

Welcome to our latest *blog bible* collection!

Here are 10 of our most popular blogs that we hope will educate, inspire and motivate you in your business.

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www.getaheadva.com

**Get>
Ahead**
your virtual agency

**From the Get Ahead
virtual agency team**

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Five top tips to stay on top of business admin

One of the headaches of running your own business is staying on top of the admin. However, it's not as big as the headache you find yourself with when you can't find a vital file or you're late with your tax return. Admin may not feel as important as your core business, but it still has to be done.

Here are our five top tips for staying on top of business admin:

1 Focus on the advantages

It's difficult to prioritise admin when you see it as a chore in itself. However, when you see it as a way of running your business more efficiently and even saving money, it's easier to feel positive about it and get it done.

By staying on top of your admin, you can find everything you need quickly and easily. This helps you run your office more efficiently, which can make the whole team more productive.

It's also easier to spot inefficiencies and areas where you're not getting value for money. For example, when you log correspondence about your outgoings, you can easily see whether you're getting the best deal or if you should consider changing suppliers. You can also check unpaid invoices and make sure you're receiving all the income you should be. Ultimately, keeping up with income and outgoings should help strengthen the financial position of your business.

2 Block off time for admin

Block off at least twenty minutes every day to attend to regular admin tasks. This will help you keep on top of them, and stop them becoming insurmountable.

It's also important to identify regular weekly, monthly and annual tasks so you can set aside time to complete these as they roll round. Why not use our infographic to help you plan ahead?

3 Get into good habits

You might have to be strict with yourself at the outset, but getting into good admin habits will pay off. Do small jobs as you go along, and finish what you start. For example, always using "save as" and storing your files in the right folders will save a lot of searching in the future. Taking an extra few minutes to complete your daily reconciliations could save you hours in the future too.

4 Invest in the right tools and software

Excel spreadsheets are useful and versatile, and are included in any standard Microsoft Office package. However, they have their limitations, and aren't as intuitive as purpose-built finance software and apps. If you don't already have Xero, QuickBooks, Sage or some other kind of accounting software, it might be time to consider investing in it – it will certainly save you time and might also save you money.

It's a good idea to review your systems of filing and reporting from time to time, to make sure that the process you're following still works for you. If you identify weaknesses, solve them – don't let outdated systems hold your business back.

5 Outsource your business admin

Of course, the other solution is to outsource your admin. Get Ahead has many experienced administrators who can make quick work of your filing and invoicing. Outsourcing is a great solution – the administrator will be able to complete all the tasks quicker than you can yourself. It's usually cheaper and easier to outsource a few hours' work each week, than it is to employ a part-time administrator. Best of all, by keeping on top of invoicing, you'll see financial benefits too.

To find out more about how Get Ahead's team can help you stay on top of your admin, get in touch today – we'd love to hear from you.



Copywriting services

5 ideas to liven up your blog

Copywriting services are a great solution for regular blogging. Outsource your blog and then turn your attention to your core business, secure in the knowledge there'll be on-brand content ready to share on a regular basis.

However, just because a blog is published regularly, it doesn't mean it has to follow the same structure every time. In this blog, we look at ideas for alternatives to the usual format. Read on for inspiration!

1 Listicles

This amusing and oddly high-pitched word wasn't in the dictionary ten years ago. But it is now. Listicles – lists that are articles – are increasing in popularity. They're a great way to share information in bite-size chunks, and they're easy to repurpose into social media posts. Use the listicle structure (like this!) to share top tips, pros and cons or new ideas.

2 Quizzes

Everyone loves a quiz and the quiz structure works well in a blog too. Dynamic software is now available to gather and interpret answers (we've used this for our online quiz) but you can also create a basic quiz yourself. Write a multiple-choice quiz and ask readers to evaluate their own answers. If they scored mostly As, for example, it might mean they're coping with their workload well. But mostly Bs would indicate that they need your help. Or something else! Tailor your quiz to your business and make sure one of the results is a clear call to action.

3 Stories

Marketing folk are always talking about "storytelling" – why not use your blog to literally tell a story? Ask your copywriter to get creative and write a fantastic short story about your business. Invite your readers to peruse it on their tea break. Consider creating characters to represent your ideal customer, or use a setting that relates to what you offer. Have fun with it!

4 Photo blogging

Depending on what your business does, making a picture-led blog might be the best way of showing potential customers what you offer. Consider a gallery format, with stunning photos of your team or products. Arrange the pictures so that they tell the story. This format is particularly good if you have before and after photos, or you've worked closely with a client to develop what they need. However, not all blog pages are set up for pictures so remember to check with your web designer before you get too enthusiastic!

5 Video blogging

Another idea for a visual blog is to embed a video on your blog page and include the same information in written format underneath it. This means that you've catered to people who love video as well as connecting with people who prefer to read. The written text will also give you a chance to optimise the video for a search engine – always a good move.

Copywriting services from Get Ahead

We hope you like our five brilliant ideas to liven up your blog! If you need some blogging support, our experienced copywriters would love to help. As well as writing the copy, they can give guidance on titles, subjects and formats to get the best results for your business. Contact your local regional director to find out more.

8 things a VA could organise for your business

Whether you are running your own business or working in one, it can easily feel as though there are never enough hours in the day. The 'to-do' list only seems to get longer. You dream of having a magic wand with which you could clear your desk and get things sorted.

What you might need is a top organiser to help you get things on track. A virtual assistant can do just that – taking on administration, social media management and marketing tasks to enable you to get back what you do best. Here are 8 suggestions of things a virtual assistant could organise for your business:

1 A Product launch – If you are investing in launching a new product then you need to make sure people know about it. This could take the form of a physical launch event where you need to find the right venue that fits your brand and meets the needs of your audience. It could be an online event or a marketing campaign. A virtual assistant can support you in all aspects of the launch to ensure that your hard work in product development turns into a sales success.

2 Christmas do – The big day is just six months away and it is never too early to get started with organising your Christmas event. Brief a virtual assistant with your objectives, budget, numbers and location preferences and they will research options and provide recommendations to meet your needs.

3 Meeting venues – Sometimes getting offsite for a meeting can be hugely beneficial. Taking staff away from their desks can allow them more head space to address business issues and brainstorm solutions. If you work from home, you may need to find a suitable venue to get your remote team together, or to meet with suppliers. A virtual assistant can take your brief, find the right space and negotiate rates on your behalf, as well as arranging any travel or additional activities required.

4 Your business cards into a database – If you are out and about networking or at events you may be picking up lots of business cards. But do you actually ever do anything with them or simply stick them in a drawer? A virtual assistant can enter them all into a database for you so that you can start actively using the information, as well as enter them into your Outlook contacts or follow them on social media on your behalf.

5 Your expenses into a file for your accountant – Ignoring that pile of receipts until the last minute? A virtual assistant could organise these into date order, all ready for your accountant and entered onto an appropriate spreadsheet with the correct categories if needed.

6 Travel – Attending a conference or meeting away from your office? A virtual assistant can research the best travel options for you including flights, trains and car hire or transfers as well as book suitable accommodation and make restaurant suggestions to maximise your trip.

7 A supplier review – Some basic business costs like insurance, electricity or even office space can really affect your bottom line – but they are the last thing you get round to reviewing. A virtual assistant can effectively research the market to find the best deals so that as much of the revenue you bring in goes into your profits.

8 A recruitment day/interviews – Looking to expand your business by adding new staff? Recruitment can be a time-consuming task. A virtual assistant can organise an entire recruitment campaign for you from designing recruitment adverts to screening CVs, arranging interviews and collating feedback.

Asking a virtual assistant to start organising activities such as these on your behalf might be just the right next step for your business. At Get Ahead VA we love to take on the tasks you don't have time to do, don't have the skills to do, or simply don't.



Should I use ChatGPT for my business?

ChatGPT is a hot topic at the moment. Businesses are considering whether it could make their lives easier. And skilled content creators are wondering if they're about to be replaced by a bot. We've noticed that savvy business users are weighing up the pros and cons, working out where ChatGPT is the right solution and identifying where a real person will do a better job. Let's take a closer look.

What are the advantages of ChatGPT for a UK business?

ChatGPT is a chat bot, meaning it can appear in the bottom right hand corner of a web browser and interact with you. But it can do a lot more than that. It can create content like blogs and newsletters. It can reply to queries, and because it's a machine, it can do it faster than a human customer service assistant can.

It beats an FAQ page hands down, because it can learn the language of real people. It can respond to whatever question it is asked. If you've ever attempted to search an FAQ page for an answer, you'll have seen this in action and you'll know what an advantage AI can be.

ChatGPT is fast. People can only work so fast, and ChatGPT might be a solution if work is piling up or there's a tight deadline.

If cost is a real issue for you, it's worth remembering that a subscription to ChatGPT or similar is going to be cheaper upfront than paying people to deliver your customer service for you. These are savings you could pass onto your clients and customers – very welcome in these times of rising prices.

What are the disadvantages of ChatGPT for a UK business?

Just because AI can do something, it doesn't mean it should. There are many human interactions, in person, on the phone and online, that are irreplaceable.

For example, our telephone answering team will tell you how much they infer from the caller's tone, and how quickly they adapt their service according to how it unfolds. Usually, the interaction is straightforward. But sometimes, a caller is vague when others would be brisk. Sometimes, a caller is upset when there's nothing obvious to be upset about. When this happens, a compassionate person will break from the conventional "script" and support the caller to get what they need from the call. A chat bot can't do that. It can only offer the most basic service, the like of which Get Ahead is not prepared to offer.

AI blogging is a service offered by ChatGPT but one which raised a lot of concerns among Get Ahead copywriters. We've tried it and we felt it missed the mark.

This is how it works. When you give a title to a blogging bot, it trawls the internet for information on the subject and regurgitates it into five-hundred words of smooth prose. On a superficial level, the results sound plausible. But when you read it properly and ask yourself what the blog might achieve, you might notice that it doesn't actually do anything. It can't write in your particular tone of voice, for example. Calls to action pose problems too – how does it know what action you want readers to take next? And there's no point blogging if everyone else has already said it. Presumably, you wanted to blog because you had something new to say. Unfortunately, the blog bot is incapable of saying anything new: it can only repeat what is already published online.

Looking ahead, AI experts have noticed that machine learning is on track to stagnate unless human beings take responsibility for more online content. ChatGPT learns from what it reads online, but if no new, human-generated information arrives on the internet, the bot can't develop and provide the service it was created for. You can read more on this [here](#).

Get Ahead and artificial intelligence

At Get Ahead, we're all about making life easier and winning back time. For that reason, we do use some AI for our own business and to support our clients. In fact, we've just saved this file because Microsoft gave us a little reminder!

Many of the systems we set up for our clients involve elements of AI – support we're happy to provide. We research and set up social media scheduling, project management and finance software to make our clients' lives easier. We can even help you set up ChatGPT. But we also know the importance of keeping AI in its place. It's a good servant but a bad master. AI is great where people aren't, like working at super-human speed and not getting emotionally involved. However, it's vital to remember that AI doesn't work for everything. It can't fully replace human interaction. ChatGPT can assist with content writing, but the real work has to come from a real person with a message to share. A chat bot can interact on a basic level, but without human backup, it won't win prizes for customer service.

Set up ChatGPT for your business – outsource to Get Ahead

If you need help setting up AI to support you in your business, we're here to help. And if you need real people who'll put their hearts and souls into their work, delivering content and service as unique as your business, we can do that too. Get in touch to find out more.



Set *financial goals* for next quarter – why it's important and how to do it

It's a good idea to set fresh goals every quarter, but it's also important to be smart, strategic and focused in your approach. Done well, goal setting will keep your business on track and heading in the right direction. You'll also be able to measure your success and see how far you've come, which may motivate you to go further in the next quarter.

We love goals at Get Ahead. As we begin the last quarter of the year, we thought we'd share our views on why goal-setting is important, and how to set achievable goals that will move your business forward.

• Why Is It Important For Businesses To Set Financial Goals?

Finance drives growth. Perhaps you want to take on more staff so you can share your services with more clients. Perhaps a new premises will enable you to offer something you don't offer now. There are costs attached to taking on new staff members or a new premises, but investing in your business will enable you take it to the next level.

With clear financial goals, you can focus on getting the funds together to make these important investments, while also understanding the time frame. This allows you to plan for the future. For example, if your goal is to increase revenue by a certain percentage within the next quarter, achieving this goal will allow you to pay for additional expertise. In turn, this additional expertise will enable you to offer a new service and break into a new market. With a clear plan and strategic goals, you can align your financial planning with your overall business strategy to achieve the results you want.

• How Do I Set A Financial Goal?

All goals, whether financial, strategic or personal, should be SMART. This stands for specific, measurable, attainable, relevant and time-bound. A goal is also a commitment – if you've set it, you must review it at the end of the quarter and judge whether you have delivered on it.

To set a financial goal, it's a good idea to identify what you want to achieve overall, and then unpick it, breaking it down into attainable stages. For example, you might feel you're paying too much in overheads and expenses, and would rather have the funds to plough back into the business. To translate that feeling into a goal, you could commit to examining your outgoings and calculating how much it would cost to expand the business as you would like to, and present the results by a certain date. Once this goal is completed, a further goal might be to source alternative, more cost-effective options.

• How Do I Make Sure I Stick To My Financial Goals?

That can be a challenge, but rest assured there are ways round it! We have found our business coach is invaluable at keeping us on track. It also helps to work as a team – all the Get Ahead regional directors are accountable to themselves and to each other, which helps us stay focused.

Achieve Your Financial Goals With Get Ahead

There are many ways in which Get Ahead can help you achieve your financial goals. From a business review with one of our regional directors to making savings through outsourcing, Get Ahead can help. Get in touch today on 01483 332 220 to find out more.

Productivity

Are you really being productive? Three ways to work smarter, not harder.

One of the biggest working trends during the pandemic was the 50-hour week, with homeworkers not knowing when to stop, or not feeling confident that they'd "done enough." But working a fifty-hour week should be a warning sign. No matter how determined you are, you cannot be productive for fifty hours of your week. It's not good for you, and it puts pressure on your colleagues and family too.

Another lesson to come out of the pandemic is that life is precious. Flexibility is important to us at Get Ahead – most of the team have families, interests, pets and more and we don't inefficient working to rob us of our time with them. It's time to work smarter, not harder.

How do I know if I'm not being productive?

Here are some of the signs that you're not being as productive as you could be:

- If you've been at your computer for more than an hour, you're probably less productive now than at the start. After an hour, you're probably working more slowly and may make mistakes.
- If the end of your working day arrives and you haven't finished anything, you may not be using your time effectively. If you started well but now you're getting distracted, maybe by videos, social media, games or the news, it's a sign that your productivity has slipped.

However, if you can be honest with yourself about how productive you really are, you're well on the way to working more efficiently.

How can I increase my productivity without increasing my hours?

It's easier than you think!

1 Take breaks

At Get Ahead, we like to work for an hour, then take a five-minute break. During your break, you can get up and stretch.

Looking out of the window is a good idea too, as looking at something faraway is a good way to rest your eyes after screen time too.

If there's a problem you can't solve, like an Excel equation you can't pin down or a complicated concept you can't put into words, step away from the computer and do something else. If you're at home, do some housework or a hobby. If you're in an office, water the plants, and maybe offer your co-workers a cup of tea. Your break will refresh you and you should be able to unravel your problem more easily afterwards. You should see that you get more done in two hours with a short break in the middle, than you would working two hours straight through.

2 Break down your to-do list

It's easy to feel unproductive when every task is massive. Writing "finish report" on your list means it might not get crossed off for a few months. But if you break it down into, say, "assemble February's data," and, "write introduction," and any other elements that you can do within a few hours, you can triumphantly complete several steps towards getting that report done and dusted. Above all, you'll feel motivated to tackle the rest.

3 Do a time audit

For some small businesses, particularly sole traders, an underlying cause of inefficient working is taking on too much. Perhaps you don't have time to do everything on your list; perhaps your weakest points are taking you longer than they should. If you're overworked and firefighting, you're unlikely to be giving your business your best work. If you think this might be the case for you, a time audit could help. Write down everything you have to do and time how long each task takes you. The chances are that the time audit will highlight some areas of inefficiency that you could outsource to someone else.

Time audits for small businesses

If you're not sure how to do a time audit, or what to do with your findings, we can help. Our experienced regional directors have loads of solutions to help you win back time and use it more productively. Find your local regional director here or explore our site for more ideas.

5 tips to beat procrastination

Procrastination is the thief of time. So many of us sit down at our desks with the best of intentions, then put off doing the important jobs that will drive our businesses forward.

But it doesn't have to be this way. We can beat procrastination and spend our working time productively. For this blog, we've gathered together some of our favourite tips for beating procrastination.

1 Eat the frog!

No, not literally. "Eat the frog" means doing the thing you dread. If you have a tough phone call to make, or some complicated calculation to do, or any other task that's holding you up, it's a good idea to do it first. These "frog" tasks are what we are most likely to procrastinate about, causing a blockage that can ruin a whole working day. But knowing you've "eaten the frog" will free you up for all the things you love about running your own business.

2 Go for the quick win

If there's nothing heavy on your to-do list, or you're an afternoon person and like to work up to the tough tasks, start with a quick win. You could do something easy you enjoy, or something important but not very challenging. Ticking something off your list within two minutes of writing it is a great feeling that can boost your productivity. And if that only took two minutes, who knows what else you'll be able to cram in? Here's to a good day!

3 Write a smart to-do list

Don't put too many things on your list. If you have more jobs on your list than you can do in a day, it can be hard to find the motivation to get started. Instead, decide what you are going to do today and write that down. You can always use a bring-forward system and take on other tasks tomorrow.

4 Manage distractions and reward yourself

Working on a computer comes with a lot of distractions. Social media, YouTube, fact-checking, games and more are all available to us via the computers we work on. The Get Ahead team like to keep distractions to a minimum by closing tabs that don't relate to work, and turning off notifications.

But we're not complete killjoys either. It can be a good idea to use those distractions as a reward. Get that task ticked off then watch that video or hang out on social media.

Of course, your rewards don't have to be internet based! A dance round the kitchen or a chapter of your new book are healthy, screen-free treats if you work from home. If you work in an office, treat yourself to a walk with your favourite podcast, or a little something extra at lunchtime. When we reward ourselves, we consciously acknowledge what we've achieved. That gives us the impetus to keep going and not procrastinate about the other tasks on the list.

5 Make healthy choices

Sluggishness and sugar spikes make us feel tired and demotivated. However, hydration helps us stay alert, so remember to drink your water. Eat fruit to benefit from slow-releasing sugar, instead of the highs and lows of eating chocolate. Try and fit exercise into your weekly pattern – regular exercise can help us sleep better at night and feel more focused during the day.

Let our virtual experts help you beat procrastination! Of course, another reason for procrastination is that you're so overwhelmed by what you have to do that you can't even start. If that sounds like you, why not get in touch with your local Get Ahead regional director? They can help you identify what to outsource and regain control of your working life.

Is *Xero* a replacement for my accountant?

Many businesses have welcomed apps like Xero and Quickbooks. They have definitely made life easier, and empowered entrepreneurs to manage their own finances. Xero is certainly making life easier for the Get Ahead regional directors! But how far can you go with finance software? When do you need to hand over to an accountant?

Advantages of Xero and Quickbooks

Accountancy apps like Xero and Quickbooks are a great solution for the day to day running of your business. They are quick and easy to use, and connect to your business bank account. They allow you to:

- keep up with invoices and expenses
- pay bills
- claim expenses
- accept payments
- track projects
- manage payroll
- complete bank reconciliation
- manage your inventory

Many of the functions are very clear – ideal for people who know their industry but aren't financially minded. The downside of this is that some of the functionality is too basic to use on its own, so savvy business owners usually work with an accountant too.

If I use Xero, why do I need an accountant?

The two biggest challenges of doing your own accounts are ensuring you have completed your financial reporting correctly, and ensuring that you're paying the right level of tax. This is where a real person with the right knowledge, expertise and experience is invaluable.

An accountant will cover essential areas which Xero cannot, like:

- financial reporting
- compliance
- payroll
- tax efficiency
- business planning

An app can only deal with the information you give it, but a person can reason and evaluate. Your accountant will be able to provide wider financial advice and help you plan for business growth. They will be able to help you improve cash flow, or help you pay the right amount of VAT. Paying your taxes is important, but you shouldn't be paying out more than you need to. Ultimately, an accountant can save you money – investing in accounting expertise is usually well worth it.

Xero and accountants working together for your business

Many accountants now have a Xero certification, which means they are qualified to do your accounts in conjunction with you using Xero for your day-to-day invoices and expenses. Savvy business owners work with both accounting software and their own accountant to keep their business HMRC compliant and save money.

Outsource your accounting

At Get Ahead, we know there's no substitute for the human touch, and working with an experienced accountant is key to business success. To find out how Get Ahead can help you keep on top of your business accounts, get in touch today on 01483 332 220.



How does the Get Ahead *telephone answering* system work?

As we head into the summer months, many business owners take time off, whether we're able to go abroad or simply enjoy what the UK has to offer. It's so important for your health and for your business that you take a proper break – we always come back refreshed and productive and we're sure you will too! One of the ways we support business owners taking leave is to provide a telephone answering service. In this blog, we look at our popular telephony service and how it can make a difference to your business.

An affordable telephone answering solution

Some days the phone rings off the hook; other days are quieter. It's impossible to know whether you'll get a hundred calls today or none at all, or how many you will get tomorrow. This means that some business owners feel uncertain about outsourcing their telephone answering – it's an unnecessary commitment if all the leads choose to get in touch by email.

That's why our telephone service is charged by the number of calls we answer on your behalf. You only pay for the service you need, while still offering great communication to your clients and leads.

A flexible answering service

While the answering service is available to business owners going away on holiday, it's also there to pick up calls while you're in a meeting, at the school sports day or away from your desk for any other reason. Simply divert your calls as and when you need to and let our telephone answering team do the rest.

An extension of your business

The team answers the phone as if they work for your business. This makes a good impression on callers and will make your business sound professional.

When you get started with Get Ahead's phone answering service, we'll ask you to provide certain details about your business so we can advise your callers. Opening times, directions, FAQs – simply pass them on to us and the telephone answering team can relay them to your callers. Sometimes the caller only needs a quick answer – our team might be able to supply it and save you some time. They'll still let you know someone rang up about it, for your own records.

Interactive and engaging

Many people feel uncomfortable leaving messages on answerphones, but when you use the Get Ahead telephone answering service, calls are always answered by a real person. This is always a better experience for the caller, and great customer service too. Interacting with one of our team means it's much easier for your caller to share the right information, and details like names and phone numbers can be checked at the time so you don't lose potential clients. Telephone answering is one of our most popular services – it offers value for money as well as a great service for you and your callers.

To find out more, visit our telephone answering page, or get in touch today on 01483 332 220 – we'd love to hear from you.



Four barriers to delegation... *and how to overcome them*

Delegating is the key to working smarter and building a business. Without delegating, we can only go so far. Some business owners delegate to a colleague, but we are firm believers that delegating to a virtual assistant can also achieve great results for any business.

Over the years, we've learned that some business owners struggle with delegation. Fortunately, we've also come to understand the barriers to outsourcing and delegation. In this blog, we identify those barriers and share our ideas for how business owners can change their mindsets and use delegation to move their organisations forward.

• Lack of trust

A common challenge faced by business owners is learning to trust others. For many, their business is their baby, and they can't imagine that other people will give it the care and attention they would themselves.

While drive and passion are important for any successful business, we must keep them in proportion in order to be successful. We need to understand that although other people might not feel exactly as we do about our business, that doesn't mean they won't produce good work.

A great way to begin to trust others is to think of ourselves influencing rather than controlling them. We can influence the quality of the work by educating the person we're delegating to, and sharing information so that they can find the answers they need. Because this information comes from us, it will be right – ultimately, we can trust the person we've delegated to, to work to the standard we'd expect.

• Believing it's quicker to do it ourselves

Educating another person to carry out a task often seems like a waste of time, but keeping the task to ourselves can be false economy. In the long run, educating others, sharing information or writing a brief is a sound investment of time because it enables us to delegate. When we delegate, we pass on tasks so we can win back time, either to focus on an important aspect of the business, or to recharge our batteries.

In the long run, we usually see a good return on our time investment when we've shown someone else how to do the filing, accounts or website updates.

• Difficulties finding the right skill set

If a business owner has, say, three tasks to delegate and each one takes an hour per week, it would make sense to pay someone to work half a day a week for the company. However, these tasks might be accounts, social media and cold calling – it will be difficult to find someone who is good at all three. This means that these responsibilities tend to remain on the business owner's desk.

Fortunately, a virtual assistant agency can solve the problem. A business owner might outsource each task to a different person, each an expert in their field, and managed by the agency. Best of all, agency clients only pay for the hours they need, so nothing could be simpler than increasing or decreasing the hours as required.

• The delegated work won't be good enough

We are all loyal to our own businesses because we set them up. We work hard for them and give them everything we've got. The downside to this is that some business owners struggle to see that someone else would want to work to the same standard, even without that inbuilt company loyalty. Let us reassure you that they will!

It's important to remember that freelancers have to produce outstanding work, because they have to create their own job security by building client trust. This means that, while they are coming at the job from a different angle, they are no less motivated than the owner of the business is. Find out more about virtual assistants and why they produce higher quality work here.

If you're feeling ready to delegate, we'd love to hear from you! Our experienced team are skilled at slotting into working life with a new business, while our expert regional directors match skills and personalities to ensure the right fit for our clients. To find out more, get in touch on 01483 332 220.

Our Services

We aim to offer any service a business may wish to outsource

We offer a wide variety of outsourced support to keep your business running smoothly.

From admin to Zoom, we provide support you can rely on. Whether you need us to deliver a one-off project or ongoing help, our experienced

team will work with you to find the solution you need.

Benefit from a wide variety of business services. Tell us what support you need and we'll create a bespoke solution to help you meet your goals.



Business administration

Outsourcing admin to a VA or virtual PA could make a real difference to your business. Whether sharing the load will give you more time for your core business, or admin is not your strength, our VAs can bring order to the chaos and help you reconnect with your business.



Business development

Let us help you grow your business. Our business development services include lead generation, appointment making and customer relationship management. Few business owners enjoy cold calling, but our business development experts love it and deliver great results for clients.



Creative

Our creative virtual experts deliver graphic design, copywriting, photography, video and more, bringing your brand to life and getting your business noticed. Working with our marketing experts or your own in-house team, our creatives respond imaginatively to your brief to develop powerful content.



Finance

From daily finance admin to annual obligations, our finance experts can simplify your processes and help take the pressure off you. Outsource as much or as little of your finance as you like, for accurate bookkeeping, regular invoicing and peace of mind.



HR

When you outsource your HR support to Get Ahead, you benefit from up-to-date advice from our team of independent HR professionals. With our flexible service, you can access accurate, current and compliant HR advice to nip any problems in the bud and keep your business running smoothly.



Marketing

Marketing is an essential area of business, but one that is sometimes neglected. Fortunately, we can help. Our marketing team can create the right strategy or campaign for your business, and work alongside our creative experts to deliver an effective solution.



Social media

Managing your own business social media can be time consuming, but outsourcing could be the solution. Let us create and schedule on-message posts, respond promptly to comments and build your online community.



Websites

Every business needs a strong website to attract the right clients. We can create your new website, or maintain your existing one. Our expertise in SEO, keywords, content and functionality will help your website rank on search engines and improve the user experience.

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