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## ANOTHER WAY TO GROW YOUR VIRTUAL ASSISTANT BUSINESS

We, as virtual assistants (Vas), generally attempt to grow our business by obtaining more clients or contracts. Now the new strategy is to enlarge our small business by creating a multi-virtual assistant company or organizing a team of Vas to subcontract or outsource projects to. These Vas provide services, which will complement your services rather than compete with them.

More and more virtual assistants are creating multi-virtual assistant companies, while others are subcontracting to other Vas. Normally, virtual assistants who work with multi-virtual assistant organizations or work on a subcontract basis are entrepreneurs themselves. On the other hand, Vas who are in the beginning stages of their business can gain experience and knowledge as business owners while at the same time establish their companies, as well as earn money. Operating a small business requires much more than just knowing how to type or perform any other administrative task.

However, it is a win-win concept because an established virtual assistant (va) can offer more services without having to be skilled in that particular area, as well as have the assistance of up-and-coming Vas. In some cases, a virtual assistant needs a va to help them with administrative tasks. In addition, you have a backup in case of your absence for any reason. Whether you operate a multi-virtual assistant establishment or subcontract to other Vas, you can offer their services in addition to yours.

For example, in an attempt to grow my virtual assistant business and expand my services, I'm applying the subcontracting strategy. I recently organized a team of three Vas with varying skills to subcontract projects to. My core service is word processing services, and the team services include bookkeeping, Real Estate Virtual Assistant (REVA) services, transcription, and website and graphic design. Their services complement mine rather than compete with them. Now I can offer their services in addition to my current offerings. If for any reason I am absent or need assistance with my administrative tasks, every member of the team is able to perform word processing services and provide administrative assistance.

If you are a virtual assistant who is in the process of growing your business or increasing your list of services, consider organizing a team of virtual assistants with various skills. As the virtual assistant industry grows so does the level of available skilled virtual assistants. It is a win-win situation for established virtual assistant companies, up-and-coming virtual assistants, and our clients.

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