

# Why you need a Good Virtual Assistant

In a **pickle**



**I often get asked by other business owners: ‘So, what do you do?’ When I tell them I’m a Virtual Assistant, nine times out of ten they presume that I take phone messages and manage people’s diaries for a living.**

**Don’t get me wrong - these are very valuable services, but a Virtual PA offers so much more than this and really can be a huge asset to your business. However, to understand how you also need to understand why.**

A good Virtual PA will have achieved many years experience in a corporate background – they will have developed advanced skills as they support the business owners, managers and board level executives within the successful companies they work for. These skills may include managing software packages, time management, as well as organisational and people management enabling them to manage people at all levels – right up to the Managing Director! A PA is often exposed to pressurised situations, required to act quickly, using initiative, discretion and professionalism. This is challenging and demanding role to say the least.

Armed with this kind of experience a Virtual Assistant will be able to act in partnership with your business. We also fully understand how precious your business is to you because we are business owners too. VAs thrive on helping and supporting others in business. After all, we have made a career out of it. Moreover, we take pride in our work because we want your business to succeed. Remember, our business depends on your success!

As Virtual PAs we’ve seen and done it all and will take on the grittiest of projects, such as organising your contacts lists or making sense of a shoebox full of crumpled receipts. We take great satisfaction in doing so because it allows you to concentrate on doing what you do best and growing your business. A good Virtual PA will transform your half-baked thoughts and scribbles into a coherent document or presentation so you can concentrate on meeting prospects and winning new clients. A good Virtual PA can assist with your marketing plan, managing each activity with detailed precision or conduct extensive online research to ensure you achieve the best deal at the best price.

Virtual PAs are self employed so you don’t need to worry about all those niggling things like tax and NI contributions, holiday or sickness pay. We work from our own fully equipped offices – there’s no need to provide expensive IT equipment, office furniture or space for us to carry out our work. And you can use our services as often or as little as you like. Have a look at your task list. If it’s full of projects you would rather NOT do and you want to get back to working on your business, call In a Pickle today. You’ll be very glad you did!

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In a Pickle - Virtual PA  
Work smarter, not harder!