

## SKILLS & EXPERIENCE

### The “Triple Threat” Concept

The most important skills you need in a Virtual Assistant are:

- Independent thinker
- Problem solver
- Analytical enough to assess information to formulate conclusions and present options to make a decision.

## ANALYTICAL SKILLS

If you're able to find an employee with analytical skills, or a technical or quantitative background, this will help your business because your employee will be able to consume information and reach conclusions without your input at every step.

### **Examples include:**

- Math, finance or accounting backgrounds
- Programming or coding skills
- Technical support experience
- Webmaster or server administration background

## CUSTOMER SERVICE OR TECH SUPPORT TRAINING

Multinational corporations that outsource support or customer service to the Philippines often have structured and well developed training systems that teach employees (with years of experience) the process of resolving customer issues, communicating effectively, and trying different routes to achieve an effective resolution.

If you find an employee with customer service or technical support training, this level of troubleshooting will provide them with the experience to be an effective employee for you. You can look for someone who has experience working for a multinational company with a customer service or support center in the Philippines.

## SELF-LEARNED CREATIVITY

If a candidate invests time in pursuing creative pursuits, that were not a requirement of previous employment or formal education, that is an indicator that they have the self-directed desire to explore their creativity. This helps you, as an employer, because they can think “outside the box”, and come up with solutions separate from the training you provide. You can look for someone who:

- Writes creatively
- Draws, paints or creates art
- Has learned photoshop or another graphic design package ousted of their standard job requirements
- Sings, plays an instrument, or creates music
- Has creative and/or artistic pursuits outside of work

## CAN YOU TEACH A FILIPINO ANYTHING?

Generally speaking, you can teach a Filipino skills in line with their innate talents, past training and experience. It is difficult to teach a Filipino something when they possess little skill base. For example, if someone is not innately talented, or experienced, with graphic design, they probably won't become very good at it, even with training. While they will be capable of executing the functions of the work, they may always lack the raw talent and skill of someone who is good at graphic design.

When looking for an employee, keep this in mind when hiring. Know what skills are most important to you, and most needed for your business, and hire those skills. You can always hire another employee (or employees) later, or use a freelance website to hire someone for rarely needed tasks.

If you're looking for someone to handle telephone calls and support, you will want to test their capabilities. A good way to do this is to have them record their voice and email it to you. You can give them an example message from your client(s) and have them formulate a response. Their response will tell you a lot and it will be clear to you if the candidate has the "raw material" to work with as an employee.

## SPECIFIC SKILL SEARCH

Below you will find helpful guidelines as you search for people to fill specific roles. The skills listed are guidelines and not requirements. Generally you wouldn't try to find someone who is an expert at every skill listed.

### Webmaster

(SOMEONE TO MANAGE/ BUILD YOUR WEBSITE)

#### **Webmaster**

- FTP
- HTML
- Google Analytics (useful but not essential)
- Managing Servers
- Backing up MYSQL
- Webpages
- Wordpress

#### **Graphics**

- CSS

#### **Programming**

- PHP
- AJAX (useful but not essential)
- JavaScript (useful but not essential)
- jQuery (useful but not essential)

## Web Programming

### **Programming**

- Ajax
- Database/ MySQL
- PHP

## SEO

### **English**

- Speaking
- Writing

### **Marketing**

- Blogging
- SEO

## Wordpress Website Building and Management

### **Webmaster**

- FTP
- HTML
- WordPress
- Managing Servers (useful but not essential)
- Backing up MYSQL (useful but not essential)

### **Graphics**

- CSS

## Wordpress Posting / Craigslist Posting

### **General**

- General Attention to detail
- Gathering information

### **English**

- Writing

### **English**

- Wordpress

### **Marketing**

- Blogging

## Graphic Designer

### **Graphics**

- Adobe Photoshop
- Logo Design
- Webpage Design
- Adobe Illustrator

## Video Editor/Artist

### **Marketing**

- Video Editing: I'm good at it

### **Graphics**

- Adobe Photoshop
- Adobe After Effects: I'm good at it

Skills not in skill search but may be in description:

- Adobe Premiere
- Adobe Audition
- Adobe Illustrator
- Sony Vegas
- Final Cut Pro or iMovie (iMovie is low end but useful)
- Windows Movie Maker (low end but useful)

## **GENERAL VA / CUSTOMER SERVICE**

### **General**

- Attention to detail
- Gathering information
- Email
- Google Docs (even if you don't use Google Docs, this is helpful)
- MS Word/Excel

### **English**

- Writing

### **Marketing**

- Blogging (useful but not essential, someone who blogs casually likes to communicate)

## **GENERAL REALTOR VA**

### **English**

- Writing

### **Marketing**

- SEO
- Telemarketing

## **Real Estate**

- Craigslist Posting/Marketing
- Posting Listings Online
- Telephone Support



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# RESOURCES

**SAMPLE EMAILS (FOR ONLINE JOBS) &  
JOB DESCRIPTIONS**

# GRAPHIC DESIGNER

Are you a great graphic designer? Do you have experience in designing infographics? Do you wish for a competitive salary and pro-rated pay? Do you want your output to earn you recognition and bonuses? Would you like to enjoy flexible work hours?

is a company that offers it all and is always looking for talented, innovative individuals like you who want to be a part of an energetic and creative team.

We are currently looking for a part time or full time graphic designer who has a background in creating infographics. If you are reliable, proactive, love to create, and have a positive no-excuse attitude we'd love to have you on our team.

## WHAT WILL YOU BE DOING?

- Creating original, high quality infographics and other visuals for a fast-developing website
- Cooperating with our design team with guidance and advice of our Art Director

## WHAT SKILLS YOU SHOULD HAVE?

1

- Be an expert in Adobe Photoshop and InDesign
- Be highly creative and can produce original work
- Be advanced in written and spoken English
- Know how to handle visualizing data

You'll also need to be a reliable, driven and curious person who's not afraid to solve problems.

## YOUR BENEFITS

2

- 13th Month payments!
- 2 full weeks of paid vacation per year!
- Excellent training!
- Friendly team environment!
- Work at any time you want!
- Join our team and make a difference!

We offer a fast and fun environment where you will be working from home but connected to our other team members. You can advance as fast as you're able to learn our systems and you'll find the work both stimulating and rewarding. We're great to work with.

## HOW TO APPLY FOR A JOB?

3

If you are interested in our offer send us an email with your resume and a portfolio of your infographic designs. You must write "grapes" in the subject line of your application email for screening purposes or we won't be able to consider your application!

- Be specific about the skills you want
- If you're offering benefits, do state them
- Notice they use a test in the email. By asking the applicant to write the word "grapes" in the subject line of the email, you will quickly eliminate those who don't follow instructions

## SOCIAL MEDIA MANAGE

NOTE: Please use the words "orange bananas" in first line of your application so I know you read the post. **1**

If you are seeking an exciting position that is so much FUN you don't even feel like you are working, then look no further!!!!

We are aggressively seeking a hard working and EXTREMELY cool person to fill the role of our Social Media / Reputation Manager.

The Reputation Manager exists to put out positive press and maintain a healthy image for our company. He or she is in charge of maintaining the company (and Ryan Moran's) image and reputation. This includes managing the Twitter accounts, Facebook accounts, website comments, forum posts, and search engine optimization for the company name and the CEO name.

More specifically, this means updating the social media accounts with cool things we are doing, replying to customer requests on social media, sending out press releases about the company, and cleaning up nasty comments on forum posts. **2**

He or she should become familiar with SEO to make sure that he or she can manage what appears on Google when a user searches for the CEO's name or any of our products' names. He or she should consistently maintain a good image of the company while also ensuring that the CEO is on task and meets his or her deadlines.

One a daily basis, the tasks performed may include: **3**

- removing negativity from internet marketing forums (contacting negative posters and mending the situation)
- performing SEO for properties that rank for our product and company names
- building Web 2.0 properties about the CEO so that they rank for his name
- sending our press releases about donations to charity

The manager must also utilize our social media resources to maintain our audience, keep them active, and post about cool things that we are doing. This may include links to blog posts, press releases, or helpful articles. Messages and comments are also to be managed. **4**

Overall, the Social Media and Reputation Manager position exists to maintain a positive image of the company, its product, and its CEO. When someone looks us up, they should see positive press and reviews, as well as recognize that we are a real and trustworthy company out to help its customers.

**Salary:** \$400/month USD

**Start:** IMMEDIATELY **5**

**Duration:** TBD/ At least 6 months

**Employment Type:** part-time

# TRANSCRIPTIONIST

Hi, We have a position open for an expert transcriptionist.

Please read through this entire posting before responding.

1

Here is what we are looking for. We have approximately 2 - 3 recorded hours per month that needs transcribing. Often we have more, rarely do we have less.

From time to time we have extra projects. (Like right now, we have a 6 recorded hour project that needs done.)

If you are good, it should take approximately 3-4 hours of your time per recorded audio hour to do this.

This is an ongoing position.

2

You will be transcribing information from one of the leading experts in psychologically based sales and influence skills. So you will find yourself learning a lot as well.

If interested here are the requirements you must meet...

1. I don't really care if you have a bachelor degree, or any degree. What I care is if you have done extensive past work as a transcriptionist.

- I'm looking for someone with a minimum of one year experience preferably three or four years as a transcriptionist.

- It doesn't matter if you think you are qualified, or if you did a little bit of transcribing in school in your past. That is not sufficient for this work.

- Please describe your experience in this field in an email you send to me. If you do not meet this experience level, please do not bother to apply.

3

2. Fast and accurate typist.

- This should go without saying. A transcriptionist transcribes by typing. If you type slow, you will never profit as a transcriptionist.

- If you are not accurate, you'll spend too much time proofreading.

- In your email to me, please talk about your speed and accuracy.

4

3. Exceptional English skills.

- Again, this should go without saying. If you cannot understand the English being spoken, then transcribing it will be painfully slow and not profitable for you.

4. A great ability to communicate and keep me updated.

- When we first start working together, I would like updates on a daily basis.

- If this would be easy for you, please let me know when your email.

5

5. The necessary tools to get the job done.

- You must have your own computer.

- You must have a good Internet connection.

6

- You must have the software and experience with the software that enables you to be efficient with transcription. If you are an expert transcriptionist, you know exactly what I'm talking about.

6. Able to meet deadlines and keep agreements regarding turning in your work.

- This too should go without saying. But I find it's helpful if I state all of my expectations upfront.

7

We had a terrific transcriptionist from the Philippines for the last year and a half until he had some personal issues and could not continue. We had a fantastic relationship with him. He had gotten up to \$10.20 US per recorded hour. I'm open to your ideas and if you're interested, please respond with more details.

If we like what you write, we will contact you to do a 15 minute test to see how you can do.

8

And, we'll go from there. :-)

Looking forward to hearing from you.

- Note the use of a screening instruction
  - Specicy about the level of performance required
  - Discussing daily tasks
  - Overall description of responsibilities
  - Monthly salary and job duration. It is important to differentiate between a long term position and a short term project
- 

1. Company is setting expectations for workload
2. Expectations set for the amount of time the work should take (the company has experience outsourcing this work)
3. <http://www.Entrepreneur's Guide to Recruiting a Filipino VA - 15 replacemyself.com>
4. Demands experience and is making this clear, this company does not want to hire someone with little experience
5. More expectations of experience
6. More expectations about the level of skill the company requires
7. Stating the technical requirements is important
8. Stating previous experience working with overseas employee
9. Test task. This is important for some work, giving someone a quick task and paying for their time before making a hiring commitment.



# WORDPRESS DESIGNER (PROJECT BASED)

We are a US based marketing firm looking for expert wordpress website designers to contract with on a regular basis.

We have several projects per week and need the best of the best in site designers. Payment is made via Paypal upon completion of each project.

We offer flexible assignment opportunities and the freedom to choose when you want to work.

You must:

- \*Have at least 3 year's experience in wordpress design
- \*Have at least 3 year's experience in HTML coding
- \*Be able to complete quality wordpress designs in a timely fashion
- \*Be available & communicate daily once a project has been started ( email / skype)
- \*Have a portfolio of your work for our review

If you feel you fit the description above, please feel free to submit your resume and a portfolio of works. Any submissions that do not include a portfolio or resume WILL NOT be considered

## EXPERT PHP DEVELOPER 3+ YRS EXPERIENCE TO WORK ON MVC CODED CMS - PREFERABLY FROM CEBU

I am in need of an expert php developer with at least 3 years experience and with moderate design skills (at least css and xhtml needed) to add features to a custom CMS for my website.

The developer who wrote the code is very good. So I imagine the code is cleanly written and should be relatively easy to modify and follow as needed.

It is using a MVC framework. Similar to Cake, codeigniter, but it is his own MVC that he used. I'm still in contact with this developer so any questions you would need can be answered quickly.

I need someone who can devote full time status to this project since there are many additions I would like to add. My current developer is one of the best, however unfortunately he doesn't have enough time on his hands to add in these desired features.

So please only accept this job if you can work on it full time. That would be at least spending 8 hours on this per day.

NOTE: Before I choose you, we should at least chat online and you should have looked at the code and gone through enough of it to guarantee that you feel comfortable working with it.

Please don't look at one file and assume you're ok with working with it. Unfortunately, doing so may end up wasting both our time in the end.

Also if you have experience and knowledge with jquery and/or ajax that would be a plus as well.

The position is a contract position but I'm looking for a long term relationship here. At least 6 months but hopefully longer if the work exceeds my expectations.

Thanks and I look forward to your interview and chat.

**Salary:** negotiable based on experience

**Start:** ASAP

**Duration:** Full time - let's grow together!

**Employment Type:** contract / freelance but you need to be dedicated to our projects together

## SENIOR PHP PROGRAMMER - FULL TIME 160 HOURS PER MONTH

Please read the job description thoroughly before applying.

\*100% 5 Star Odesk Client Looking For A 5 Star Programmer\*

I will treat you with respect, provide clear instructions and be reasonable with my expectations.

We are looking for a Senior PHP Programmer with several years experience. The position will entail:

1. Creating secure PHP websites from scratch (no CMS). The websites will use APIs, XML feeds and web scraped data in addition to traditional content input methods.
2. PSD to HTML/CSS.
3. Ad Hoc tasks such as web research, where necessary.
4. Basic Photoshop knowledge to update current designs

We want someone who's skilled and can take responsibility quickly.

Mandatory:

1. Good working knowledge and experience in HTML and CSS, including the ability to convert PSD to HTML/CSS.
2. 3+ years experience (or equivalent) in PHP.
3. Experience with APIs, XML feed creation and parsing.
4. Experiencing scraping data from web pages.
5. Good command of English
6. Prefer someone from either Eastern Europe or the Philippines.
7. Should be easily contactable by email or Skype
8. High level of attention to detail.
9. Decent internet connection - to apply you will need to attach a screenshot of your internet speed. If you do not do this you will not be considered.

Bonus Skills:

1. Conversion of PSD to Wordpress.
2. Wordpress plugin experience.
3. Experience with payment gateway integration.

Please include the term "I'm a whiz" in your application.

(Apply to )

Mat.

**Salary:** 40000PHP

**Start:** February 1

**Duration:** Ongoing

**Employment Type:** Fulltime Ongoing



## RE

If you feel overwhelmed by the number of worker profiles you find when you search for skill sets, try posting a job and screening those resumes. Here are a few tips:

- Double check to make sure you are receiving responses from candidates in the Philippines. Although we are great at finding imposters, sometimes they slip through the cracks.
- Make sure you are not receiving responses from companies that “farm out” virtual assistants, you want to make a direct hire.
- Be clear with your expectations, required skills and goals. Your goal is to find the best person for the job, and that means doing the work to understand exactly what you need.
- Have in mind a process for screening candidates. Some of our customers have them fill out a google form. Others ask lots of questions while recruiting (my preferred method).
- You may have more luck with posting a job as those applicants are more active, whereas some resumes can be from inactive or hired workers who have left their profiles open.

## WHAT NOT TO DO

### DON'T EXPECT A MAGICAL EMPLOYEE

Hi,

I am seeking for a part time employee who can be able to:

- Receive training about how to creat a Profitable video and to do it exactly as in this training report. 1
- Create 30 "selling oriented videos per week" from scratch about affiliate products that I am promoting, they are 6 products per week (I will give the information about the product) following the steps in the training report.
- Upload the videos to the top 10 video sites
- Upload the videos to the website of each niche 2
- Organize and Write a couple of articles in the website or re-write the articles I will provide.
- Be able to work with the skype on while working hours.
- Be able to work 20 hours/week for one month only and maybe will need for a longer period of time 3
- To be able to earn no more than 5000 PHP a month. 4
- Has to be able to record the voice in the video in good english
- Hast to be a person that knows about the video environment and is an expert creating and editing videos with images and audio. 5

Anyhow, I will give you the step-by-step guide that you have to follow but of course, I need your expertise on making videos. If you feel identified with these requirements, contact me 6

Jeanneth

**Salary:** max. 5000 PHP/month 7

**Start:** today

**Duration:** 1 month 8

**Employment Type:** part-time=20hours/week

1. It is very difficult to find one worker to implement multiple different kinds of work.
2. Video editors usually are not writers (or are not good writers).
3. Short term projects are unappealing. It takes a lot of time to learn the work, the duration is too short.
4. The wage is too low and most editors are not good at voice overs. When a person develops creative skills, they usually don't need to develop their vocal skills.
5. The wage is way too low for wanting an "expert".
6. You can't outsource the entire business model to one person, to begin with.

7. Again, this cannot be overstated, the salary is too low for the skill level required, and is even out of line with the resumes posted on [onlinejobs.ph](http://onlinejobs.ph).
8. And again, short term projects of this nature are unappealing to talented workers.

## DON'T EXPECT A MAGICAL EMPLOYEE

Looking to make a little extra money for the holidays?

We are looking for part time social media technicians to help manage some of our social media. This is for 1 hour daily. Payment is P20 per hour. This job is perfect for someone that enjoys using Pinterest, has a primary job in front of the pc, and has some freetime at their primary job. Payments are made on the 16th and 1st of the month, for the two weeks prior to those dates.

Job Responsibilities:  
Pinterest

1.  
Creating Boards in Pinterest
2.  
Pinning great photos
3.  
Following Pinners
4.  
Commenting on pins
5.  
Liking pins
6.  
Uploading photos

Requirements -  
must have excellent english  
must be honest  
Must be a personal fan and supporter of Filipino culture  
Must have a paypal account that will accept deposits - we will handle the paypal charge.  
previous Pinterest experience preferred

If you are interested, send us an email with a short introduction on how you would help promote Filipino culture, artists, and OPM.  
Set the Subject of your email as 'Superstar Promoter'. This will let me know that you have read the entire email, and can also follow directions. Send all applications to '[careers@mayumipublishing.com](mailto:careers@mayumipublishing.com)'.

**Salary:** P20 per hour  
**Start:** asap  
**Duration:** trial - longterm  
**Employment Type:** contract

This actually would not be a bad job for someone just looking for a little extra work who enjoys social media. However, the rate is too low. If you're looking for someone just to manage Social Media part-time, you should actually pay more than the normal hourly rate because you're not able to provide that worker with a consistent income.

## DON'T REFUSE TO PAY FOR TIME THAT'S REQUIRED TO DO THE WORK, JUST BECAUSE THAT TIME ISN'T "PRODUCTIVE"

I have 800 hours of videos lectures. Each video needs to be edited according to natural breaks in the lecture between key points. The key points of each lecture needs to be created as if taking notes in the class of the lecture. Simple test questions must be made for each video for the key points.

Process:

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1) Start watching the video and determine where a video editor should cut the video into separate parts, using a time stamp, so that the parts are approximately 10 - 15 minutes in length.

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2) Take notes of the Key Points using a time stamp of when the lecturer begins talking about that key point. This is for each separate part so that the individual parts can be indexed and cross referenced for search to allow the entire video library to be searched with keywords that will tell the user which video part and at what time stamp the search term can be seen.

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3) Create simple test questions for each key point.

Example:

Key Point - Net profit is the money left after all expenses and hard costs are subtracted from the gross sales.

Test Question - What is left after you subtract expenses and hard costs from Gross Sales A) Net Sales, B) Net Profits, C) Net Gross

=====

Scope of work:

Each video is about 60 - 90 minutes in length

I am looking for multiple people to work simultaneously on the videos until all are processed.

I need this work started immediately.

This is a simple job and does not require much skill.

Each video is a separate piece that needs to be done and I am looking to pay for production and not for hourly work. Just watching an hour long video takes one hour. Then work must be done for that hour long video of note taking, test question creation, time stamps. I do not want to be paying people by the hour as most of that will be to simply watch a video.

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**Salary:** \$2/video

**Start:** Immediately

**Duration:** Until all 800 videos are done

**Employment Type:** full time

Hiring a Filipino Virtual Assistant is really worth it. Filipinos are known for their great optimistic spirit, sincerity, hard work and inborn courteousness and obedience, not to mention their good English. When you hire a Filipino VA, you get the whole package, and all you need is to trust, lead and motivate them.

Here's a quick start guide before you hire a Filipino Virtual Assistant:

## **YOU WILL GET WHAT YOU WILL PAY FOR.**

Filipinos just don't care about the money itself. It's how you pay them and show them their worth through a good, worthy salary. An average Filipino VA should be paid with a minimum of \$400 or more per month for a full time job. Most Filipinos have a large family that they support, not to mention if they're renting a house and they need to pay for a stable wired internet connection. You can pay Filipino Virtual Assistant through Paypal, Payoneer or Xoom since these payment methods are accessible and widely used not just in Philippines but all over the world. You will need to pay twice a month, that's every 15th and 30th.

## **GOOD COMMUNICATION IS THE KEY**

You want your Filipino VA to understand you and you will want to understand him or her. A consistent style in communication will let your Filipino VA understand you and know you better as a manager. Make your instructions simple, clear and specific. Please be patient and do expect that there might be some language barriers and differences because English is their second language.



## KEEP THE WORK ON TRACK BY KNOWING HOW TO TRACK THE WORK.

When you give multiple tasks to your Filipino VA, it is important that you track or follow up the tasks. There are a lot of useful tools from Microsoft Excel, Basecamp, Trello, Asana, where you can manage the tasks as well as keep track if these tasks are done timely.

Manually checking through emails or messages can still work. Just by simply asking, how's everything going? How are the tasks? Or how are you today means a lot for Filipino Virtual Assistants and they are good open ended questions that will let your VA open up if they have problems when it comes to tasks or other work concerns.

## FILIPINOS DON'T HAVE 911 BUT THEY HAVE YOU.

Philippines is a tropical country so floods and earthquake and super typhoons just love it that's why they always visit it. When your Filipino VA emails you or send you a message that there's super typhoon, it's true and there's always a way to search online to verify it. In times of disasters and emergencies, you'll win the Filipino heart if you show them you understand and that you are concerned about what they're going through. In times like this, they need you as more than just a boss; they need you a friend or someone who just really cares.

Your worker may have down time as they deal with temporary moves, or home repairs, during the natural disasters. If you are at all capable, a little financial help and a lot of understanding will be greatly appreciated.

## **13TH MONTH PAY COULD MEAN THE EARLIEST CHRISTMAS GIFT.**

13TH month pay is very important to Filipinos and is usually given the first week of December. It is the salary of all salaries. It signifies Christmas. For some Filipinos, they call it Christmas Bonus. For Philippines, which is known to be the country with longest Christmas (because when –ber months starts, the weather begins to change and Christmas songs fill the air), 13th month is one of the earliest gifts Filipinos can receive from their bosses. It means they can buy gifts earlier for their loved ones and share their blessings and the happiness of Christmas season to their family. Once again it's not the money but the thought that counts.

## **HOLIDAYS ALL OVER THE WORLD.**

Holidays are these times of the year when we remember, commemorate or celebrate special moments in our lives and histories. When you give Filipinos their Christmas or New Year Holiday, you give more than just a Holiday. You are giving them the greatest time of their lives. Filipinos are known for their custom of close family ties and during Christmas and New Year, it's time for them to reunite with their loved ones and celebrate the meaning of Christmas and New Year. They want to be happy, merry and complete. And at this point, trust me, your VA wants and wishes you to feel the same in your lives as well.

I hope I gave you helpful information about working or hiring a Filipino Virtual Assistant. Always remember that the key to a successful hiring of VA depends on both of you. Choose wisely and use both your mind and heart to weigh and consider things.



