

TAKE YOUR TIME BACK

A Guide for Hiring An **Executive Assistant**



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Life (and work) has a sneaky way of getting in the way of our best intentions. We know what we're supposed to do – but often, we just can't quite figure out how to do it. As with any struggle or obstacle thrown your way, the first step is admitting you have a problem: You may not have everything under control.

However, there are solutions. And those can look like asking (hiring) help. An Executive Assistant is the perfect place to start getting your work, life, and peace of mind back under control.

Whether this is your first time ever considering hiring an Executive Assistant or you've tried before and it just didn't *quite* work out how you envisioned it, you're in the right place, and we're here to help.

Here are some questions we get asked at BELAY by leaders looking for administrative hiring advice:

1. How do I know if I actually need an Executive Assistant? (If you're reading this, it means you've already decided that you do.)
2. How can I work with an assistant who's not in the office with me?
3. How can I track my assistant's time? And how can an assistant help me with my time?
4. How can an assistant make me a better leader?
5. How do I even begin to delegate tasks I've been handling for years?
6. How is BELAY part of the solution?

These questions – and many more – are what we help answer for business and organizational leaders across the country every day. Throughout this resource, we will cover everything you need to know about hiring an executive assistant as we paint a picture of how virtual is a solution growing in popularity.



BENEFITS

How a Business Leader Benefits from Hiring an Executive Assistant

If you Google ‘reasons to hire an executive assistant,’ you’ll be inundated with other professionals, industries, and businesses shouting their praises from the cyber rooftops. To weed out the noise, we’ve rounded up the most compelling benefits of *finally* hiring a remote executive assistant and never turning back!

- 1. Time.** The most valuable asset anyone has is – no, not money – time because once it’s gone, it’s *gone*. That’s why it’s mission-critical to hire people to whom you can delegate because solopreneurs who spend their days addressing low-level administrative tasks are destined to stall.
- 2. Administrative Tasks.** From calendar management to emails to answering phones, an executive assistant’s scope of work can vary as much as the industries that hire them, like marketing, web design, bookkeeping, and other services.
- 3. Scalability.** Executive assistants will allow you to scale operations – and with less risk. Since growth requires capital, and remote executive assistants are a comparatively cost-effective alternative to employees, you can substantially reduce your costs and instead invest your money back into your business.
- 4. Online Presence.** As a small business owner, there’s no escaping the reality that you should have an online presence by virtue of a website, social media, Google+, and more. However, managing digital marketing platforms is a time-suck most solopreneurs can’t afford – but your executive assistant can do it.
- 5. Lead Generation.** Whether through inbound campaigns to your website, social media accounts, or website contact forms, lead generation is a very time-consuming – albeit invaluable – task. Your executive assistant can sort through your leads, determine their value, and add those potential customers to your database.
- 6. Content.** You want to be seen as an authority in your industry, and by researching and creating content around your product or service, you’re adding value to the customer experience. Your executive assistant can handle content creation – from market research to publishing – to drive more traffic to your site.
- 7. Bookkeeping.** This one often comes as a surprise to many small business owners, but it’s true – yes, a remote assistant can do your bookkeeping. From bills, to invoicing, to payroll, your financial statements will be timely, in order, and handled properly.

8. Customer Service. To best serve your customers, your executive assistant can:

- Respond to customer questions
- Create email responses or Frequently Asked Questions
- Follow up on customers
- Handle and respond to complaints or requests

9. Improve Process, Products & Services. An executive assistant can shore up your processes and streamline your operations. Further, they can monitor your markets, manage conversations on social media about your brand or industry, watch how competitors progress, and collate feedback from current clients.

10. Peace of Mind. One word: *PRICELESS*. Having someone to whom you can faithfully delegate tasks is, ultimately, the cost of your sanity and peace of mind. As we've mentioned before, multitasking is often far less effective and efficient than monotasking, and an executive assistant can help you focus on the important things

How Your Business Benefits from Hiring a Premium EA from BELAY

Now that we've gone through how you can personally benefit from hiring an Executive Assistant, we want to educate you on how businesses have benefited from hiring a premium EA from BELAY.

- **Improve efficiency:** A premium EA can help to improve the efficiency of your business by streamlining processes, identifying areas where time can be saved, and taking on repetitive tasks such as data entry, scheduling appointments, or managing email. This can all lead to increased productivity and profitability.
- **Increased productivity:** By freeing up their time, business owners can focus on the tasks that only they can do, such as developing new products or services, networking with potential clients, or closing deals.
- **Reduced stress:** A BELAY EA can take on tasks that can be stressful for business owners, such as customer service or social media management.
- **Expanded reach:** A BELAY EA can help businesses expand beyond their target audience by managing social media accounts, developing email marketing campaigns, and creating content for websites or blogs.
- **Lowered costs:** By outsourcing tasks to a premium EA, businesses can save money on salaries, benefits, and office space.
- **Innovate:** A BELAY EA can help your business innovate by bringing new ideas and perspectives to the table. This will help your business stay ahead of the competition and have forward motion to grow in new ways.

All of these glowing benefits might make you wonder how you can effectively work with someone in a virtual setting, so let's talk about the advantages of hiring a virtual solution for your administrative needs.

SOLVING THE REMOTE EXECUTIVE ASSISTANT VERSUS ON-SITE ASSISTANT DEBATE

The idea of an executive assistant who sits outside the CEO's office, typing up documents and waiting for tasks to be assigned, feels very 'Mad Men'. Don't get us wrong – there are tasks the traditional on-site assistant can accomplish that provide tremendous value to leaders and can be essential to accomplishing tasks each day. However, the idea that they need to be present in the office is outdated, and the power of technology has evolved tremendously over the years.

How can a remote executive assistant help you get things done the same way an on-site assistant can – and for a fraction of the staffing cost? Here are just a few ideas to consider:



MAKING COPIES?

Your on-site assistant can make copies, but your EA can help you design an amazing proposal, upload it to FedEx Office, and have it at your front door tomorrow.



REPORTING?

You can drop your receipts for reporting on your on-site assistant's desk, but your EA can set up a way to track them with an app on your phone and input them into a monthly expense report.



NEED A RIDE?

Your on-site assistant can drive you to the airport, but your EA will set up a shuttle, car service, or send a ride share for all pick-up and drop-offs.



MAIL?

You can hand your mail to your on-site assistant to put in the mailbox, but your EA can send out cards, letters, and other snail mail with a personal touch and order gifts to have them gift-wrapped and delivered to clients.



MEETINGS?

Your on-site assistant can run copies of your meeting agenda and handouts to give to your board members upon arrival, but your EA can set up an online portal for the entire board to have the agenda and handouts on their computer, phone, or tablet a week before the meeting so they arrive prepared.



TIME?

Your on-site assistant can guard your door, but your EA can guard your time and your calendar and help integrate healthy time-management principles into your workday.



QUESTIONS?

Your on-site assistant might pop into your office to ask questions – frequently interrupting you – but your EA values your time and limits questions to organized emails or texts that you can respond to at your convenience to maximize your time.

There are countless ways a remote executive assistant can serve you. It really comes down to a willingness to try something different and being open to letting go of the idea that an assistant has to be physically present in your office to be effective or productive.

If you're wondering how you can track their time when you can't see them, we have an answer for that, too!

SET YOURSELF UP FOR REMOTE EXECUTIVE ASSISTANT SUCCESS:

SUBSECTION FOR SUCCESS FOUNDATION:

BUILD A FOUNDATION

We know that for a client who's drowning in administrative detail, spending time on the setup can be a bit frustrating and confusing – especially when you just want to get things done as soon as possible.

And we *totally* get that.

However, after working with hundreds of clients and their EAs, we've learned that this up-front investment will yield a return of productive hours worth many times more than the prep time you put in.

Outline a job description for your EA.

Taking time – while working with your BELAY Client Success Consultant – to identify the specific things you want your EA to help accomplish means they can dive right into those tasks with clear direction and no wasted efforts.

Create training resources.

Upload and share training documents on platforms like Google Drive and Dropbox as you create them, and use Loom to record narrated screencasts as you complete the assignments you want your EA to accomplish.

Get virtual tools and systems access ready for your EA.

We will walk you through all the virtual tools and systems you're going to need to share with your EA, so they can dive into the tasks and not waste any time waiting for access or approvals.

Set rules for technology.

The key to leveraging technology on a virtual team is to keep everyone on the same page with technology usage and the timeframe expected for replies. Everyone should always know what communication method to use and when.

Establish communication guidelines and boundaries.

Both you and your EA need to establish and agree upon your response times to emails, texts, and voicemails to identify when you will and won't communicate. That way, when you send your EA a text at 10 p.m. – when you've agreed on a 9 a.m. to 6 p.m. window of business hours – they will know it's a really big deal and you need help.

Remember this is a marathon, not a sprint.

We want you and your EA to be working together for the long term, which means that just like a marathon, you'll need to invest time in training and preparation so you can see long-term success.



Now that you know what to do and why, let's look at some tips to help you and your team communicate well. ►

SET YOURSELF UP FOR REMOTE EXECUTIVE ASSISTANT SUCCESS:

SUBSECTION FOR SUCCESS FOUNDATION:

HOW DO I KEEP TRACK OF MY EA'S TIME?

Since remote executive assistants work flexible schedules, they must keep track of their time.

You and your executive assistant can set your own parameters for how you want to communicate about time, but here are some common practices for how and why our assistants track it.

Weekly updates

Especially in the beginning, it's important to regularly communicate about hours. Both you and your executive assistant are figuring out the EA's responsibilities, how long it takes them to complete their work, and how best to prioritize tasks.

Mid-week adjustments

Closely monitoring time allows you both to gauge throughout the week if they need more work to meet their hours or need further clarification from the client to prioritize tasks when they're running over on time.

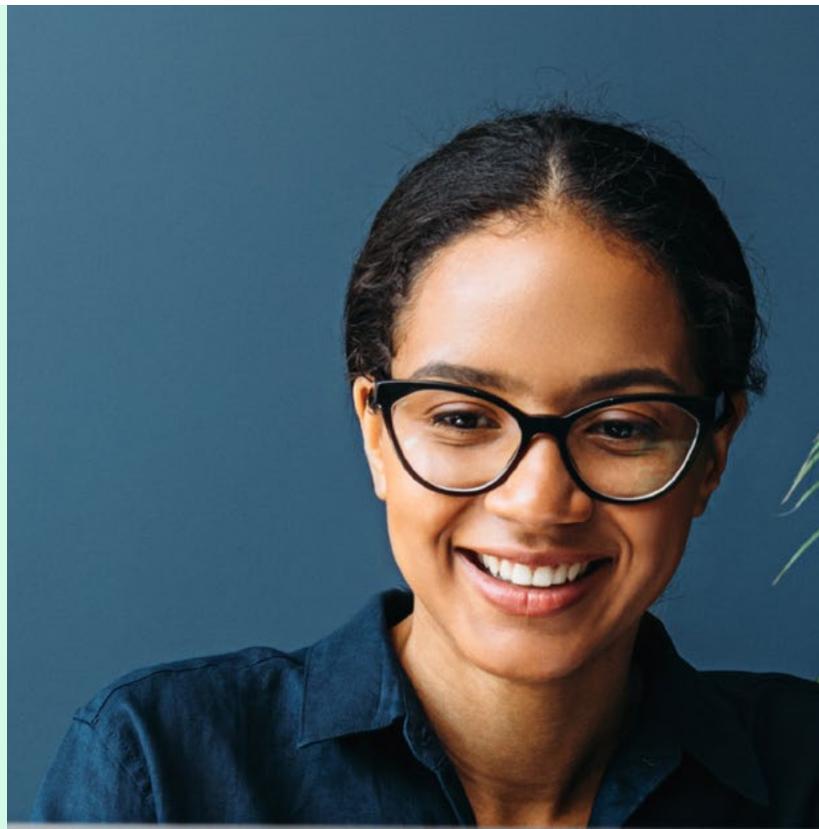
Know where your time goes

Time tracking helps you know where you're spending most of your time so you can adjust as needed.

If, for example, an EA's main responsibility is to handle social media but secondary tasks often steal their focus, knowing how much time they spend on different tasks provides a better idea of what's distracting them from their top priority and how to prioritize better.

Popular tools for tracking

Toggl allows you to track hours by client, make notes about any particular project, and present information in a pie chart or bar graph – arguably the best feature. Another popular option is HoursTracker.



The next question you should be asking yourself is, 'How can an executive assistant help *me* manage *my* time?'

We have answers for that, too. ►

SUBSECTION FOR SUCCESS FOUNDATION:

HOW CAN AN EXECUTIVE ASSISTANT HELP ME MANAGE MY TIME?

Many of our clients here at BELAY come to us because their businesses have outgrown their available time.

These leaders find themselves buried under all the details that go along with a successful venture, and are in danger of drowning in those details. Fortunately, that's exactly why BELAY exists!

Protecting your calendar

With a BELAY executive assistant, you no longer have to be the bad guy when it comes to saying 'no' to appointments you really don't have time for.

Managing your network

Many of our executive assistants are tremendously skilled in the ways of social media and can help you take advantage of all the business development opportunities available through those platforms.

Pushing projects forward

Rather than spending *hours* of your week following up on vendors, contractors, and unpaid invoices, have your executive assistant handle that for you.

Dealing with the details

Executive assistants deal with thousands of details every day for our clients – *seriously* thousands. If you ever catch yourself wondering, 'Why am I doing this task?' that's a task an executive assistant can do for you.



THE BELAY PROCESS

So, now you're fully ready to transform your workday with a BELAY Executive Assistant. Here's how it all works from our end.

How Does BELAY Match Clients And Executive Assistants?

One of the things we take really seriously here at BELAY is the way we match clients with one of our executive assistants.

As such, we're pretty selective when it comes to choosing the candidates we invite to join the BELAY EA team. We joke sometimes that becoming a BELAY executive assistant is like our own version of Survivor. It's a long and sometimes challenging process, but we believe it is a big payout at the end for our clients who deserve the best.

In fact, fewer applicants make it to our talent bench than get accepted to Harvard. So take that for what it's worth!

Our talent acquisition recruiters screen hundreds of resumes each week, looking for candidates with the right mix of skills, experiences, and attitudes. Often, attitude is the deciding factor. We want candidates who are truly focused on serving their clients, who understand that often the most important position when it comes to getting things done is at the bottom of the ladder.

Our talent acquisition team then conducts video interviews with those candidates who have the winning combination of skills, experiences, and attitude, and completes in-depth reference checks and skills assessments before offering the candidate a contract.

Once they're on board, the process begins all over again as we match new clients with a potential executive assistant.

THE PROCESS

How It Works: The soup-to-nuts, everything-you-need-to-know about the adventure that lies ahead for you and BELAY.



Step 1.

We get to know your world.

Not just tasks — your style, your tools, your goals.



Step 2.

We select your match.

... from a bench of 2,000+ exceptional U.S.-based professionals.



Step 3.

You meet your match.

Pre-vetted. Already briefed. Ready to hit the ground running.



Step 4.

We streamline onboarding.

Proven tools at your fingertips to ensure nothing falls through the cracks.



Step 5

We stay close.

Ongoing support. Easy adjustments. Regular check-ins.

DELEGATION STATION

Is all this talk about freeing up your calendar and peace of mind getting you excited? Good! That's our hope.

You might already be jumping ahead to all of the tasks you're ready to hand off to an executive assistant. Or, you may be feeling some tightness in your chest at the thought of training and delegating tasks you've been handling for quite some time. Both are normal, and we can help you ease into it as you start the process.

Let's dive into the process of how delegation looks once you've been matched with the perfect BELAY Executive Assistant for you.

Delegation is one of the most effective tools in a leader's toolkit. It empowers your team and helps you grow your business. Here are 25 tasks you can start delegating immediately with the help of a BELAY Executive Assistant:



Gathering data/research from your industry



Running reports (google analytics, crms, quickbooks, etc.)



Handling minor customer service concerns



Uploading items to your online store or resource center



Communicating with vendors, customers, and your team on your behalf



Monitoring productivity or profitability reports



Transcribing webinars, short videos, podcast episodes, etc.



Managing your inbox - scanning and flagging important emails for you



Booking travel



Uploading blog posts



Managing your meeting schedule



Reading trade publications and summarizing relevant content



Managing online registrations for an event



Uploading online surveys and monitoring activity



Coordinating events



Ordering customer and staff appreciation gifts



Moderating online forums



Responding to social media notifications



Scheduling social media posts



Organizing a content calendar



Online advertising reporting



Creating and curating youtube playlists



Building facebook groups or twitter lists



Creating images in canva



Researching and staying up to date with social media channels

Let's Get Personal, Personal

EAs can also help you manage the personal tasks that you simply don't have time to get done in a day. Whether it's business or personal assignments, don't be afraid to delegate personal items on your growing to-do list.

Here are a few suggestions of what they can manage from your personal admin tasks:

1. Schedule pick-up or delivery for your online grocery order.
2. Research airfare to make that well-deserved vacation a reality.
3. Locate your lost cell phone left in the third stall of a Denny's restroom in Albuquerque. (We've all been there.)
4. Unsubscribe from the emails you don't want anymore.
5. Make dinner reservations for your family or friends at that new restaurant you've been meaning to try.
6. Order books from your growing reading list. Your EA cannot read them for you, however.
7. Schedule a photographer for family photos – matching outfits not included.
8. Order your children's back-to-school shopping list.
9. Take your phone and/or computer to the Apple Store to buy the latest upgrade you need.
10. Schedule your doctor appointments.

It's been said countless times, but it's worth repeating. An Executive Assistant can save you the time and sanity you need to get out of the weeds of administrative *and* personal tasks from the never-ending lists of things you don't have the energy or time to focus on.



Need More Delegation Help?

If you're feeling overwhelmed at the possible tasks you need to hand over, our Delegation Worksheet and Guide is sure to help you think through what tasks you can delegate to your Executive Assistant.

Keep these ideas in mind before completing both the worksheet and guide:

IDENTIFY YOUR 80/20

The 80/20 rule says that 80 percent of your results come from 20 percent of your efforts, so determine which tasks merit 20 percent of your efforts.

APPLY THE 70-PERCENT RULE

Determine if the person you'd like to perform the task can do it at least 70 percent as well as you can, so you can delegate.

SIT BACK

Well, kinda. Be prepared to find new and exciting ways to (re-)focus your time, talent, and treasures with all the time you just reclaimed for yourself and your business.

When it comes to experiencing new growth in your business, you have to think differently about how you run it.

If you want to see growth, you have to realize that you can't do everything on your own. You are a business owner, visionary, the person at the helm steering the ship, figuratively speaking. And like any successful business, there are divisions to the work that needs to be done:

- Marketing
- Sales
- Finance
- Operations
- Product (what you actually deliver)

Each of these areas requires administrative support. Sure, you can create email campaigns, track down leads to set up meetings, and do your own expenses, but why would you want to spend your valuable (and expensive) time on tasks that can easily be delegated to someone else?

Delegation in management isn't simply a way of unloading your responsibilities; it's how business owners and leaders can benefit from the powerful, multiplying effects of entrusting others to do that for which they were hired. As you delegate, you not only free yourself from a busyness mountain of your own creation, but you also, in turn, develop the kind of employees and leaders that allow you, them, and your business to grow.

To help you get started on the right foot, we've created a tool – a matrix, of sorts – so you can map out the various things you do each day.

To break it down further, consider these six T's that can help you better determine what tasks should go where.



TINY | These are small, seemingly inconsequential tasks that are easy to put off – but add up. They aren't important or urgent, and often only take a few minutes.



TEDIOUS | These tasks – like repetitive data entry – are relatively simple but not the best use of your time.



TIME-CONSUMING | These tasks are often important and complex, but you could delegate 80 percent of the research and execution and reserve 20 percent for approval.



TEACHABLE | These tasks may seem difficult, but can be delegated once you've taught the basics, while you again reserve your 20 percent for approval.



TERRIBLE AT | Know your weaknesses and delegate them. The devil's in the details, so delegate to someone who will delight in the devil of your details.



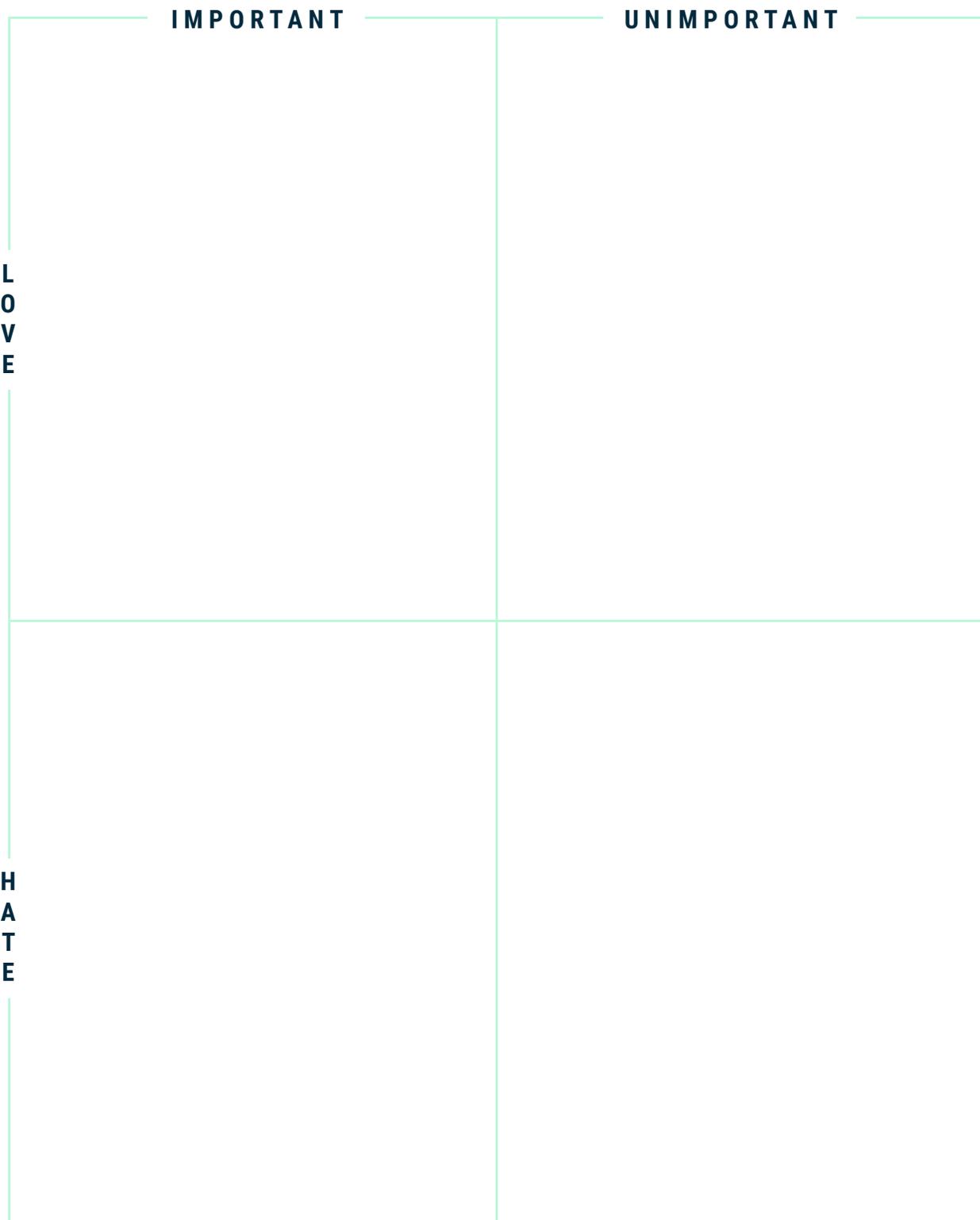
TIME-SENSITIVE | Delegate time-sensitive tasks so you can focus on project-based deadlines.

Step 1 Let's start with the fun stuff. In box #1, make a list of all the things you love doing. These are the things that make you feel alive. They don't leave you drained, but rather fired up. Think of these tasks as things that only you can do for your business. You may love picking out your favorite pens at the office supply store, but if you can ask someone else to do it, it doesn't belong on this list.

Step 2 Now, think of the things that you also enjoy doing (like buying those fancy pens), but that someone else can do for you. List these in box #2. Examples may be your monthly expense reporting or booking your travel. Another way to think of this list would be from the perspective of what you should lead, teach, coach, and develop others on your team to do.

Step 3 For the last two quadrants, you'll want to think about the things you really, really don't like doing on a daily, monthly, or yearly basis. Think of the stuff you hate. Tasks that you think you should be doing, or things that you procrastinate completing. List these in box #3. If you hate doing stuff that you know you should do, it will show up later (and not in a good way). These are typically outsourced areas like bookkeeping, legal work, project management, proofreading & etc.

Step 4 And for the last one, this is a no-brainer. What are the things that you really don't like doing and KNOW that someone else can do for you?. Be crazy – add things to this list like going to the grocery store or updating content on your website, and write these in box #4. You're the King and Queen of Wasting Time if you work in this quadrant.



MUST. COULD. SHOULD.

Another resource we like to include when thinking through what you can delegate to an assistant is our Must Could Should Worksheet. This gets into the nitty-gritty of how you can organize your workday.

It's an objective plan for what must get done each day – followed by what should get done, and then what could get done. You are not permitted to start on the “shoulds” and “coulds.” You must complete what is listed as #1 in the must category, then #2, then #3 – BEFORE you move on to the “should” category.

MUST: MISSION CRITICAL

SHOULD: IMPORTANT

COULD: NICE TO HAVE

By adhering to this numbered list, you show what is important in terms of your work, and you and your executive assistant are on the same page. With consistent practice, before you know it, you'll be tackling projects, tasks, and initiatives like a champ – and your virtual culture will love it!



FREQUENTLY ASKED QS

We've covered a lot. If you still have questions about how this whole process works, no problem – we want to ease any hesitations or concerns you may have before jumping into the process of hiring an executive assistant.

What does the typical EA do for a client? EA can handle your calendar, appointments, manage your email accounts, post on social media, proof/edit documents, book travel arrangements, coordinate between clients and/or team members, and coordinate almost anything you need!

Do I get a team of assistants that rotate? No, you will have one dedicated EA that we match you with based on your needs, industry, personality, and working style.

How long does it take for me to be matched? On average, our clients are matched within one week. Your Client Success Consultant will meet with your Placement Team to discuss, vet, and select 2-3 top candidates from our bench of nearly 2,000 U.S.-based talent, and then interview and select the best match for you.

What if my EA and I don't work well together? Your Client Success Consultant will be there to help. You'll work together to find a new match and keep your downtime to a minimum. If there are any minor hiccups, we will address them and find a solution.

How does my Executive Assistant account for the work done? Manage time off or vacation? That will be between you and your new assistant. If there are times you know are slower, then let your EA know that would be a good time for time off. Commit to over-communicating with each other so work can be done ahead of time and productivity doesn't lapse.

What security measures are in place to protect me? All our contractors sign a Confidentiality Agreement to protect you and your business. If you would like any additional contracts, then we can discuss that. We highly recommend strong passwords and using a password manager to keep your accounts secure.

Will I be able to interview the candidate you choose for me? We get it. Handing over the decision on who will work with you is a tough one. But what we also know after years of helping business leaders just like you is that you don't have time to devote to screening and setting up interviews. We have a customized system to match you to someone equipped to handle everything you need accomplished.

Can the EA answer my phone? It depends on how many hours you are contracted for. You can have specific time periods where your phone can be forwarded to your assistant. If your Executive Assistant isn't able to answer at that moment, they can return calls and triage those messages. If you need a full-time receptionist, we recommend Ruby Receptionist – we use them and love them.

Can the EA call people for me? Yes, they are there to support your communication with your team and clients.

Are they available on weekends if I need them? No, our assistants are available Monday-Friday, 9 a.m. – 5 p.m..

Can an EA make sales calls for me? You know your product best! They can relieve other admin and support tasks, which will allow you to add time for those calls.

Can my specialist use AI? Absolutely – in fact, we encourage it! Our clients and Executive Assistants who leverage AI maximize productivity and increase efficiency to help them accomplish more and juggle less.

I am new to the virtual concept and have no idea how this will work for me. Is there help? Yes, you will be assigned a Client Success Consultant who will walk through onboarding with you and who is there as a coach and resource for your entire time here at BELAY.

What if I don't use all my hours? The EA can “ebb and flow” your hours throughout the month. We just shoot to come in at the contracted amount at the end of the month. If they go over, we simply bill the extra hours, but they do not roll over to the next month. We track and report on those during onboarding to make sure you are at a good number of hours for the work needed.

What if you do such a great job of matching me that I want to bring my Executive Assistant on full-time? You're right – it happens! We know it's a possibility that you'll get to the place in your business where you want to expand your W-2 team, and we love nothing more than knowing we helped you find your first (or second or fifth) hire. Talk to your Solutions Consultant about the details.

BELAY EA SUCCESS STORIES

We understand there is a lot to consider here. Take a look at what a few of our clients have to say about their success working with a BELAY EA:

“I’ve known about BELAY, actually, for quite a while,” Steve says. “When we started the company, I was doing all kinds of things that were taking me away from what I do best, which is content creation, ideas, and looking into the future. Enter BELAY Virtual Assistant Alexandra Dellerson. Freeing [myself] up and not feeling like I’m always buried under details has helped me be a better leader for the company. I’m better able to use the skills I’ve developed over the years to move forward toward our goals of helping insurance agents with their technology.”



Steve Anderson

Co-founder and CEO at Catalyt, an IT services and consulting firm simplifying technology for insurance agents.

“We initially reached out [to BELAY] at the beginning of the year,” Amanda says. “We [had] growth goals and I needed to be able to focus more time on building out a sales team and sales itself instead of [spending] time on the operational side. We really needed somebody in a role that could help our marketing consultants take the load off of them, and also somebody who is a problem-solver. And along came BELAY Virtual Assistant Sally Robbins. If everything stayed as is, I would be beyond-the-moon happy,” Amanda says. “I did not imagine it going this well. I’m looking forward to growing and scaling my team because [Sally] is handling something that I don’t have to handle anymore.”



Amanda Sleger

Sales and Marketing Director at Lone Fir Creative, a digital marketing agency.

“I looked into a variety of Virtual Assistant services. I decided on BELAY for a couple of reasons. And serendipitously, the name ‘BELAY’ is a rock climbing reference, and our company’s name is also a rock climbing reference. Enter BELAY VA Lauren Bible. “I work remotely, and I travel a lot,” Max says. “We work flexible hours. It was great to be able to actually take advantage of those things and not just be desperately trying to barely keep up with email, calendar invites and all these sorts of things. It was sort of a game-changer in that respect. Lauren jumped in and took over email and calendar management from the beginning and has taken on more wide-range responsibilities over time, including client tracking spreadsheets, website updates, and client gifts. “We’ve grown the business quite a bit,” Max says. “When Lauren joined, we’d only been in business for [about] nine months. We’ve grown both in terms of headcount, and we’ve grown a lot in terms of revenue.”



Max Walker

Co-founder of Piton Labs, a software engineering agency focused on startups and innovation projects within enterprise companies.

SOW TODAY. REAP TOMORROW.

We get it. Initially, the process of hiring an EA takes time. And we’ve heard – and offered – the same objection: ‘I don’t have time to delegate right now.’ We hear you. Like we said – we’ve been there.

The first time you delegate, you think, ‘It would just be quicker for me to do this task myself.’ However, the long-term answer is that you will continue to own that task until you no longer have the margin to accomplish your big business goals. Growth will stall until you act to transform how you’re getting work done each day. You’ve most likely already hit that point, or your business is about to, which is why you’re here.

The good news – Remote Executive Assistants are no longer a figure of productivity imagination. The future is here, and the time to hire a solution to your overwhelming administrative problems is **now**.

Throughout this guide, we did our best to try and answer all of the questions you may have about BELAY and our process. If you want to learn more about our services, explore our blog [here](#), listen to our [podcast](#), or schedule a FREE consultation with one of our Success Consultants [here](#).

OUR TEAM IS HERE AND WAITING FOR YOU TO MAKE THE FIRST MOVE.



ELITE SUPPORT FOR LEADERS WHO **REFUSE BUSYWORK**