



WorkBetterNow



# Get Unstuck



Learn How a Virtual Assistant  
Can Unleash You & Your Business.

“If you  
don’t have  
an assistant,  
you are one.”



**Jack Daly**

Acclaimed Business Coach

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About WorkBetterNow

We all have the same 24 hrs in a day,  
but some people maximize the value  
of that time far better than others.

## How do they do it?

It's simple — the most successful people focus their energy on truly high value activities, and they get support to do everything else.

On any given day, the average executive spends nearly 65% of their time on busy work and in meetings, 20% searching for information and just 15% on the meaningful and rewarding work that moves the needle. (CNBC) This is **where most people get stuck** — your network is growing, your experience is growing, your business is growing, but what prevents you from scaling any further is your limited time.

Imagine being **unleashed** so you can spend more hours per day doing the things you do best, the things you're passionate about, and the things that make your business GROW. You already know what those things are for your business. Unfortunately, business owners are sidetracked from what's most important because they have to handle what's most urgent. That usually consists of administrative tasks that could easily be handled by a qualified assistant.

Where would  
you be if you  
could spend  
the majority  
of your time  
doing this?

- ✓ New Product/Service Ideation
- ✓ Strategic Business Development
- ✓ Mentoring Your Staff
- ✓ Developing Your Culture
- ✓ Free Time With Family and Friends

# Why Executives and Entrepreneurs Get Stuck

Entrepreneurs and small and medium-sized business executives tend to be some of the most innovative people on the planet, and they're willing to take big risks that could reap big rewards. That's why so many entrepreneurs thrive. At the same time, those big risks can induce a level of fear that kicks their survival instinct into high gear.

At the same time, that survival instinct can become an Achilles' heel -- "this is what I know, this is what I'm comfortable with, this is how I've always done it, and this is how I've gotten this far. Why would I change it?"

Yes, entrepreneurs need to do almost everything themselves when they're getting something off the ground. **However, staying in that mindset is an absolute death blow.** Leadership trying to do everything themselves is why small and medium businesses often stay small and medium-sized.

## Need Proof?

Data shows that most business owners spend the bulk of their time on activities that don't contribute to their bottom line. The National Federation of Independent Business (NFIB) survey found that the average business owner spends 62% of time working in their business and only 38% on it. In fact, email and browsing the web account for 31% of business owners' workday - **that's 2.5 hrs PER DAY & 12.5 hrs per week!**





# What's the True Cost of Doing Everything Yourself?

## Falling Behind

The ability to keep up with change is easily one of the most anxiety-inducing parts of running a business. Your competitive landscape and your customers' expectations are constantly changing. The way businesses and customers leverage technology has undergone seismic shifts in the last 20 years, and that rate of change has dramatically accelerated as a result of the 2020 pandemic. Microsoft CEO Satya Nadella noted as early as April 2020 that “we’ve seen two years’ worth of digital transformation in two months.”

### Example:

Let's take a business owner who earns

**\$200,000/yr**

If they work

**2,000 hrs/yr**

(40 hrs per week over 50 weeks)

Their hourly rate is about

**\$100/HR**

## Here's the Harsh Reality

Business owners who aren't planning for their next evolution are going to fail. How much time do you really spend thinking about innovation? How much time do you spend thinking about what your customers will want 12-18 months from now? And how much time do you actually have to implement those ideas?



**600 hours × \$100  
= \$60,000**

Spent on low-level tasks a year  
(or \$1,200 a week)

### Time Spent on Low-Impact Tasks

It just takes a little back-of-the-envelope math to realize how much time and money you're spending doing low-impact tasks yourself. (And this may not factor in the additional revenue you could be generating by focusing on higher-impact tasks.)

**If a \$100 an hour executive spends 30% of their time on administrative tasks such as scheduling, calendar management, updating the CRM or researching prospective clients, they spend 600 hrs a year on low-level tasks.**

### Opportunity Cost

Those **600 hours a year** could be spent on high-value tasks that help grow the business—those tasks that only you can do best.

**By the way, simply passing those tasks down your chain of command is a terrible way to solve that problem.**


 zapier

According to Zapier, the average knowledge worker spends 41% of their day on low-level tasks, and 36% of knowledge workers say that being overloaded with busy work is among the most stressful parts of their job.

## Embracing the New Norm

The pandemic of 2020 brought about a dramatic change in how we work. Today's workforce has proven that businesses can still thrive in a largely virtual environment. While some industries still depend on in-person work, our economy has been thrust into a culture where virtual work is the norm, not the exception.

### Are **YOU** Really the Best Person to be Doing This?

- ✓ Bookkeeping
- ✓ Website maintenance
- ✓ Scheduling  
(and rescheduling) meetings
- ✓ Repeatable tasks
- ✓ CRM maintenance
- ✓ Responding to  
general email inquiries
- ✓ Customer service requests
- ✓ Research
- ✓ Data entry
- ✓ Formatting documents
- ✓ Managing social  
media accounts

Three months into the pandemic of 2020, I was still doing 70 or 80% of the client work. Whereas now my WBN virtual assistant is actually able to do 60 to 70% of that client work. So, the end result is more strategic time with my clients and more business development for me as well.



**Julie Cruitt Angilly**

Managing Partner at Lotus Revenue  
& Brand Consultants



# Business Owners are Getting Unleashed with Virtual Assistants

Your business is either growing, or it isn't. If it's growing, it's critical that you have the time to think two, three and four steps ahead. How do you keep the momentum going? How do you scale this success into the next month, the next quarter, and the next year? You have to be proactive. If your business isn't growing, it's probably not for lack of effort. The most

"We started with one person who came to us from WorkBetterNow, and we are really just astounded by how professional they were and the experience they had."

**Heather Margolis**

Founder & CEO of Spark Your Channel  
& Channel Maven Consulting



common problem we see is that key decision-makers are so tied up in administrative tasks that they have little to no time to execute the high-value tasks that will grow their business.

Either way, the speed of business has shifted into overdrive, and business owners cannot sit on their heels. Being passive and reactive comes at a great cost today -- sales decline, margins erode, your people leave.

Every business owner knows when they're overwhelmed, but they struggle to identify where in their business they should add resources. It might sound selfish but start with you. You're steering the ship, and you're making the highest impact decisions that will move your business forward. Hiring an assistant to handle your administrative tasks will give you the time you need to think and act clearly and decisively about the future of your business. Your time is your most limited resource. It's also your most valuable resource. With the rate of change and growth we've seen in the economy recently, it's more important than ever that business owners free themselves up to be forward-thinking.



“Because that’s how we’ve always done it’  
- famous last words of a failing business.”



**Rob Levin**  
WorkBetterNow  
Co-Founder

The thought of taking a fatal misstep in your business can cause even the most seasoned business owner to go into an emotional tailspin. As a result, business owners firmly plant their feet in their comfort zone and go about business as usual. “Business isn’t as good as it could be,” they think, “but it’s good enough.” Traditionally, making significant changes or new investments were high-risk propositions for business owners. The post-2020 economy has made one thing certain -- the greatest risk to your business is failing to change and invest in new opportunities.

We’ve talked about the old way to run a business—doing everything yourself under the false pretense that you’re saving your business money (you’re not) and staying in control. The new way unleashes you—it allows you to spend your time doing what you want and need to be doing to grow your business, whether that’s developing new markets, focusing on your employees and culture or traveling more for fun.

Think of it this way: A virtual assistant takes all of those low-impact activities off your plate—some of which you may dread—and frees you to spend your time in the most rewarding and profitable ways. Today, having an assistant is becoming the norm, and business owners that try to handle everything themselves could come off as overwhelmed, at best, or disorganized and hurting their business, at worst.

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

**Dan Sullivan**  
Founder, The Strategic Coach

## Unlike other virtual assistants, WorkBetterNow VAs can take hundreds of tasks off your to-do list, here's a list of the 10 most common:

- ✓ Scheduling (& rescheduling meetings)
- ✓ Managing your email (potentially saving you more than an hour each day)
- ✓ Maintaining your CRM & other software
- ✓ Invoicing & other bookkeeping services
- ✓ Managing social media accounts
- ✓ Making travel arrangements
- ✓ Taking care of personal tasks
- ✓ Formatting documents
- ✓ Conducting research
- ✓ Customer service



## Making The Change

Strategic business owners don't just change things for the sake of changing things. They make changes because they believe that change will make their business better. It's the risk vs. reward analysis that every business owner is constantly thinking about.

That's the beauty of a WorkBetterNow virtual assistant. Our VAs are pre-trained in the tasks you need help with and they're dedicated to you, so they can quickly free up 10-20 hours per week from your schedule. Talk about high reward!

- ✓ **\$1,900/mo**
- ✓ **No Annual Contracts**
- ✓ **No Cancellation Fees**

### Schedule Your Free No Risk Consultation

Find Your WorkBetterNow Virtual Assistant To Get Unstuck & Unleashed.

Free Your Time

# FAQs about Virtual Assistants

## Q: Do I need a dedicated full-time virtual assistant?

Many clients start off with just a handful of tasks for the virtual assistant, but as they develop confidence in the assistant, they end up delegating additional tasks that lead to full-time work. Remember that a full-time, dedicated virtual assistant works just for you. You won't have to wait for support if you have urgent tasks. Another perk is that some of our clients allow team members to share the virtual assistant's services—increasing the effectiveness of the entire organization.

## Q: How do I know my virtual assistant will have the skills my business needs?

At Work Better Now, we make the hiring process fast and stress-free. We find out what tasks and skills your business needs and then set up interviews with prospective virtual assistants via video conferencing. You ultimately select the assistant that best fits your needs.

## Q: How do I get started?

It's easy. Work Better Now has created a robust, yet efficient onboarding process. We take care of all the time-intensive onboarding tasks, such as scheduling meetings with your new virtual assistant and ensuring the paperwork gets completed. This means you can start working with your assistant right away.

## Q: How do I know what to delegate?

The virtual assistant, as part of WorkBetterNow's thorough onboarding process, will meet with you to discuss your needs and level of comfort with delegation. A list of tasks and options will be presented to you. For instance, do you want the virtual assistant to have access to your CRM or calendar to help with management? You can start slowly and increase responsibility as your level of comfort grows. We assure you, it won't be long before you have them working full time.

## Q: How do I make the most of having a virtual assistant?

You can take some basic steps to maximize the value of your assistant and ensure a win-win working relationship:

- Be clear on your expected outcome for every project. Let the virtual assistant know in advance what you're expecting them to provide or deliver to avoid miscommunication.
- Have your assistant document tasks that will need to be repeated—so they don't have to continually come back to you for instructions.

# About WorkBetterNow

Over drinks, former college roommates Andrew Cohen and Rob Levin were discussing how Rob's business and life had changed since hiring a virtual assistant. Andrew, who has consulted hundreds of business owners, said "Every business should have an assistant." After quickly developing a business model that enabled just about every business to afford a top-quality assistant, WorkBetterNow was born.

**Today, WorkBetterNow provides skilled virtual assistants to dozens of growing businesses — helping make them more productive and effective.**



## Rob Levin

**WorkBetterNow - Co-Founder & Chairman**

Rob is a serial entrepreneur who has been running and assisting small and midsize businesses for over 30 years. Previously, he was the founder and publisher of The New York Enterprise Report, a media company that served small and midsize businesses.

Rob has been nationally recognized by the SBA and other organizations. He began his career as a "Big 6" CPA and has also held senior positions in several fast-growth entrepreneurial companies.



## Andrew Cohen

**WorkBetterNow - Co-Founder & CEO**

Prior to co-founding WorkBetterNow, Andrew was a business consultant. Andrew is a business consultant in Los Angeles working with small businesses, start-ups and entrepreneurs.

He specializes in implementing marketing and sales strategies that effectively target potential customers in niche industries. He also focuses on creating processes and time saving techniques to catapult growth. Andrew, who has won a World Series of Poker bracelet, has owned and operated a variety of business.