing and Sales, and Advertising, and Programming, and all kinds of stuff, right?

Here's an "Office and Admin" one, we searched for "virtual assistant", sweet. So, he's got data entry, email management, and Excel. He's pretty good at HR, and admin assistant, and appointment setting, research. He also has his "English" speaking and writing, which you can tell. "I've been serving in a 5-star hotel in Makati for 2 years. We use English as a mode of communication, communicating with our guests, especially handling complaints". So, you can see there's a little bit of not perfection in his English, but it's really dang good. He has blog and copywriting experience, marketing and sales, email marketing, Facebook marketing, mobile marketing, social media marketing.

This dude has some really good talents.

So, I'm gonna go back and just click on another one, just so you get another idea.

"Highly resourceful, intelligent, all-around virtual assistant". So there's a couple of things I want you to notice: number one, ID Proof - this is a measure of "are they who they say they are" It is not a measure of "how talented are they."

It's on a scale of 0 to a 100, the higher the score the better, and it's based on algorithm that we created which goes through all the data we have about this person, and it says, "Are they trying to be honest with you?" or "Are they faking things?" Again, we don't know exactly, it's based on a computer algorithm, but it's pretty good.

So, expected salary, education, experience, this guy's taken an IQ Test -- 120 IQ. He wrote a skills summary -- not a great skills summary that he wrote, but it's interesting. "Virtually anything online that's not programmy or design related", so the guy's probably pretty talented. "Office, Google Docs, Amazon business, managing an online team." Like, sweet, okay.

So, he's rated himself, let's look at some of his ratings.

And this is really telling -- "Admin assistant, data entry, email management" What's interesting here is, he put himself as one-star as event planner and two-stars as appointment setter. What that means is, he's trying to be honest here, like, "I'm not very good at event planning but I could do it" or "I know Excel, I'm like, you know, I'm not the best at it", "I'm an okay personal assistant". But he's reasonably good in speaking and writing. He's done some translation but he probably doesn't wanna do it, right? But, that at least tells you he's trying to be honest, right? So copywriting -- he can write copy for your website, he doesn't wanna ghostwrite a book.

The more you look at profiles, the more you'll get to see like, okay, so here's some skills that I could put together, here's some skills that this guy has that could be really helpful in my business.

Let's go back and I'm gonna show you a little bit more to drill this down more, because with, with nearly a million profiles here, you get so many things.

So, let's look at Wordpress. So, if I search for "Wordpress" here, what I'm getting is any profile that has the word "Wordpress" in it.

So like, "Writer, Digital Marketer, Content Strategist, Copy Editor" -- okay, that's fine.

"Project Manager, Virtual Admin, Recruiter" -- it's not what I'm looking for. This is what I'm looking for [on-screen, mouse hovers at the word "Wordpress"]. Let's have a look. So, asking for "600.00 US Dollars a month, 30,000.00 Philippine pesos a month, 30 hours a week, Bachelor's degree, 5 years experience in web designing and video editing". Like this is, this is some really good talent here. He took a DISC Test, if you're familiar with DISC profiles. Skills summary, "I design high-converting websites, applying proven strategies and call-to action placements with emphasis user interactions and users..."

So his English isn't great, but that's now what you're looking for here. You're looking for technical skills like a Wordpress person, right? He's rated himself really highly in "Wordpress development, content management, web-hosting, HTML, CSS, graphics editing", sweet, "Photoshop" -- this guy is a talented video editing, webpage creation expert, right? Like, this looks awesome. And what's interesting is he's rated himself, like, 1-star at these other things. So like, don't hire him to do event planning for you, or be a project manager. He's not gonna be good at that.

And I only say that because I see too many people that try to hire one person to do everything for them and their business. Now, I told you before, you can teach people to do all kinds of stuff, but you have to teach it.

Now, a guy like this, he doesn't want to learn HR, he wants to do technical stuff, he wants to do Web Development.

Here's the issue here, on this page is because we searched for "Wordpress", we're getting every profile that says "Wordpress" in it. Let me show you how to narrow this down.

If you come up and click on "Advanced Search", on this page, you get to select from the categories that we have. So like, let's look at "Webmaster" and "Wordpress". Now, I'm gonna select 5-stars for "Wordpress", and if you want, you can do that again and select another skill category, and this will require anybody you have to have rated themselves 5-stars on "Wordpress" and whatever else it is. So let me, actually, how about we do "Marketing and Sales", and let's do 4-stars in "SEO" -- those are two good skills, right -- and we're still searching for the word "Wordpress" in it.

[click button on screen] Refine the search results. And now, our results should be a lot more narrowed down. You can see, we're actively searching for people who have rated themselves 5-stars in "Wordpress", 4-stars in "SEO", and the keyword "Wordpress" in their profile.

“Working as a virtual assistant for 9 years now, virtual assistant” asking for, you know, 500.00 dollars a month.

“SEO, website, graphic artist, webmaster” asking for 800.00 dollars a month. “12 years of experience” -- dang, that’s a lot of experience.

“Wordpress developer, search engine optimization, social media engagement”

I mean, this is a lot of skills for a lot of different things, right?

Just so you know, when you see something like this, 15,000.00 Filipino pesos -- which is less than 300.00 dollars a month -- full time, not okay; part time okay, I could get that. It’s too low for a full time person. Anybody who’s asking for such a little amount full time is not legitimate.

Okay, so this is the first thing to do. And I, I show you this because I want you to understand the kind of skills you can find. If you go to the home page and scroll down, we have a huge list of skills that are commonly found here on OnlineJobs -- and you can find just about anything. But if you click on any of these, you’re gonna get a really good results list of people with those skills.

So, I’m just gonna click on one of these. [Clicks on the word “Video Editor”]. If we go back to one of these profiles, you’ll notice that their name is blurred out, and I’m gonna, oh we already looked at this guy, let’s have a look again. Their names’ blurred

out, there's not a way to contact them. In order to contact them, you have to upgrade.

So, I click on "Pricing".

OnlineJobs is free to post a job -- and I'll show you that in a minute -- and free to use all kinds of, like to pay people or use TimeProof. But, in order to contact workers, you have to pay. You have to upgrade. And it's 69.00 dollars a month -- at the time of the recording. We regularly test stuff, so the website may look differently when you're looking at it or may cost differently. Or there's a Premium account for 99.00 dollars a month. You pay this while you're recruiting, once you're done recruiting, you can cancel it, and that worker will still work for you outside of OnlineJobs.ph. A bunch of people leave their subscription active because they're regularly recruiting, or there's some extra things with the Premium that they want.

Now that you understand how to contact people if you upgrade, let me login to my account, and I'll show you what you'll see.

So now I'm logged in to my account, I'm gonna search for "Design". Graphic Designers.

Now, you'll see it's different. Here's her name, you click on their name and you get a "Contact Worker" link, and you can click and contact the worker.

Now that you see you can contact them, let me just, let me give you some advice here: Too often I see people try to narrow it down to find 'the one'. Like, you're gonna try and find the 'magic person' that's gonna work out for you. And that is the wrong way to go about this. So, what you shouldn't be doing is, you shouldn't be spending a ton of time browsing resumes and bookmarking the specific ones and taking notes, and like, it's fine to do that a couple of times, but don't try and find that one person.

The problem is, Filipinos are so loyal that they, often if they have a job, they won't even respond to your job inquiry. You may spend a whole bunch of time trying to find 'the one', and they don't even respond to you, and you just wasted a bunch of time.

What you can do though -- what I often do -- I will browse through the resumes, and as soon as I kind of realize, "Okay, this is a good search result. I'm finding a bunch of people that I like." I'll start contacting people. I'll send them all the same message, except, I'll personalize every one of them. It's important that you personalize them because some of these people get tons of messages. Like, they get tons of inquiries, and if you're not personalizing, then you're probably not gonna get a response from the ones you want.

There's a couple of things here.

[screen shows Tip #1] Number one, keep it simple, but keep it personal. So, I'll send an email like: "Hey name", and I'll add their name to it, "I found your resume on OnlineJobs.ph. I'm looking for

someone to do XYZ”, and I’ll keep this simple. I’m not gonna create like ten different things in a list for this, “Are you available and still looking for work?” and then I’ll add my name. So, don’t copy what I’m doing exactly. But, this is a, it’s a pretty proven way that I found to start contacting workers.

[screen shows Tip #2] And then I’ll send that to, like, 20 different people, or 15 people, or 30 different people that I like.

[screen shows Tip #3] I don’t spend a ton of time making sure every single resume is perfect, not upfront. Upfront I’m just gonna contact a bunch of people. After that, after I contact them, I’ll get into what to do after we talk about the next thing, which is post a job.

Let’s go back to posting a job.

Posting a Job

So, you contact a bunch of people, right? Okay, so the other option is “Post a Job”.

So here’s the “Post a Job” page. And on this page, you’re gonna fill out a few fields, and then you’re gonna start getting people to apply to your job. Now, let me cover some of these stuff.

The job title. This is, “Who are you looking to hire?” What is the person that you’re looking to hire? You’re looking to hire a Virtual

Assistant. You're looking to hire a Graphic Designer. And this is where you write your job title. Now, often you may want to include something catchy in your job title like, "Graphic designed to work for emerging startup with awesome culture", something like that, right?

Type of Employment. Full time, Part time, Freelance. So, this is probably a good time to talk a little bit about whether you hire full time or part time. Generally in the Philippines, full time is better than part time. Full time work is really highly sought after. If you can't hire full time, hire part time, that's fine. But freelance work is, you're going to get a different caliber of work done hiring freelance versus Full time or Part time. You can do it and it's fine. I'm just suggesting you hire Full time or Part time.

Then you can write your Job Description. Now the Job Description is, this is where you talk about, you know, your company and the job, and all the things that you want to say.

One of the things that - I mean - I see a lot of posts on OnlineJobs where, you know, people want to write everything they can think about the job, or they wanna write all about their company, and all kinds of stuff. And that's fine. But for me, dang, this is about just getting it done. And I don't wanna write 50 lines of text about my job. I wanna say like, "Hey, I'm looking for a Social Media Manager. I want you to have some Facebook experience and some Instagram experience. And I'd love to have your English be really good. I want this Full time and I hope this to be a long term thing." But that's about all I'm gonna write.

Now, this is my way. A lot of people are gonna write tons and tons of stuff. For me, the magic doesn't happen in the job post, the magic happens in the interviewing -- and I'll cover that another time. Just be aware that, like for me, I'm not gonna write a huge job post, some people will.

So nextt, you're gonna include your wage or salary. I already showed you how to figure this out. If you don't know the wage or salary you're gonna include, go browse some resumes. What are people asking to make in this industry? Is it a Facebook Ads expert, which is, you know, those are higher-paid people? Is it PHP Programmer, which are higher-paid people? Or is it data-entry job, which is a lower-paid person? And then you'll have a really good idea of, like, "How much should I offer for this wage?" You could also say 'negotiable', which is often what I'll do when I post a job.

Require ID Proof greater than. So, this will require that the person applying has at least a reasonable ID Proof, and you can select whatever you want. I don't feel like this is as important or something to worry about. I'll often set it to 70.

And then your email and your contact.

Now, here comes your Primary, Secondary, and Secondary Job Skills. This is important here, I guess. In the past we let people just select any job skills they wanted. People would select, like, 15 different skills that we require. And what we found was, you don't

get good applicants, you get a bunch of spam because you're asking for way too much, way too many skills that nobody has all these skills. So really, what you wanna be doing is, picking a single primary skill that's like, the main skill for your job. And then a couple of secondary skills that are also nice to have for this job, or maybe they're required. You're not gonna pick a whole bunch of stuff. You're just gonna put your job out there and then let people reply to it.

And that's it. That's the end of it. You're posting your job. Don't stress about this.

I see too many people that are like, "Oh, I don't know, what am I gonna post in my job post?" or, "What if people don't apply?" People are gonna apply. They want jobs, right? Especially if you're looking for virtual assistants. You may get, like, 300 applications rather than, you know, like, none. You're gonna get way too many.

Unless, you go looking for skills that are, like, "Oh, I want a virtual assistant who speaks perfect English, and I want a perfect, really talented programmer, and I want someone who can write sales copy". That doesn't exist, right? You're gonna look for a single-related skill set here. You're not gonna try and find one person to do everything for you, but you are gonna teach the person you hire.

So, let me add one more thing that I always do in my job post, and this will be super helpful.

So, in my job description, very often, or, almost always, i will add a piece that filters people automatically. So I will say, "In the subject application, include the word 'VA555' at the end." And so, this is just something that I figured out over the years. If I tell the people to include some key words -- I've seen other people say, like, "Make the word 'chameleon' be the last word of your application." What I found is, if you do that, it's instant weeding out of anybody who didn't pay attention. So, you get to see like, "Oh, I asked you to include 'VA555' in the subject and it's not there? Done. I'm not even gonna read your application". That's a really good way to take, like, 300 applications and weed it down to 25. Then you're gonna see that the people that paid attention are likely the ones that you're looking to hire. They're paying attention to the details. You know, they're specifically seeking out a job -- a specific job -- rather than trying to spam a bunch of people and, which we hate, nobody likes that. We try and get rid of it, it's really hard.

So now that you've posted a job or contacted a bunch of workers, the next step is to interview them. Like, you're gonna start getting a bunch of applications or you're gonna get people responding to you. In either case, OnlineJobs is gonna send emails to your personal email account with people's job applications.

Let me explain something.

Paid vs Free Account

If you're on a paid account, you're gonna get their email sent straight to you. It's gonna have their email address, and you're gonna be in your personal inbox, and you're gonna reply to them. Or you can use the OnlineJobs messaging platform to reply to them.

If you posted a job using a Free OnlineJobs Account, which is fine, you're gonna get job applications sent to you, they'll exclude people's contact information. You'll be able to see their applications, you just won't be able to reply to them. You won't be able to get their contact information. At least that way you know, like, are there people who are talented enough to do my job. Like, did people apply who I'm interested in hiring. It's kinda like a Free Trial without being a Free Trial of a worker, because that doesn't work. We'd find too many scammers in the system if we do that.

And that's it. You posted a job, next thing is to just wait. Wait for people to apply, wait for people to reply to you and your contact.

And I will talk about interviewing, which that's where the magic happens. The magic happens in the interview process. This is where you find, this is where you get the rockstar VA -- it's in the interview process -- it's not in the job, just post your job, or just contact people. That's not a magic process, the magic happens next time.

My name is John Jonas and I created OnlineJobs.ph.

Day 3 Let The Magic Begin

Hey guys, what's up! And welcome to day 3 of the One VA away hiring challenge. I bet today you're excited because you know you're just one VA away from Exponentially Growing Your Business, Increasing Your Freedom and Living the Ideal Life You've Envisioned.

Today is going to be awesome because this is where the magic begins. Today is where you start the process of finding and creating a rock star VA.

Now, I didn't just say "find" a rock star VA, I said "find and create" a rock star VA. That's because the process to having a rock star starts today with how you interview them.

Today sets the groundwork for how they perceive you and for the future of your relationship. But creating a rock star VA goes all the way through the recruiting process and into the working relationship. It's all about building their trust in you. Building their trust that you're a good boss, that you care, that you care about your business and know what you're doing, that you care about who you're hiring and why you're hiring that person. Filipino VAs

want to know that they can trust you and how you interview them will set the stage for this.

So, let's dive into it.

My Secret Process

You're about to start asking people lots of questions. You can't skip this. You can't shortcut this process. Also, this is MY process. It's not the only way to do this, but it's the way I do it. I know other successful people who interview differently than I do and that's ok. I developed this process over a long time as I tried and tried to hire good people. Over time I figured out what worked for me and what didn't work. What we're going to cover today is what works for me.

I've hired dozens of Filipino workers over the last decade and a half - most of whom still work for me. Most of them are still around because I hired right on the first go-round.

Let me give you an overview of how to hire right on the first go-round and tell you a story. My process involves asking lots of questions across lots of emails and paying attention to everything that goes on. Then I hire the best person. And that's pretty much it.

But...recently I thought I knew better. So in spite of all of my experience, I decided to try a different approach to hiring. And this was so dumb of me, but here's what I did...

I was trying to hire a copywriter for OnlineJobs.ph. I went through the resumes and contacted a bunch of people (just like I told you to do yesterday), but there were two people who, when I was looking at resumes, I was like "YES, this guy is awesome".

Well, it just so happened that after contacting a bunch of people the two who I decided were the best based on their portfolios were the first two to respond. I was so excited. Like, I know these guys are good and I want to hire them so I'm going to skip the recruiting process and just go for it.

One of them responded faster than the other and was really eager so I quickly negotiated a salary with him and hired him. I gave him his first task and set him to work. In the meantime, I continued recruiting the other one because I thought maybe I'll just hire them both and test their copy against each other.

So, the first guy does his first task, turns in his first copy and I was like, "wait a minute, this isn't very good," like, the English isn't perfect like I expected (and good English is a critical requirement for a copywriter). On top of that, there were things missing and he didn't follow my directions super well.

But, I'd already hired him, so I thought, "let's try again." Then I gave him more instructions, asked him to make some changes and resubmit his work.

Well, over the first two weeks, we repeated that process over and over. He would submit spotty work, I'd try to give him good instructions on how to revise and fix it...and he'd resubmit more spotty work.

And finally I was like, this isn't going to work out! Your English isn't what I expected and your copy isn't what I expected and it's just not working out. And I was like, dude, I'm so dumb. I can't believe I didn't catch this in the recruiting process. If I had just followed my process I would have caught it.

Well, during this time I was still recruiting the other person, sending emails back and forth. And at this point, right when I was letting the first guy go, I had figured out that it wasn't going to work out with the second guy either. Our personalities didn't work together, which I could tell just from our emailing back and forth. And so I didn't hire this second guy and I saved myself a bunch of hassle.

The point is, with the first guy, I didn't follow my own process and I hired someone poor. With the second guy I DID follow my process and I avoided hiring someone who wouldn't work out.

When I hired the first guy right off the bat, it was like kissing a frog and crossing my fingers that he would turn out to be a fantastic

copywriter. I didn't have to kiss the second frog just because I practiced what I preach (which...I didn't do with the first guy).

So, learn from my mistake and follow the process! It doesn't always guarantee you'll find someone great, maybe you didn't have the right person apply to the job, but at least you'll almost always eliminate problems so you don't end up hiring people who don't work out like I did.

Ok, so here we go. You have a bunch of people who have applied to your job or who have responded to you contacting them. If you don't have very many people, don't worry, you're still going to get more applications coming in. And as you continue to contact people, they will continue to respond. You're going to follow this same process with everyone.

Also, If over the coming days you don't get many people responding, go back and edit your job post. Change the title, change your requirements, change from freelance to part-time, change the salary...Just change things to see if you can get people to apply.

Thousands of jobs are posted each month on OJ and there are thousands of qualified workers on the site that will apply for them. Very rarely do we see a job that can't be filled by the workers on our site. So if you're not getting many responses, go change some of the specifics in your job post. It's not that there aren't qualified applicants, it's that there's something in your job post

that that's keeping them away. If you do it right, you should be getting applications.

Alright, when an OJ applicant responds to your job post, you'll get a message in your OnlineJobs.ph messaging inbox, and also an email in your personal email inbox. We do both so that you can do this recruiting however you feel most comfortable.

For me, I always use my personal email inbox. I'm more comfortable there. For others, they prefer to use the messaging inbox at OnlineJobs.ph. It doesn't matter which you use...either way the process is the same.

So here's what you're going to do. For every application that feels reasonable to you -- they meet your qualification requirements -- you're going to respond and ask them 3-4 questions. Now, what reasonable is different for everyone but generally to me it means they followed directions, their application looks thought out, they have skills relevant to the role I'm offering and so on.

It doesn't mean they're the best and they're the one I want to hire. It just means they're a potential candidate who could work out. So anything that's not reasonable, just discard it. If they didn't follow directions, discard it. This is especially true if you have like 300 applications. Then anything which isn't amazing, just immediately discard it.

If you only get a few applications, you'll probably want to respond to almost every one of them. The point here is, you're looking to find the best person who is available, and who fits within your company. You're not just looking for "the best" because there really isn't a "best" person for anything. There's always someone better than the person you're hiring or a better fit for your company or a combination of skills plus fit plus salary.

So don't try to single anyone out at this point, just start communicating with a bunch of people as you try to find the best available fit for your company. You'll see that as you ask questions, the person best suited to you will rise to the top. Picking out favorites in the beginning is just asking for disappointment down the road of the recruiting process.

My Interview Questions

So, what questions are you asking?

Attached to today is a [list of questions](#) you can ask, questions I ask over the course of interviewing people. But today, after the initial contact, I'm almost always going to ask something like these:

- Do you have a portfolio I can look at? Can you send me the URL (again)? - now I edit this if they already sent their portfolio in their application.

- Next, are you Looking for full-time or part-time work? - I just want to know right off the bat.
- And last, How long have you been doing (state type of work you're hiring for) work?

Depending on what their application or initial email looked like, I may ask different questions than these. Like, sometimes a particular application stands out to me or sometimes there's something in a portfolio that I recognize (meaning that person has worked on bigger projects in the past') and so I'll want to know more about it.

But, generally this is how I start my recruiting process. I start by asking questions.

7 Things You Need to Pay Attention To

See, for me, recruiting is about finding the right candidate with efficiency. The more onus I can put on them to show me why I should hire them the better. As opposed to me doing a bunch of work looking at profiles and reading and looking through portfolios.

So, here's the point of responding to them with questions. Over the coming days you're going to continue to ask questions of everyone who responds to you. As you do this you're going to see a number of things.

1. You'll see people drop out. You'll have people who simply don't respond to you and they'll self select out of your recruiting process. They either didn't like the job or the communication style or the scrutiny or whatever...but they self select out which is the best. And they do this by not responding to your barrage of questions. Don't try to chase after these people, focus on the ones who are still in the running.
2. You'll recognize people who are clearly not a fit for you. Either their skills aren't what you're looking for or their skills aren't good enough or maybe their communication style doesn't sit right with you, or...I don't know... Often something just isn't right with people and so you drop them out of your recruiting pool. Sometimes I'll just stop communicating with these people and sometimes I'll send them an email saying "Hey, thanks for applying but I've decided to hire someone else." That simple. Then I move on. This is probably equally as common during this process as people who self select out.
3. Speed of communication - As you send them email after email, each of them with 1-5 questions in them, you get to see how fast they respond. Speed of communication is super often a habit. Some people are fast, some are slow. You'll notice some people respond quickly and some take a couple days to respond. Pay attention. If someone takes a couple days to respond during the interview process, the chances of them taking a couple days to respond after

you've hired them is pretty high. That doesn't work for me. If someone else responds multiple times/day, sweet! I get to ask them more questions more often.

I recently got a reference from an employee of mine for someone I could hire who they said is really good. And I believed them. So I contacted the person they referred and it took them a week to respond. I replied to them quickly and then I didn't hear back for another week. At this point, I said something to them about how long it was taking them to respond and they said yeah, sorry, they'll be faster in the future. So I asked a couple more questions and I didn't hear back for another week. At this point, I was done. Taking a week to communicate with me doesn't work. I need faster communication, especially in a virtual relationship.

I don't need communication to be every hour or anything like that, but once a day is something I expect, so it's something I look for in the recruiting process.

Speed of communication, attention to detail, personality, and consistency with the past... I want to cover each of these things in detail because they're all really important to me.

4. Look at their attention to detail. The reason you're asking 1-5 questions per email is so you can see how well they pay attention. If you ask 4 questions and they only respond to 3, well, the chances of you giving them 4 tasks and them only doing 3 are pretty high and that doesn't work for me. When I

hire someone, I need them to keep up on the things I give them to do so I'm not babysitting every single task. I've found that seeing who's willing to respond to a bunch of questions, including silly questions, in the interview process works really well at weeding people out who don't pay attention to the details.

5. Pay attention to their personality. Do you two communicate clearly with each other? Is their english perfect but something about the communication style isn't right for you? Are they not giving the right answers to your questions? Do you look forward to their responses? Or is a response from them a burden to you.

Often you get along well with someone and don't get along super well with someone else. This is (hopefully) going to be a long term relationship. If you're going to work with this person for years to come, it's important you get along from the beginning.

6. Look at their consistency. Like, are the skills they're describing to you the same skills as on their profile on OnlineJobs.ph? Is their story consistent from the first email to the last? Is their english still really good? It's reasonable to have a friend help you write your profile on OnlineJobs, but it's not reasonable to have a friend respond to email after email after email answering tons of questions. Consistency across their whole "story" is something you get to figure out as you send these emails.

7. Last, are there any red flags? So, there are some things which raise a red flag to me. Things like, is this person actually in India. I know, we try super hard to just keep OnlineJobs.ph limited to the Philippines, but so many employers want to hire Filipinos that we get individuals and companies from India pretending to be Filipinos so that they can get jobs because all the jobs are on OnlineJobs.ph. Another red flag is is this a company posing as an individual. Often you figure this out if they say something like “WE” in an email response or if you get two totally different tons of emails from the same person. This doesn’t happen super often, but it exists so it’s just something to be aware of.

Another red flag for me is if they’re super aggressive with wanting to get hired. That’s not the normal Filipino way so if someone is really pushy it tells me something is wrong. And then, use your gut feeling. So often I’ve found for myself and heard from others that they just had a feeling about someone, whether it be good or bad. If something seems off as you interview someone, it probably is. Pay attention to the feeling. Maybe even explore it with the person. Like, ask them “hey, something just doesn’t seem right between me and you, any ideas?”

So, those are the things you’re paying attention to. Here’s a key in this. Don’t get overly excited about any single person and try to hire them in the middle of the process. Let this play out. Prematurely hiring someone often leads to wrong expectations,

someone not being who you thought they were, and just generally not working out. Continue to ask questions and let people self select out or find reasons to select people out of your recruiting process.

And that's it for today. Hopefully today you get to respond to a bunch of people. Hopefully some of them respond multiple times today and others don't respond at all.

Tomorrow we'll continue the process of weeding people out. It's so exciting!

Oh, let me give you one more tip for today. Don't try to do skype interviews with people. At least, not yet. It's too early in the process and if you do it, you'll be disappointed. We'll talk more about this in coming days.

I'm John Jonas, I created OnlineJobs.ph, Congrats on getting this far. You're only one VA away!

Day 4

Day 4! Yes! You're just one VA away and today hopefully that VA is getting closer!

My name is John Jonas, I created OnlineJobs.ph and today we're continuing the recruiting and interviewing process so you can find and create a rock star VA!

Ok, so yesterday I taught you all about how I recruit and interview. We talked about asking tons of questions, about paying attention to their speed of responses, to their attention to detail, to their consistency of responses and english, to any red flags. If you need a refresher, go back and watch yesterdays video again. Today, we're going to continue with asking questions. Actually, you're going to continue asking all of your applicants questions until you've made a decision to hire someone. That's my whole process. Take your time recruiting (or, take a few days at least) so that you don't have to do it multiple times hopefully.

Finding Out Who's Good and Who Isn't

So today, you should start getting a feeling for who is good and who isn't. You start getting responses from people. As you read some of the responses, you'll know immediately that they don't fit. You can just disregard those applicants. Others will be ok, and some will be great. My suggestion for you is that after you've communicated a couple times with someone, if you have doubts about the person's effectiveness, drop them from your recruiting pool. You can tell them that you decided to go with someone else (because you WILL be hiring someone else) and let them know they didn't get the job.

Other responses may trigger some questions. So ask them about it. Like, sometimes an application will say something about having worked on a website I recognize so I'll ask them about it. Or they'll talk about their experience with a related field which might pique my interest so I'll ask them about that related skill. Just feel free to ask them questions that come to mind as you read their responses.

Today is the day to study your candidates in detail. So here's what I do. If you receive portfolio links from some of them, now is the perfect time to review and evaluate their work.

Let me just explain what I'm looking for when I do this.

Personality

The first thing I'm looking for is personality. For me, I don't like someone who is aggressive or know-it-all. I want someone who can learn, someone who is eager, but not too eager to start work. I know that anyone I hire I'm going to shape and mold them towards how I want to work. That's just part of my personality. I'm going to let them do what they're good at doing, but we also have a certain way of doing things in our company and I want someone who is willing to work within the way we work. You probably have a certain way you like to work too (even though you may not know it yet), and it's in their personality that you're going to find a good fit.

Portfolio

The second thing I'm looking at is their portfolio. I want to know is their past work similar to what I'm looking for. Now, this doesn't apply to all workers. Often I just want someone who is dedicated and willing to work hard and show up every day. Someone I can train to be amazing. But for a designer, a programmer, a content writer, a copywriter, or anything else I don't know how to do, I'm going to look at their portfolio of work and ask myself, "is this what I'm expecting in the person I hire? Are their designs as good as I'd like, are they my style? Is their writing my style? Is their english up to par with what I expect? Have they written good sales copy before?" So, when looking at a portfolio I'm not going to look at everything they've done, I just want to try to pick out the best things so I can see what they're capable of.

Experience

The third thing I'm looking at is experience. Now, I feel like I really need to clarify this.

I'm NOT always looking for the most experienced person.

I've done this so many times over the years and more and more I realize that experience and talent isn't always the most important thing. Sometimes, depending on what I'm recruiting for, I want someone who is dedicated and willing to show up, rather than someone who is experienced. I want someone who wants to learn, who wants me to teach them things, and who is going to show up every day and try to do the work even though they may

not doing it correctly. To me, that person is going to be a rock star because I can teach them to do things the way I want it done.

To be honest, most roles I hire for are go-getter roles. The only exception is when I have to hire for technical or specialty knowledge. Programmers, designers, front-end developers, advertising specialties...those are the things where I'm more concerned with their knowledge and experience over their dedication.

Basically, it comes down to whether I'm hiring for a role I know how to do or not. If I know how to do it, I'm more concerned with their dedication and willingness to show up every day. To be consistent. Rather than with their technical skills. When I don't know how to do something though, then I'm 100% dependent on the person I'm hiring and their knowledge of the topic. That's when experience is my #1 thing. However, even in that situation I'm still concerned with their willingness to show up every day.

So, for experience you have 2 things to look at:

1. How much experience do they have? How many years have they been doing this. How many projects have they been involved in. How much writing have they done or how many websites have they built or how many videos have they edited? It all plays into their experience. Generally, the longer someone has been doing something, the better they're going to be. As you look at this, be aware that you're generally not going to find the same kind of experience in the

Philippines as you do in the USA. If in the US you would require someone with 3-5 years experience, in the Philippines you might require 1-2 years. This is just something I've seen over the years. You're still going to get really great work done, you just aren't going to find as many people with excessive experience.

2. Their body of work. If they have a portfolio, I'm going to look at it pretty thoroughly. Usually for any sort of design work, graphic design, web page design, logo design, motion graphics, video editing...anything like that I can tell pretty quickly if they have what I'm looking for. It's the same thing with writing. If I get writing samples I can tell pretty quickly if their style is a good fit for me or not. For programming it's much more difficult. Sometimes you can ask questions which tell you how they think, but often when I'm recruiting a programmer I'm just going to look at how many years of experience they have and who they've worked with and what they've worked on.

Salary

After their personality and their experience, I'm going to look at their desired salary. How much are they looking to make when compared with other good candidates. This isn't the most important factor for me, but sometimes it's telling. Sometimes people ask for super high salaries just because they've figured out that foreigners are willing to pay it to hire "the best". Sometimes the high salary is because they really are amazing.

Sometimes there's a real gem of a worker who has lots of experience and has been underpaid for a long time. Sometimes you can hire this person at a super reasonable rate. If you do, hopefully you raise it commensurate with their performance.

Generally, with salary, the things you're looking for is how do they fit in your budget and how do they fit compared with other people you're looking at.

Ok, so now that you know what I'm looking for when I look in detail at someone's profile, let me remind you of what I'm looking for in this process. Then I'll give you some good questions for today.

There are 6 things I'm looking for today

1. Are they a good fit skill-wise? Do they have the skills I'm looking for?
2. Speed of communication. Do they respond every day or multiple times/day.
3. Attention to detail. Do they answer all my questions?
4. Are they a good fit personality wise? Do I like hearing from them?
5. Consistency across their responses.
6. Red flags - is there anything in the communication with them which just doesn't feel right

You should be getting a better idea of all 6 of these things as you email people today and tomorrow.

Questions I Ask

The next thing I want to cover are some more questions to ask at this point, and I'll explain why I ask them. These questions should be available on this page, but I'm going to explain them here.

So, a question I often ask is

Do you have another job? If so, where are you working and how many hours are you working?

I ask "do you have another job" because they don't know if I'm looking for a yes or no answer. This helps get a more honest response. I generally want people to work only for me, but if I find the right person and they already have another job, I'd probably still hire them. If they're only working for you, you know they'll be dedicated and loyal and prompt, rather than risk them splitting their time and energy with another employer.

Have you worked for foreign employers before?

It's a new experience working for most people. I would never not hire someone if they say no. If they say yes, I might ask why they aren't working for their previous boss anymore.

Can you send me links to your past work?

I do this if I haven't asked for a portfolio or depending on the type of worker. Lots of workers don't have a "portfolio", but they may have examples of past work.

Why should I hire you?

For a content writer I'll ask "Write a paragraph of why I should hire you." Don't write "because I'm dedicated and hard working". Write something unique.

What would you do?

For specific skills: If I gave you a website to do XYZ for, what would you do? How would you do it?

Last, and this one is different

Can you attach a picture of a pink cadillac to your response?

I ask this just to see if they'll follow directions. It's another weeder question, but this one usually yields better results. I don't usually ask it on day one because the relationship isn't there yet. I may not even ask it in the second email, depending on how the communication is going. But I'm likely to ask it during the recruiting process just to see if they'll pay attention to the details and if they'll follow directions.

When I ask this questions, usually one of 3 things will happen

1. They ignore it. This is not good. This is them thinking you asked for something weird and not knowing what to do with it
2. They do what you ask and attach a picture of a pink cadillac to their next email. Great. It shows they're willing to follow all instructions
3. They challenge it. I've had people ask "You asked for a picture of a pink cadillac. I thought that was weird and maybe a mistake. Why did you ask for that?" This is probably the best response of all because it shows that they're critical thinkers. Not only did they pay attention, but it also shows that they're willing to question you.

They're willing to think about things you ask them to do and if you're going the wrong direction, they're willing to say something. This is my favorite kind of response.

Ok, so that's it for what I do today. I'm still just asking lots of questions and watching people drop out of the recruiting process.

What Other Employers Do

Just so you know, I know other people who do something similar to what I do but they take a slightly different approach. After they get 1-2 responses from people, they'll ask a bunch of the workers

to do like a 10-30 minute test task and then they'll continue the recruiting process with those who complete it. So, this isn't something I've done this early in the process, but I know others who do it to weed out those not willing to put in the effort.

It's important to note that:

1. They ask for a 10-30 minute task. They're not asking for hours of work. If you try to do that you're going to lose people. Filipinos are very leery of test tasks because they've had lots of people try to take advantage of them trying to get free work done.
2. They continue with the interview process in asking lots of questions after people complete this task.

Again, this isn't my way, but the people I've talked to who do this are still very successful.

Start Gathering Materials For Them

Last topic for today. Now is a good time to start gathering materials for when you hire them. You should be prepared to give them their first task as soon as they're hired. You're gathering logins/training/instructions for whoever you hire. You don't need to get everything together today, but it's a good time to make a list of all the things you need to give this person when they get started.

We'll talk more about this in the coming days, but generally this includes:

- your policies and procedures,
- a welcome email,
- introduction to anyone on your staff who you want them to meet,
- what their role will be,
- what their first task is,
- and instructions for the first task.

Just start gathering these things if you have them. It will just make it easier for you when you hire someone.

And that's it. My name is John Jonas and I created OnlineJobs.ph. See you tomorrow.

Day 5 Narrow It Down

Hello and welcome to day 5 of this 7 day One Virtual Assistant Away Challenge. My name is John Jonas, I created OnlineJobs.ph and I want to remind you that you're just one VA away from living your ideal life so...let's get started.

More Questions to Ask

Ok, so today there's not a lot of new because you should be right in the middle of your recruiting process. We've already talked about this multiple times, but you should be asking lots of questions and paying attention to the responses you're getting from them. At this point you should be narrowing down your list of candidates towards 3. If you still have more than 10 people you're interviewing, you need to make some cuts and decisions to narrow it down to 3 or less. And we've already talked about my criteria for weeding people out on previous days.

It's possible that some of you have already communicated with some of your candidates multiple times per day and you already know who you're going to hire. In that case, great. There's more at the end of this video for you.

For everyone else watching, to keep today short, here are more questions you can ask today

- How much money are you looking to make?
- Do you have employment references? (I'm probably not going to check these...I just want to know if they're confident enough to send them)
- When would you be available to start work?
- Do you have your own computer and Internet access?
If you have access, how fast is your internet connection? - If their connection isn't great but they end up being the right fit, I'll pay for them to get a faster connection.

- Will you work from home or from an Internet café? - I don't really care which they do, I just want to know.
- Where are you in the Philippines? - Usually it doesn't really matter to me, I just want to know so I have a reference point.
- Do you live with your parents? Are you married? Do you have kids? - This is pretty personal, but I want them to know that I care about them as a person, not just as a worker. I want to know about their personal life as well as their work life.

2 Tips During Interviews

Ok, so now I have 2 tips for you.

Tip #1: Avoid Video

First, if you're really set on doing a skype interview, now's the time to start thinking about it. Just so you know, I don't do face to face interviews. Every time I've tried I find that I lose really great candidates. But, I know a lot of people do conduct skype interviews, so let me tell you why you don't do it earlier in the process.

Filipinos are "shy". That's their word for "self-conscious." They don't want to let you down. They don't want to disappoint you. Really, they don't want to lose face. For them a skype interview is

scary. It's a vulnerable situation with a foreigner who might not understand their English.

Now, they're pretty sure they'll understand you because they watch american TV and movies, they understand english really well, but even though many of them speak English almost perfectly, they're still worried you might not understand them. If you don't understand them or you have trouble communicating, it's really embarrassing for them and that's the worst-case scenario in their minds. It's so potentially embarrassing, in fact, that they might just "ghost" you and not show up to their interviews...or ever respond to you again.

So, if you try to schedule skype interviews early in the recruiting process here's what will happen. You'll have 10 people you're recruiting. 5 of them will drop out as soon as you ask for the skype interview. They're so intimidated by the thought of doing it that they'll just drop out and you just lost 5 potentially good candidates for a position which didn't require them to do any live speaking or being in front of people. Of the other 5 who did schedule the interview, only 2 of them will actually show up for the interview...because the other 3 were too intimidated. So, you started with 10 potentially good candidates and you lost 8 of them just because you required a skype interview.

For some of you this may be really appealing way to weed people out. If it is, that's fine.

For me it's more frustration than anything else. I don't want to lose good recruits to a process which won't be a part of their role after I've hired them.

So, if you're set on doing a skype interview, do it later in the recruiting process. You've already established a relationship with the people you're interviewing. They're much more likely to show up to an interview now that they know you than they were at the start of this process. If they have a feeling that you're not going to embarrass them, you're going to have much more success in interviewing them. Since I don't do skype interviews, I don't really have any tips about how to do them...sorry.

Tip #2 Start Creating Instructions

The second tip I have for you now is for you to start creating instructions for the person you're going to hire. And, this tip is really about how to create instructions. So, for me, almost all of my instructions are done using the screen recording tool Snagit. There are lots of alternatives to Snagit like Loom or screencast-o-matic or a bunch of others. It doesn't really matter what you use, just as long as you're using something. Let me show you how it works.

Snagit is screen recording software...

There are two reasons I say to use a screen recording software for this.

First, it makes it easier on you. The less you have to type out super long emails trying to describe things which are way easier to show through video or picture, the easier giving training becomes for you. Snagit makes this so easy.

The second reason is because when you record this video, the person you just hired now gets to hear your voice and get to know you in a super relaxed situation. They don't have pressure to talk back with you, they don't have pressure to understand you because they can re-watch the video.

Also, it lets them know that you're willing to help them succeed in their new job, that their boss cares about their success and that when they have a problem you're the one they should turn to, because you're willing to give them instructions and feedback. This will help eliminate the #1 problem with hiring Filipino workers which is the "disappearing Filipino". I'll talk more about this in a future video. For now, it's a good time to get Snagit installed and start talking your way through your instructions for the first task you're going to give the person you hire.

And that's it for today. Keep recruiting. Keep sending emails. Install Snagit. I'm John Jonas and I created OnlineJobs.ph.

Day 6 Find Your Rockstar

Hello and welcome to day 6 of this one VA away challenge. I'm so excited you've made it to this point! My name is John Jonas and today we're talking about the final stages of hiring.

So, you've spent the last few days really narrowing your field of applicants, and you probably already know who you want to hire. If not, that's ok. Just keep at it until you find the right person. Keep sending emails and asking questions.

Now, regardless of if you've narrowed it down to 1 to 3 workers or not, here are some things to discuss with your potential VA at this point:

1. Negotiate salary.

You should have asked them about how much they want to make. You should know the amount of hours they're available to work. Now decide what you're willing to offer them or start negotiating with them. Just so you know, Filipinos aren't super great at this negotiating process - like we talked about yesterday, they are self conscious and easily intimidated. Be fair and don't low-ball them. Pay them a fair wage and try to get fair work done. Often looking seriously at salaries will help you narrow down the final few or make the final decision. But remember, that doesn't mean that the candidate asking for a lower salary is always the

right fit -- it may feel right to go with the candidate who's asking for a higher salary, and that's ok too.

2. Negotiate work hours.

For me, I don't make anyone work any specific hours unless they're on a specific customer service shift. In my business, anything can be done any time of the day, it doesn't really matter. But your business might run differently and now is the time to set your expectations for their work hours.

Either ask them when they're available to work or you tell them when you expect them to work. Be informed, there's an average of 14hr time difference between the US and the Philippines. A lot of people will say they're willing to work the night shift so they're available during your hours, but it can affect their work negatively. They may not know this yet, but unless they're used to working the night shift, staying up all night working usually significantly affects people's quality of work - imagine if you were in that situation. It would be exhausting.

So, I know it's tempting and sounds great to have people working the same hours as you, but generally it's a tough proposition. For me, I usually have a period either in the morning or the afternoon where our working hours overlap so I usually get to communicate with people once a day.

3. Work out the whole payment arrangement.

There are a bunch of different arrangements here: full-time, part-time, hourly, salaried, freelance, contract - there are a lot of ways to do this. Now's when you make it clear how you're going to pay them. There's not a right or wrong way to do this, but some ways are better than others.

Let me explain.

Hourly Rate vs Monthly Salary

Anytime you pay someone hourly or "as a freelancer" or to "do contract work" or "per project", it is always temporary. I know you may not intend for it to be temporary, but that's how they will see it. Oh, they'll probably still take the job because they need the work, but they still assume it's a temporary situation and as long as it's temporary, they're going to hold back. They won't fully invest themselves, their time or their knowledge into your business. This is just my experience with the culture of the Philippines.

However, when you pay someone a salary, whether it's full-time or part-time, a salary implies long-term work. It implies loyalty. It means that worker can depend on you to take care of their family for food each month which means

they're going to put in a lot of effort to make sure you're happy so that they keep their job.

In the Philippines, and especially when working for a foreigner, paying someone hourly vs paying a salary will make a big difference on the consistency, quality, commitment, and dedication of the worker.

On top of that, using a time tracker program to prove work time for hourly payments is really hard. It adds stress and worry, both of which Filipino VAs don't deal with super well. So, my advice when making this decision is to pay an agreed upon salary. You're going to pay it each month or every two weeks, regardless of if the project got done or if things are delayed.

Benefits of Monthly Salary

Doing it this way you accomplish a number of things

- First, you take a layer of stress off the worker.
- Second, you give them a reason to work hard. They want to keep their job, so they work hard.
- Third, if someone is working hourly for you, since they know it's temporary they also know they have to find other work. Paying hourly almost always guarantees they're looking for other jobs during the same time they're working for you. This isn't the worst, I've just

found that anytime you can get someone working just for you, you'll get better results.

- Fourth, this is the biggest reason to pay a salary rather than pay hourly, but it's the most overlooked. Paying a salary makes you the CEO of your company. It's a commitment. But more than just a commitment to them and to paying a salary, it's also a commitment to yourself. That you're going to use the time you're paying for in productive ways. What this means for most people is that when that person runs out of tasks to do you HAVE to come up with something for them to do so, often for the first time ever, you're forced to work ON your business rather than IN your business.

See, the difference is that if you're paying hourly and that person runs out of tasks to do, you don't care. If you're not paying for their time you're perfectly happy to continue to answer stupid emails and mess with wordpress. But, if you're paying for their time, you can allow yourself to take a break from those urgent, unimportant demands, like email, because there's another urgent, but important demand, which is keeping your worker busy. And, from what I've seen, keeping someone busy means thinking about your business from a different perspective and coming up with new ways to grow your business which they can do for you.

For me, this is the best consequence of hiring a VA. It forces you to work ON your business...but only if you pay them a salary rather than paying hourly.

Now's the time to make a decision about what you're going to do here and work it out with them.

4. The next thing to consider doing at this point is a skype interview.

This is something we talked about yesterday. Like I said, I don't do them, but if you want to do a skype interview, now's the time to do it to finalize your decision.

5. Number 5 on my list is to do a test task.

So, this is especially relevant if you have multiple workers still in your recruiting pool and you just can't narrow it down any more via questions. Now's a good time to give them a task to do and see who works out the best. So, here's my advice when doing this test task.

Test Task Advice

- a. It should be something related to what you're about to have them do. I know, this sounds obvious but so often I get people who want me to tell them what test they should give to people. What the test is is completely dependent on what you're hiring them to do. If you're hiring a designer, have them design something. A

writer, have them write something. A programmer, have them take a programming test and look at their code. A social media person, have them make a post. Whatever it is, just make it relevant to the role they're being considered for. You want this task to help them showcase their talent.

- b. This needs to be a simple task. Asking someone to do a full days work isn't fair. Actually, it's likely to cause you to end up choosing a worse candidate because most Filipino worker knows that someone trying to get a bunch of work done for free is likely a scammer. Someone who is really talented knows they can get a job elsewhere where they're not likely to get scammed. So for me, 10 minutes to 'maybe' a couple hours work is an appropriate amount for a test task.
- c. Pay them for this task if it's longer than like 20 minutes. You don't have to pay like you would if it were a freelancer project, but be reasonable. When I pay people, I usually pay people \$5 - \$20 for their test task. There was one time I paid people \$50, but it was because I was asking them to redesign a page of my website and it was going to take them a number of hours to do it well. The point is that you don't want to look like you're trying to get free work done.
- d. The last thing to consider in this test task is that the winner isn't necessarily whoever's output is the best. What you're looking for is someone you like. Someone who works well with you. Someone who you can work with to get great work done. The purpose of the task is

to find out who does great work within your guidelines and to find who is willing to work with you through problems.

How A Test Tsk Should Look Like

Ok, so now that I've given you my advice on how to handle the test task, let me give you some ideas for what this task might look like.

- a. If you're hiring a writer, you might have them write a headline for an article or write a social media post about your topic. You might have them give you their opinion about a current event. An interesting question I've seen is "give me 5 alternate uses for a paper clip". It just makes them think differently.
- b. If you're hiring a designer obviously having them design something is a pretty easy test
- c. Hiring an admin person you might have them research something and tell you the answer, or you might have them write their own job description based off the interview so far.
- d. For an SEO person you might have them give you a list of keywords relevant to your website which they would focus on for SEO
- e. If you're hiring someone to do wordpress, something I've had people do for me as a test is to set up wordpress on my hosting account, change the theme to something else, install these two plugins, write a post

and a page, and make the page the static homepage. It's pretty simple, unless you don't know what you're doing.

The point here is, you have to think about this test task. There isn't a one size fits all test that you should be giving people. And make sure the task is relevant to what you'll be asking them to do regularly, once they're hired.

As you do this test task with people, you don't necessarily hire whoever does it the best. You hire who you liked working with the best. Sometimes that's the same as the candidate who did the task the best. Sometimes it's who was the easiest to work with. Use your intelligence and gut feeling here. Hopefully you're going to work with this person for a lot of years to come, so just picking the most talented person isn't always the right move. Sometimes you pick the person you work well with over the more talented person because things will work out better in the long run.

And that's it for today. Your job now is to narrow it down to the one person you want to hire to get that single task off your plate.

In the next video we'll talk all through actually hiring this person. Everything you should and shouldn't do.

My name is John Jonas, and I created OnlineJobs.ph. Congrats on getting to this point.

Day 7 Change your Liife!

Hello and welcome to Day 7! So awesome. Congratulations on getting here and on taking the leap to change your life.

This is day 7 of the One VA Away 7 day challenge and today we have a ton to cover so let's jump in.

Review

To start with, I want to review what we've done on previous days just to make sure you're up to speed.

First, on day one, you mentally went through all of the tasks you're doing right now in your business and identified a task that you know how to do well. You also have the confidence that you could teach someone else how to do this task (which will ultimately get it off your plate). Today, as we move forward, we're going to refer back to this specific task that you've already identified. So keep it in the forefront of your mind, or pause this video and figure out what that task is, if you haven't already! It's so important.

Then, day 2, you went through OnlineJobs.ph and looked at resumes of workers, you got an idea of what skill sets and talent

levels are out there. And then you posted a job so Filipino VAs could start applying to your job.

On day 3 you started to interview potential candidates. Everyone who applied to your job you started asking them questions and looking at their responses, which you've hopefully continued doing up to this point. And as they responded, you evaluated the following five characteristics:

1. Speed of communication
2. Attention to detail
3. Personality
4. Consistency
5. Red flags

Days 4 and 5 were continuations of this process of assessing those 5 characteristics, along with their skill level, and whether it they the demands of the job. We talked about the pros and cons of conducting a skype interview.

On day 6 we talked about doing a test task that helps you assess the skills of your candidates and how well you work together.

Hopefully today you know who you're hiring and are ready to get them started. If you're not quite ready, keep going through the process until you've narrowed it down, and then come back to this video.

So today is hiring day. You're going to hire the candidate you've chosen, orient them, give them their first task and start the process of working with them.

Here's what to do first:

Email 1 - Formal

Number one is to send an initial formal email. Filipino workers like the "official" nature of a formal job offer and welcome. You'll also include your terms in this email.

Your terms will include a bunch of things:

1. How much you expect them to work.

Hopefully you've already talked with them about this. I almost always say I expect 40 hours/week of work. And just as a side note, you'll tell them you expect 40 hours a week, but the truth is they will only work about 4-6 productive hours/day. That's just how it works out. It's not that they're wasting time for the other couple hours, it's just a different working environment. Sometimes it's unbearably hot in the Philippines, or other times the electricity goes out for hours at a time or something else goes on. Sometimes they just need a diversion from the mind numbing work you've given

them. Whatever the case, don't expect to track 40 productive hours/week. It's not going to happen.

2. When you expect them to work.

For me, I don't have a set schedule for people, but you can do what you want. Some approaches include:

- a. Let them make their own schedule
- b. Have them work on your schedule. We talked about this before. It's difficult unless they're on a timezone that's similar to yours. It can be done, just be aware that things might not work as you had hoped and be willing to change it if you see problems
- c. Have a hybrid of time where they're online some of the time you're online, but then they're free to do the rest of their work whenever they want
- d. This is what I do with my people, I say I don't really care when you work, I just want you to get work done.

3. How much you'll pay them as a starting salary.

This can be slightly lower than you intend to pay them long term. It doesn't really matter if you set the salary in US dollars or in Filipino pesos, although I've seen that most of them prefer the salary to be set in US dollars. Either way, as you move forward always be aware of the exchange rate. If it dips and all of a sudden the amount they're receiving goes

down substantially, you may want to pay them more. You should probably include a term wherein the starting salary will be fixed, like 90 days, after which you'll raise their salary to their normal rate.

4. Include how often you'll pay them.

Here's my advice. Filipinos are very scared about doing a bunch of work and not getting paid so pay them weekly for the first two months. After that you can change to paying bi-weekly or monthly. Another tip: never pre-pay for work. If someone new asks for an advance on their salary or tells you their laptop broke and they need you to buy them a new one, don't do it. They're likely trying to scam you. Your VA's may ask for these things in the future once you have an established relationship, but a legitimate VA will never do this in the beginning.

5. Talk about paid time off and holidays.

My policy for paid time off is that they take whatever they want. They don't have a limit to how much time off they can take, I just want them to tell me ahead of time if they're taking it. Also, if they're sick, I want to know asap so I don't wonder why they're not sending a daily report. With this policy I've never felt taken advantage of and it allows them to deal with their lives. One thing you'll find is that because the Philippines is a 3rd world country, a problem which would be

a medium sized problem in your life is a gigantic problem in their lives. They don't have government or family to help them out when something goes wrong financially. It just creates a disaster. Giving them as much time off as they need will often help them sort things out. And don't dock their pay when they need time off - they will catch up on their work and make up for it when they're able to come back to work. Plus, the more you can make their lives better, the more of a rockstar worker they'll become. You'll create more trust and loyalty from them.

In terms of holidays, the Philippines has a ton of them. Like, in the USA we have 5 major holidays each year and in the Philippines they have like 13 major holidays plus like 8 more special non-working days. It's a lot. Below this video I'll link to a good post explaining this so you know what to expect. Now's a good time to talk about what holidays they'll have off. And, just so you know, basically everyone in the Philippines takes the week between christmas and new years off and also some of december off. So, if you're running an ecommerce shop, now's a good time to set expectations for their december hours. I think it's totally reasonable that you require them to be there during all of December, but you should probably provide for some other time off during the year when your business isn't so busy.

6. The daily report.

Now's the time to set the expectation that they will be reporting to you daily either through email or through your project management system or however you prefer to communicate. What's important is that the communication happens daily and that you set the expectation now that it needs to happen.

For me, because this is a virtual working relationship, I need someone who is going to show up every day and give me a daily report. If they don't report to me, I won't think about what they're working on because my brain is too wrapped up in trying to solve bigger problems or in trying to be creative in the business. If I don't get a daily report, I'll completely forget about what they're doing and won't see any productivity for a long time. So for me, the daily report is critical and I make sure they know that up front.

So, Recently as I recruited someone and got really close to hiring them I told them I would need a daily report from them and he said "no, how about you assign me tasks at the beginning of the month and I'll get them done throughout the month when I can." I was like, "no dude, this doesn't work for me. I want someone to show up every day." In the end, this was a factor in me not hiring him. Daily reporting is that important to me.

In the daily report I want them to answer three questions, and I give this mostly as a guide to give them structure in the

beginning. Over time this becomes a lot more free flowing. But, the questions are

- What did you do today?
- What problems did you run into?
- What can I help you with?

This daily report does a couple things. First it holds them accountable for what they worked on. If they didn't work on anything they have a hard time answering question number 1. Second, it gives them a chance to come to me with problems which will help solve the number 1 problem with Filipino VA's which is having them disappear. And third, it allows me to get their tasks out of my head so I can be more effective at running the rest of my business.

7. Tell them not to disappear.

And the last thing to include in your formal letter to them is instructing them to not disappear when they get stuck on something. So, This is the #1 problem you'll run into. Filipinos feel "shy". They want to make you happy, they don't want to let you down. So, if they ever feel like they might let you down, whether it's by doing something wrong or doing it the wrong way or doing it how you don't like or by not finishing on time, they would rather just disappear than feel like they let you down. This also applies to if they don't know how to do something or if they don't like doing something you assigned to them. So, in this formal email it's critical that you tell them that you're here to help them

succeed in their job and that when they get stuck on something or when they don't know how to do something, they need to come to you for help with it. Then, you need to help them out with that problem when they come to you. This is one more reason to hire someone to do something you know how to do at first. It makes this whole process so much easier. So, your success with preventing the disappearing VA will depend on how well you manage and treat them in the coming weeks.

Ok, so that's the formal hiring email you send them.

Email 2 - Introduction

Next up is an introduction email where you'll introduce yourself and your team if you have them. This is a good time to record a video telling them about your business, about your background, about yourself or whatever else you feel like would be helpful to them as they start work.

This video doesn't have to be a formal video, it can be just with you holding your phone in selfie mode and talking at your phone or just using the webcam on your computer or even just a screen cast video where you're just talking and recording your screen.

The important thing to recognize is that the person you just hired is probably super nervous and anything you can do to put their nerves at ease is going to help you get better work done. They're

super curious about the company that just hired them, about the person who is their new boss, about their new work situation. Now is a good time to help them understand all of that.

This can also be done just in an email, but it won't have the same effect as if they get to hear your voice and your tone and especially if they get to see your face. It will just set the stage for a better working relationship.

Email 3 - Task

The next email to send them is all about the first task they're going to be doing along with instructions for them. Before I get into what goes into this email, I want to talk about the task itself which hopefully you already know what that task is, you know how to do it, and you're ready to start teaching them about it.

So, here are a couple tips about how to approach this.

Tips:

First, Your goal is to figure out if you can work together.

That's it. What you get done is less important. So, if you have a whole complicated process you want them to start doing for you that's fine, but make this first task just a piece of that process.

Second, This first task shouldn't be too complicated.

It should be something they can accomplish in a few hours to a few days. Getting this first task completed will give both you and them a sense of accomplishment and will set expectations for the rest of your relationship for how things are to be completed. Plus, if this first task is short it lets you know how well you work together sooner. Nothing is more frustrating than expecting something to get done and getting nothing back from your VA. So make sure there's something they can show you each day.

Third, begin to gain their trust in you by paying attention to them and what they're doing.

If you set an atmosphere where they feel like you're on their side during this first task, you'll create a rock star VA later on. Whereas if you set an atmosphere of suspicion or frustration or distrust, it's going to be a hard road.

Guidelines

Ok, now that there are some guidelines, here's what I usually do for the first task email. This isn't complicated, you just have to be prepared to spend some time on it.

First, I Describe the task in as much detail as I feel like it needs. Often I'll do it twice just to make sure I covered everything.

Next, I give instructions. Often these are screen recording videos which I'll record about how to do the task, how I think through pieces of it, and what I expect them to do.

Then, I set an expectation for them to report back about it.

And last, I Set the expectation that I'll help them with this when they get stuck, they just need to ask me for help. I Let them know I won't be disappointed, but rather that I actually kind of expect them to get stuck because I know this is a difficult first task. Like I said earlier, setting the expectation of "I'm here to help you" with this first task will go a long way towards your success.

And that's it! Once you've sent this email with instructions you're probably going to feel a huge burden lifted off your shoulders because you finally have someone else working with you in your business. Now, this doesn't mean that everything is going to be roses from here. It's probably not. They're probably not going to do that task exactly as you expected the first time. It will probably take you a few times through to get it right. This isn't a magic bullet for instant success. It's a long term strategy to slowly get your life back and get other people doing the work in your business so you can be the CEO and live the life you've been envisioning.

So, congratulations on taking this step. You're now one VA CLOSER to growing your business, getting your life back and living the ideal life you've envisioned.

My name is John Jonas and I created OnlineJobs.ph

Bonus

Hey guys, what's up? Welcome to this bonus video where I talk about all kinds of things that go on AFTER you've hired your VA. Hiring the VA is amazing and liberating and exciting and how you handle the process will have an impact on how well this works for you, but what you do with that person after you've hired them will really determine if it works for you or not.

Tip #1 - If They're Stuck on Something, Dont Fire Them

So, let me give you some advice. Often this first task is going to take longer than you expect it will. I had a friend one time call me and say that he had given his first task to his new VA. He expected that first task to take 2-3 days, but the VA had emailed him like 4 hours later and said "I'm done with the first task you gave me Sir, what do you want me to do with the rest of my 8 hours today?" And my friend was freaking out because he had other tasks to give but he was too busy to give them and he didn't know what to do.

So, let me start by saying that you shouldn't expect this as your first experience. It may happen, yes, but realistically you can expect to need to work with your VA to complete this first task. They're probably not going to get it right the first time. You'll probably need to give them feedback and more instructions and then more feedback. That's just how this is, expect it.

Chances are that your instructions aren't as good as you think they are. Plus, remember you're teaching them something that

you know how to do. Some steps which seem obvious to you probably aren't obvious to them. If it's not working out, here's my approach.

First, I know I did a good job of recruiting them. I worked hard to find the best available person. I know I don't want to go through the recruiting process again so I'm going to try to do whatever I can to make it work out. I'll tweak the task a bit. I'll redo my instructions trying from a different angle. My experience is that when I do this, it takes a bit of extra work up front to get them working well for me, but because I spend this time upfront working with them, they become super loyal, hard working, dedicated workers for me in the future.

With that, the next thing I want to talk about is that when things aren't going perfectly, firing them shouldn't be your first reaction.

If they're not showing up to work or if they're not quite getting the task right or if something isn't getting finished as you had hoped, try solving the issue before you let them go. The problem most likely is NOT that they're lazy or they don't really want the job, or they're not smart enough to figure it out, or they're not skilled enough. Those are often assumptions people make and in my experience most of the time they're wrong.

Most of the time the worker does want the job, they do want to work hard, they are smart, but they're stuck on something and you need to figure out what they're stuck on and help them solve it. I'll give you an example. My brother called me once. He said

“John, I hired a really good programmer. He did amazing work for me for 6 weeks, then he completely stopped responding. For the past week he hasn’t said anything to me. Did he just find another job? What do I do?”

My response was “He’s stuck on something.” Send him an email saying “Hey, I have a feeling you’re stuck on something. What are you stuck on? What can I help you with?”. My brother called me back a couple days later and said “You were right!” He said he was too scared to tell me that he didn’t understand something I had asked him to do. We worked through it and now he’s back to doing great work again.

This is a super common situation. When a Filipino worker disappears, it’s almost always because they don’t know what to do with a particular situation. Even when they know how to do the specific work, there’s something else related to it which they’re stuck on. To work through this, usually all it takes is for you to email them acknowledging that you think they’re stuck on something and offering to help.

So, this is probably a good time to talk about trust. Often employers go into this thinking “I don’t know if I can trust them. How do I know if they’re stealing my time or whatever else...” And, that’s the wrong way to go about this.

Tip #2 - Use Lastpass

Ok, next tip: use Lastpass to share passwords. One of the first things you're going to want to do is give people access to your accounts so they can actually do work. But, you're scared about giving them the passwords. Lastpass makes this simple. It's a password manager that makes your passwords available across all your devices. You store your passwords in Lastpass and then lastpass lets you share that password with your worker. The key is the worker doesn't actually get the password, they just get lastpass to auto fill that password for them. This way, if things don't work out with that worker, you can easily revoke access to the password in lastpass and you don't have to go changing all your passwords. Super simple.

Tip #3 - Use a Project Management System

Next tip: A project management system is super helpful for managing work. Especially as you get multiple VA's or as you work with multiple clients or if you're working on multiple projects at once. I use Basecamp. Here at OnlineJobs.ph we've used it for years. It just works really well with my brain, as well as with how I want to interact with a project management system. It lets me interact in their app, both on mobile and on desktop, while it lets my business partner interact 100% via email because that's how he wants to work, and the whole thing is completely seamless to us both. I love it. There are other online project management softwares out there like Asana and trello and monday. I'm sure they're all great. It doesn't really matter which you use, just find one that makes sense to you.

Tip #4 - 13th Month

Ok, my next tip is the 13th month. It's just something you need to be aware of. So, in the Philippines, if you're a Filipino employer, after someone has worked for you for a year it's legally required that you pay them a bonus on one month's pay, the 13th month. And, how it actually works is it's paid in December. So, if you hire someone in January, in December, like, December 1st, you're going to pay them November's salary, and then some time in December you're going to pay them another month's salary as a bonus, the 13th month.

It's also pro-rated, so if someone started working for you in July which means they worked for 6 months, you're going to pay half of one month's salary as a bonus. Now, note, this isn't a Christmas bonus. If you want to give a Christmas bonus, which we do, that's a separate payment. Also note that since you aren't a Filipino business the 13th month isn't required, but it IS something you should pay. Your Filipino workers base their entire year around this money. They plan on it, they need it for everything that is Christmas. You should pay it. You might also want to say something to the worker right now as you're hiring them that you know about the 13th month and that you'll pay it. This way they don't spend all year worrying about whether or not they're going to get the money.

And that's it! Hire your first person, start working with them and get some time back in your life. Congratulations on getting to this point. If you continue with it, it will lead you down a path of freedom and growth.

If you have questions, feel free to reach out. Use the contact us link on OnlineJobs.ph and say "this is for John". Obviously it won't come to me first, but everyone knows to send stuff on to me if you ask for me. I'm super willing to help and answer emails. My name is John Jonas, I created and own Onlinejobs.ph. I work about 17 hours/week, and that's what I want for you. Talk to you later.