

Virtual Assistant / Personal Assistant Checklist

In my opinion, the difference between a Virtual and Personal Assistant will be beneficial to understand. This is particularly true in working with the small and micro business community.

Personal Assistant

- Serves clients in day to day matters for their business
 - o Answer Phones
 - o Confirms / Adds Appointments
 - o Returns Phone Calls
 - o Verify Schedule and/or Calendar details
- Consistent and repetitive tasks
- A member of the "team"
- Confidentiality is vital
- Good for micro business owner who wants to hire a new "team member" but not have to pay for office space or benefits.

Virtual Assistant

- Works Virtually (off site)
- Connects with Client via phone, email, text, etc.
- Serves client for pre-determined tasks
- Deadline focused
- Confidentiality is vital
- Excellent for business' who need certain tasks done by a due date:
 - o Event Posting
 - o Blog Posting
 - o Social Media Posts
 - o Article Distribution
 - o Etc.

Notes