



Virtual Assistants VS. Online Business Managers

Identify The Difference &
The Help Your Business Needs



Need help running your rapidly growing business?



When you just started your (online) business, handling every activity is a breeze. Now, there's so much to do and so little time. You're spending time doing paperwork and other minor tasks instead of growing your business.

So, you finally decide to hire a virtual assistant! But you've also heard that an online business manager is the better choice. And now you're confused.

Well, they both work remotely to help businesses reduce their workload, but they are quite different.

Should you hire a VA or an OBM?

This workbook will help you get clarity on the differences between an OBM and a VA, as well as help you choose the right option for your current business needs.

Who is a Virtual Assistant (VA)?



A VA is similar to an administrative assistant in a physical business, except that you get the assistance virtually.

Virtual assistants are professionals you can delegate minor, time-consuming business tasks to.

This includes tasks like doing research, entering and managing data, replying emails, scheduling social media posts, booking appointments, etc.

Some virtual assistants with special skills offer extra services such as copywriting, bookkeeping, and tech support.

For instance, a Tech VA can handle all of your online computer needs, such as fixing your website issues and setting up landing pages.

Who is an Online Business Manager (OBM)?



An OBM is a professional that oversees your business's daily activities and coordinates your team to ensure your business goals are met.

Similar to Chief Operations Officers in the corporate space, online business managers are responsible for assigning tasks to other members of your team and ensuring their completion.

They are also in charge of tracking your business processes and operations, preparing detailed strategies, maintaining goals and metrics to make sure everything runs successfully.

OBMs can also be hired to manage a specific project instead of your entire business like event planning and webinar launches.

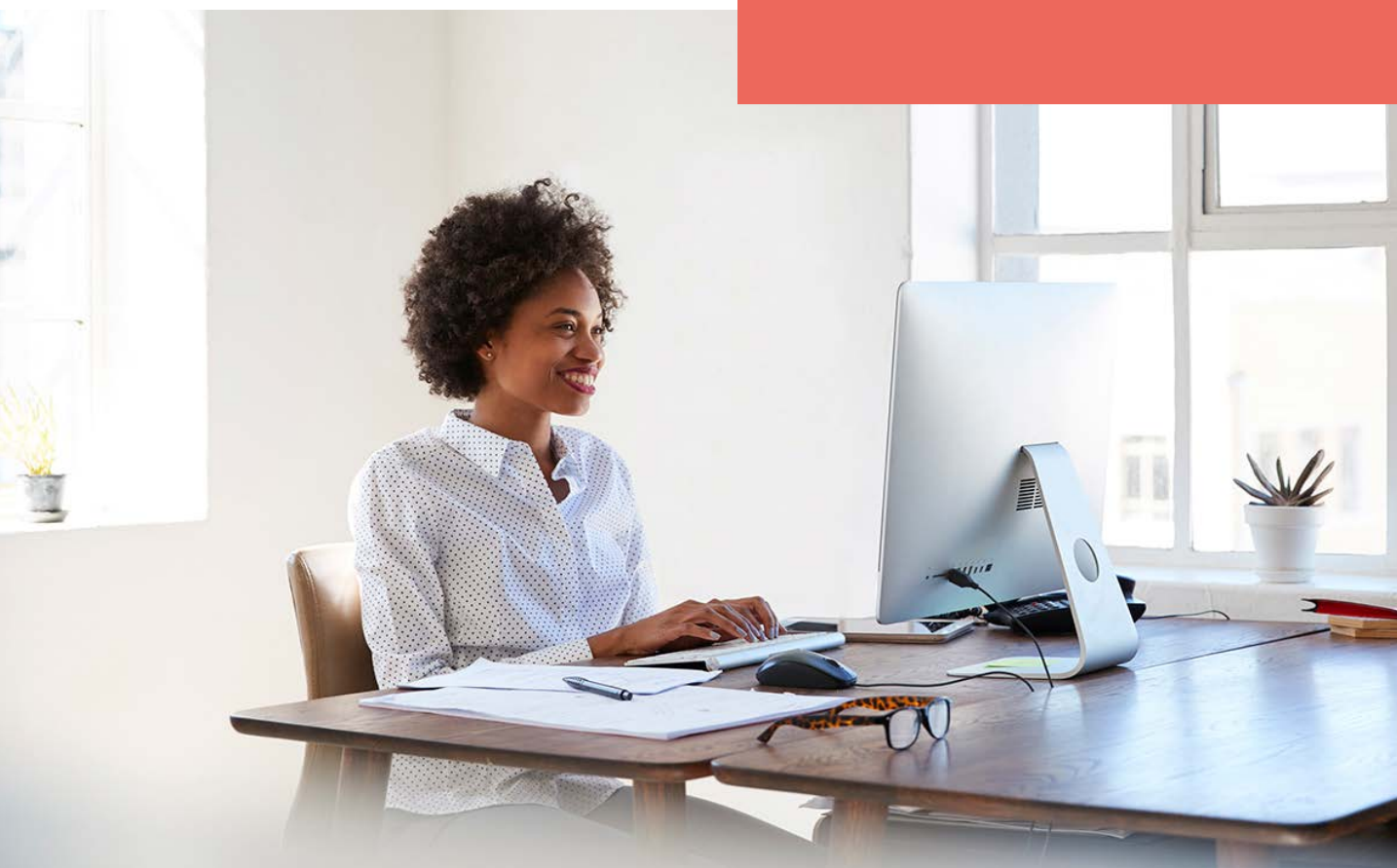


Differences between a VA and an OBM

The difference between a Virtual Assistant and an Online Business Manager is right in the title. The former **assists** with some business tasks while the latter **manages** your business or projects.

When you work with a VA, you delegate only a small part of your work and still have to do some management and coordination.

On the other hand, an OBM is in charge of ensuring every part of your business or project plans are implemented, and all that's required of you is to give final approval.





Online Business Manager

Focuses on the big picture to help achieve your business goals.

Can take big tasks and projects off your plate and requires less management.

Coordinate workflows to ensure the smooth running of your business

Manages all the activities of your project or business
Hires, manages and effectively

utilizes skilled professionals to meet set objectives

Oversees all the team members to ensure all assigned task is completed

Does not need permission for every little aspect of managing your business.

Virtual Assitant

Focuses on small tasks assigned and not privy to your business goals.

Can be delegated only small tasks and requires more management.

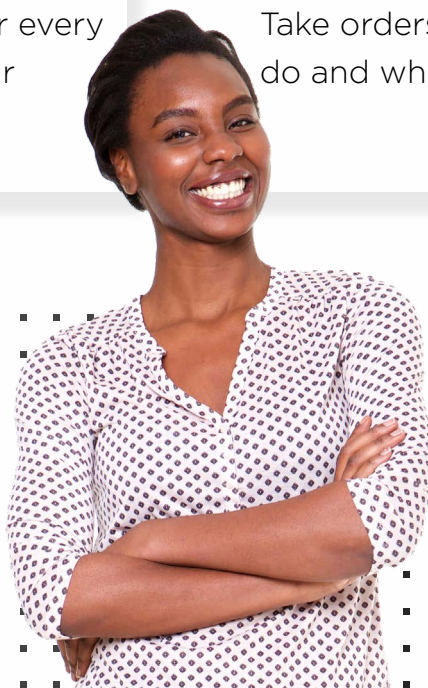
Concentrates on working on only assigned tasks

Assists with only specific tasks assigned.

Utilize only individual skills to carry out specific tasks

Responsible for only the assigned tasks.

Take orders from you on what to do and when to do it.





Top 3 Reasons To Hire An OBM

Hiring an online business manager can save you time and money. It may look like a paradox, but it is true. **Here are three main reasons why you should hire an OBM.**



They will be in charge of project management and operations that will allow your business to run smoothly and efficiently.



An OBM will help to remove you as the bottleneck of your business. As a business owner, if you do not have the time to see the big picture due to daily tasks, the future will not be bright.



They will help you with metrics management. By evaluating the metrics, you will have new possibilities on the horizon for your business.

“Overall, hiring an OBM gives you more freedom and ensures that your business runs more smoothly.”



VA Vs. OBM Worksheet

Do you need help running your business?

Answer these questions to find out if it's time to hire an OBM or VA.



1. Are you feeling overwhelmed by all the work you have to do daily?
2. Are you always wishing for more hours in the day to do everything on your to-do list?
3. Are you spending more time posting on social media and responding to prospects' inquiries than running your business?
4. Are clients complaining of late or poor customer service because you're juggling too much?
5. Are you spending time looking for and managing professionals with specialized skills?

If you answer "Yes" to at least 3 of these questions, then you need the help of either a VA or an OBM to run your business.

Action Task

Take a piece of paper and list all your business's daily tasks or the tasks for your upcoming project. Then, circle the ones you want to remove from your plate, and that can be handled by someone else.



Is Your Business Suited for an OBM or a VA?

Although the better choice, an OBM may not be well-suited for your business.

This is because, besides your needs, deciding to hire an OBM or a VA depends on the size of your business and your revenue. OBMs usually work with mid-sized to large businesses or 5-7 figure clients with more business needs.

On the other hand, VAs work with small and one-person businesses with less than a 5-figure revenue. Also, VAs are more affordable than OBMs. They often charge per hour, which means you only pay for the time spent executing an assigned task. This is unlike OBMs, who cost roughly \$2k-\$5k on retainer.

Action Task

Review your business budget and determine how much you can afford to allocate to hiring help. Also, take a look at your revenue goals to decide on the kind of help that would be best for your needs.





Are You Ready To Grow Your Business With An OBM?

So, you've determined that you can afford to hire an OBM to help you scale and grow your business. But are you ready to work with an OBM?

Take the quiz below to find out. Option A = 2 points. Option B = 1 point.

1. I'm comfortable stepping away from the day-to-day activities of my business?
(a) Yes, I am. (b) Not at all.
2. I can trust a professional to make the right decision for my business projects?
(a) Yes, I can. (b) Not at all.
3. The best way for me to ensure that my business goals are met is to?
(a) Delegate some business tasks.
(b) Handle every task personally.
4. I have an upcoming project that has to be completed at the end of the month while still running the business. So, I:
(a) Hire a professional to manage the project.
(b) Put in some extra hard work to meet the deadline.
5. Which of these statements describes you the most?
(a) You listen to suggestions before making decisions.
(b) You love handling every business task personally.



If you scored 8 points or more, then you're ready to hire an OBM. And, if 6 or less, maybe a VA is best for you. But don't worry, we can help you find the best one for your business needs.

Action Task

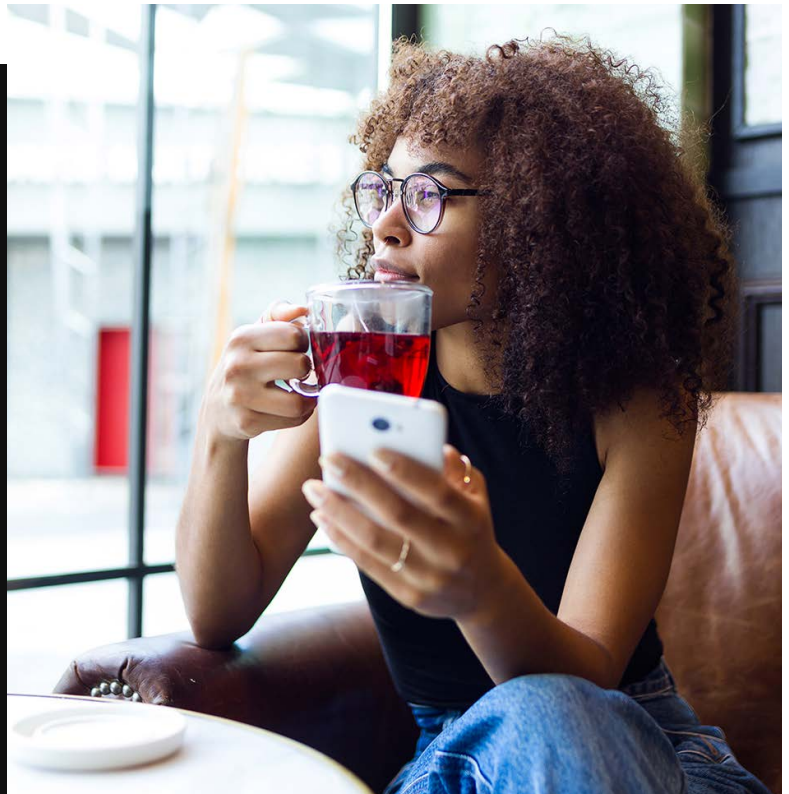
Reflect on your quiz result, and the things you can do to ensure a smooth working relationship with an OBM. Then, outline a process or arrangement that will enable you to work successfully with an OBM.

Your next Steps

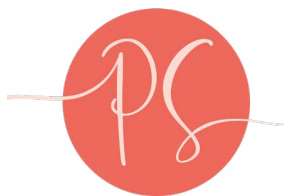
The perfect time to hire an online business manager is when you find yourself continually communicating with your bookkeeper, designer, marketing director, and other members of your team. An OBM will take over the management of your team and oversee your projects, thereby giving you more free time to run your business.

You don't have to
do everything
**Hire An Online
Business Manager!**

Want to find out more
about what an OBM can
do for your business?



Reach out to us at Prosavvy
for a discovery call to learn the
specific ways **hiring an OBM**
can transform your business.



Schedule a Call

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