

WOMAN ENTREPRENEUR *Extraordinaire*



Top experts share their secrets
for more business success

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**Top Experts Share Their Secrets
for More Business Success**





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We dedicate this book to you

the entrepreneur, business owner, sales professional or consultant, whether you are experienced or are just starting out on your path to entrepreneurship. You recognize the power of knowing what to do, as well as how and when to do it in order to be wildly successful. We salute you for wanting more knowledge designed to advance your business—and we celebrate your commitment to being the best you can be. We are here to give you all we have to make your entrepreneurial venture extraordinary.

*The Co-Authors of **Woman Entrepreneur Extraordinaire***

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Acknowledgements

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We also acknowledge each other for delivering outstanding information, guidance and advice to you. Through our work in this book and with our clients, we are truly committed to enhancing the success of women entrepreneurs throughout the world. We are grateful that we get to do work that we love and contribute to so many in the process. We do not take our good fortune lightly. We are clear in our mission—to make a genuine contribution to you, the reader. Thank you for granting us this extraordinary opportunity.

The Co-Authors of *Woman Entrepreneur Extraordinaire*

Introduction

Congratulations! You have opened an incredible resource, packed with great ideas that will enhance your entrepreneurial experience in ways you cannot yet imagine. You are about to discover how to strengthen and develop your business skills to ensure that your business is profitable, sustainable and thriving.

Your success comes as the result of more than talent, commitment and hard work. Your success will also be determined by how well you manage all aspects of your business. When you are an entrepreneur, you are responsible for everything—marketing, product development, customer service, sales and networking. Every success and setback you experience will come from the decisions you make. Your success as an entrepreneur depends on how productively and effectively you run your business and how well you communicate and cultivate customer relationships and strategic alliances.

We know you want to be the absolute best entrepreneur you can be. With this book, you will quickly learn how successful women entrepreneurs get the very best results. As top experts in each of our respective specialties, we have joined to give you the most powerful information and strategies available.

Each of us has seen how even small changes can transform and uplift a business. Here is just a sample of the benefits you will find inside

to transform yours:

- Communicate your personal brand and make it part of everything you do.
- Avoid legal mistakes that can cost you not just money, but your business as well.
- Plan financially for both professional and personal success.
- Dispel negative beliefs that can undermine your success.
- Create information products and cash flow.
- And much more.

All the entrepreneurs you will meet in this book want you to succeed. We have outlined for you our top strategies and included the most expert advice we have to advance your success.

To get the most out of *Woman Entrepreneur Extraordinaire*, we recommend you read it once, cover to cover, then go back and follow the advice that applies to you in the chapters most relevant to your current situation. Every improvement you make will increase your confidence and effectiveness and positively affect how others respond to your business.

Just learning what to do will not create transformation. Take action and apply the strategies, tips and tactics we share in these pages, and you will reap many rewards. With our knowledge and your action, we are confident that, like our thousands of satisfied clients, you too will benefit from *Woman Entrepreneur Extraordinaire*.

To your unlimited success!

The Co-Authors of *Woman Entrepreneur Extraordinaire*

Expand Your Business with an Effective Virtual Team

By Dortha Hise

Check all the statements that apply to you:

- You want help attaining your dreams more efficiently and with more ease.
- You cannot find enough hours in the day to do what needs to be done.
- You are a stay-at-home mom with a side business and are on a constant guilt trip over not being able to balance work and life.
- You need more income and do not have more hours left in the day to earn it.
- You are a *multi-preneur* with several businesses and cannot juggle them all.
- You are frustrated with not having time to do more follow up and track existing clients in a tidy database.
- You are unable to update regularly your social media sites, website and blog.
- Snail mail and email are piling up and phone calls are unreturned.
- You feel like a *zombie-preneur*—walking around mindlessly and aimlessly without direct purpose!

If any—or most—of these statements sound like you, you have reached the point in your business when you need a virtual team to help you get everything done. Your team may consist of one or more persons who can do all of the above for you—and more! Your team can:

- Update your website and related web collateral.
- Do your bookkeeping and invoicing.
- Manage your marketing and public relations.
- Edit and write your materials.
- Manage your contacts and calendar.
- Take on anything you do not have the time or skill to do!

Use the Power of Delegation to Get Things Done

“The first rule of management is delegation. Don’t try and do everything yourself because you can’t.”

—Anthea Turner, English television presenter

Now is the time to delegate. Delegation allows you to multiply your efforts while decreasing your stress. It is fabulous when you can delegate tasks to your own virtual team. You gain their knowledge, expertise and support and get rid of tasks that do not bring you joy, satisfaction or income. This allows you more time for activities that only you can do.

As one client shared with me, “It finally hit me. If I keep going the way I had been—doing everything—I was fracturing my efforts and not really gaining ground in any area. With a team, I can hit all areas and be strong and prosperous.”

Why spend your time mailing your own e-newsletter when you could be using that time to book paying business? Move your business to the next level by focusing on what you do well and what you need to do. Avoid burnout, grow your business and reach your dreams with the help of your team.

Let me share with you the eleven key steps to set yourself up for success and build a virtual dream team.

Step One: Choose the Tasks You Can Delegate

This may likely change over time, so you need to revisit this every three months.

What tasks can you delegate to someone else? Choose tasks that require skills you do not have or are not strong in or tasks that take you away from income-producing activities only you can perform. Let's say you are a business coach, and your to-do list includes: find speaking engagements, write a book, create a website, make cold calls and schedule coaching sessions with your clients. Here is an easy way to consider what things you can delegate to a virtual team member. Ask yourself which of these things are tasks only *you* can do?

My experience has shown that coaching sessions with clients cannot be handed off to someone else. Everything else can come off your to-do list and be given to your virtual team!

Step Two: How to Find Team Members

Before you begin your virtual team search, be sure you are clear on what work you need completed and how many hours per week you anticipate these projects will take to complete. For example, you might want an administrative assistant to handle *ad hoc* duties for five hours a week.

Sometimes, the best place to start your research is to ask your colleagues and friends if they use virtual help, what they use their team members for, and where they found their team members.

If no one you know uses a virtual team, here are some resources you can explore. Start with a Google® search for “virtual assistant,” “personal assistant” or “virtual assistant directories.” You can also attend networking mixers with local businesses or local chambers of commerce where virtual assistants might attend, or you can meet business owners who may utilize the services of virtual assistants. You can also check out organizations that certify virtual assistants, such as Assistu at www.assistu.com or International Virtual Assistants Association at www.ivaa.org.

When you interview potential team members, be sure to ask about the following:

- What is their time zone?
- What are their office hours?
- What is the typical turnaround time on projects?
- What is the hourly rate?
- Is there a “rush rate”?
- Do they require a retainer?
- Is there a discount for retaining them for more hours per month?
- Do they offer packages for their services?
- Do hours roll over from month to month?
- What is the minimum charge per task?
- How do they bill and how often do they bill?
- What is the preferred method of communication—email, phone, interactive web presentation like GoToMeeting™ and so on?

Also, ask them to describe past projects they have worked on that might be similar to yours and have them provide references.

Step Three: Prepare to Delegate

After you have a list of what you want to delegate and have chosen your virtual team members, start to evaluate their characteristics and personalities so you know what you can delegate to each.

This part of the process can be very difficult for some, especially if you are used to doing everything yourself. I recommend starting a sheet for each member of your team to keep track of them in one place. For example, you could list the assignment and to whom it was given, describe the task, identify the criteria for a successful assignment and include a timeline.

Step Four: Describe the Terms of the Project and Expected Outcomes

This is the place to discuss costs, negotiate the scope and terms of the project, set deadlines and so on. This is also where the team member will learn about your business.

There is a learning curve for each new person coming into your team while he or she learns about you, your work style and your business. Typically, a few hours of training time is needed. If you have a very complex business model or have a unique and specific business, your virtual team members may have to spend more time in that learning curve.

Step Five: Keep It Legal

Put in place any contracts, non-disclosure agreements and other legal paperwork, as necessary. If you do not have an attorney on staff

to assist you in drafting these documents, there are several resources freely available on the Internet to download. (See also “The Ten Commandments of Small Business Success” by Nancy Lewellen on page 61.)

Step Six: Set a Trial Period or Assignment

Consider the first project as a trial period to ensure that you and your team are working well together. For example, if a virtual assistant is creating your new website and gives you an estimate of ten hours of time, create a checkpoint at a two- to three-hour point to monitor progress, answer questions and develop a plan of attack to move forward.

At the end of the trial period, you will either hire that person to work long-term with you on your team or terminate the relationship if it did not work out. Provide constructive feedback to the person about why it did not work out. This is helpful for both you and the virtual assistant as it will open a dialogue about the project and how both parties felt about it—a forum to discuss what did and did not work. Remember to be constructive since this is not designed to beat up the other person.

Dale Carnegie, an American writer, lecturer and developer of self-improvement courses, suggests that when providing constructive criticism to yourself or to others, dole out a “compliment sandwich.” That is, do not focus solely on the negative aspects of a mistake. According to the Dale Carnegie Way® online, “Leave yourself feeling better by ending with a positive outlook and a new way to approach a similar situation.” I think of it as stating things that a person has done well, followed by the constructive criticism and ended with another compliment.

“All good criticism should be judged the way art is. You shouldn’t read it the way you read history or science.”

—Leslie Fielder, Jewish-American literary critic

Step Seven: Establish a Well-Defined Timeline with Goals and Intentions

For example, if you need a project finished by the end of the month, give your team member a week to ten days before that deadline for any changes or edits that may be necessary in the course of the back-and-forth with your team. Be careful not to micromanage all aspects of the project you have just delegated. Trust that the person you have hired is going to address all aspects of the project and come to you with any questions or for any clarification.

Step Eight: Collaborate with Your Team

Work with your team to figure out how many hours each person will spend on his or her respective tasks. I recommend using an online collaboration workflow tool that will allow multiple users to access it, add to it and cross items off it. There are several sites available for free and for fee. Some of these sites are:

- Google documents provides an easy format for creating documents, spreadsheets and other items to keep track of projects and share them with your team.
- TeamWorkLive.com™ allows you to track tasks, centralize communications and share documents and files as well as collaborate with your clients and team.
- Businessitonline.com™ creates a centralized cash flow, documents and calendars for a team.
- Colligo.com allows you to work on projects offline and sync when you are online.

- RemembertheMilk.com™ helps you manage your tasks so you never forget anything.
- WorkFlowy.com helps get everything onto one piece of paper and allows organization of large projects, note taking, journaling and much more.

This creates transparency, so everyone knows what everyone else is doing and how it all fits together.

Step Nine: Establish the Method of Preferred Communication

You want to monitor progress and set team conference calls or emails. When interacting with your team, there must be communication by and among team members that allows everyone to easily translate complex, possibly technical things, into simple, easy-to-understand steps.

This is especially important if you are in a very specific industry with which your team may not be familiar. I have worked with a variety of industries from image consultants to mortgage professionals to business coaches who cater to the financial sustainability of their clients. It is critical to be able to convey the important things about your business without overwhelming your team. The language that is used in your business and industry may be second nature to you, but your team does not necessarily have the same background in what it is that you do.

Step Ten: Establish Payment Policies

Figure out billing frequency and how invoices are to be sent and payment is to be accepted. Some clients I have worked with prefer to be billed monthly while others would like a project-by-project

accounting and pay accordingly. If you have provided a retainer for a virtual assistant's services, ensure that you will receive a monthly accounting for those services. There are a variety of ways that you can pay your virtual team, including check, PayPal®, credit card, and others—so be sure to connect with your team and determine what is the preferred method and frequency for billing.

Step Eleven: Use Your Time to Build Your Business

Now that you have a virtual team in place, and you have freed up your time, what will you do to fill that time? Make more money, add more clients, develop new products for your online store? What projects or clients do you need to put some attention on? Your virtual team will give you the time you need to work on your business.

Everyone has the same 24 hours in a day. Hiring a virtual team can help you maximize how you use those hours and help you be more profitable, sustainable and productive in your business.

Your Virtual Team ROI

Like many entrepreneurs, you are probably asking how you can afford to bring someone on and pay him or her. Remember, hiring team members will give you more billable time and bring in more revenue. This revenue will be more than the cost of your team, so you come out ahead. For example, writer and editor Patricia Haddock uses a virtual assistant to help her prepare the PowerPoint® presentations and handouts she uses for her training programs while she does work for her clients. The cost of her assistant is far outweighed by the fees she earns from her clients.

How can you determine the return on investment? One of my clients recently shared that since working with me and other team

members, her income stream has grown at least 500 percent. She said that this happened because she has time to complete more projects, find more clients and focus on income-producing activities. For this client, hiring a virtual team has freed her to do the things that only she can do and that are income producing for her business.

Peace of mind and less stress are also benefits of having a virtual team. If you know you can send something to your team in the middle of the night, and it will be done by mid-morning the next day, you have peace of mind. Having a strong support system in place always means someone says, “Yes” to your projects and is ready to be in action to support you.

Go back to the beginning of this chapter. If any of those statements fit you, it is time to build a virtual team. Consider using a virtual assistant who can take over the administrative tasks you currently handle. Find a writer or editor who can help you prepare clear, compelling client materials. Hire an accountant or bookkeeper to take over billing. Start now to expand your business with an effective virtual team.

Special Woman Entrepreneur Extraordinaire Offer

Are you ready to explore the possibilities of working with a virtual assistant? Book a complimentary 30-minute discovery chat here:
<https://calendly.com/virtual-dortha/30min>



DORTHA HISE

Your success is my business!

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Dortha Hise is the COE (Chief Overwhelm Eliminator) of Pretty Smart Virtual Services, a full-service virtual assistant company specializing in rescuing their clients from overwhelm. She is also the Director of Adventure at Summit to Your Success, a choose-your-own-adventure-focused healing portal where she helps others to learn about the healing power of nature. Dortha loves helping her clients to choose their own adventures by freeing them up from their to-do lists.

After enduring multiple devastating personal losses during a 2-year period, Dortha also lost her voice. She thought it was a simple case of laryngitis or bronchitis...as it turns out, it was not simple... it took several doctor visits, specialists, and other non-traditional medical visits to be diagnosed with a neurological condition called Abductor Spasmodic Dysphonia (“AB SD”).

AB SD prevented Dortha from using the phone or speaking normally or being easily heard in a room with a lot of ambient noise. While this presented challenges to Dortha, she is grateful for this experience as it has heightened her sense of hearing and it allows her to really hone in on what others are saying (or perhaps not saying).

Always the positive thought leader, Dortha began to fully understand the mindset of high achievers. Her ability to optimize businesses and operations helped leaders in their businesses but she observed the overwhelm did not always go away.

After going on a 3-day backpacking trip in 2015 and was able to fully experience the healing power that nature had to offer. She set an intention to be open to whatever she was meant to receive on the trip and when she returned home, she felt a very strong sense of peace around the difficult relationship she had with her mom, and the grief she was struggling to process became easier to release.

She is now teaching others to do the same in her Choose Your Own Adventure Healing Portal bringing about full mind shifts and personal transformation of those who lead helping them serve the world at their best.

“Woman Entrepreneur Extraordinaire is a ‘must read’ for any business owner who is ambitious, committed and wants to succeed. These business development experts share invaluable ideas and innovative strategies that when embraced will accelerate any endeavor.”

—Leslie Grossman and Andrea March, co-founders, Women's Leadership Exchange

Woman Entrepreneur Extraordinaire is a comprehensive resource from top women entrepreneurs. It is your guide for best practices, practical solutions and inspiration—everything you need to establish and grow your ideal business. The insight from these top experts will show you how to effectively run your business and achieve all the success you seek.

See What's Inside

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