

eProductivity™

Earn More, Work Less & Enjoy Life!

SPEAKER

Michael J. Russer (a.k.a. Mr. Internet®)
RUSSEr Communications



"Helping You Earn More, Work Less, & Enjoy Life!" SM

*International Internet Training Seminars,
Workshops, Keynote Speaker, Consultant
For Business Professionals*

TABLE OF CONTENTS

Session Outline

e-Productivity™ - Having Your Business Work For YOU	3
Three T's Of e-Productivity™	3
TALENT - Determine Which Tasks To Outsource.....	4
TEAM - Virtually Outsource High-Powered Support.....	5
Business-Building Projects For Virtual Consultants	5
Finding The Perfect Virtual Consultant For Your Project	6
On-Site Assistants vs. Virtual Assistants	7
Ways Virtual Assistants Can Support Your Success.....	7
Five Critical VA Interview Questions.....	8
How To Find And Hire The Right VA For You	9
TOOLS - Putting It All Together	9

Appendix

Additional Resources	10
----------------------------	----

Speaker Information



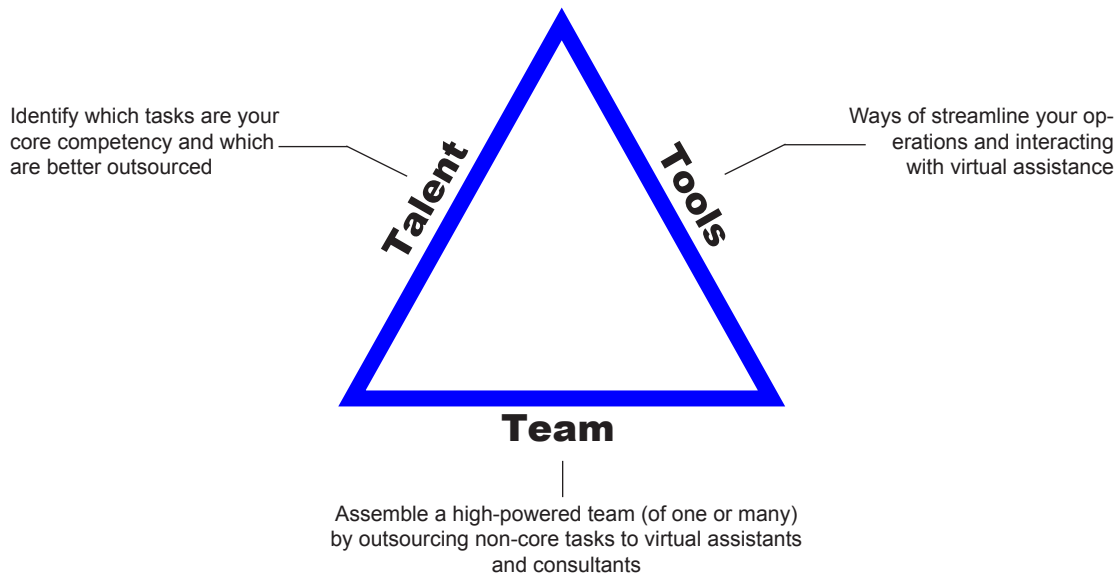
Michael J. Russer, a.k.a. *Mr. Internet*[®], is an internationally recognized speaker, author and strategic consultant about business transformation and the Internet for the real estate industry. He is the father of “Virtual Outsourcing” for the real estate industry, and coauthor of the industry’s only book, workbook, and tape program on Virtual Assistants “Transform Your Business Using Virtual Assistants”. He is also the exclusive Internet columnist for REALTOR Magazine, author of the groundbreaking Intel White Paper “CONNECTED 2001 – The Transformation Of The Residential Real Estate Industry”, and strategic Internet advisor to NAR and ARELLO.

e-Productivity™ - Having Your Business Work For YOU

e-Productivity™:

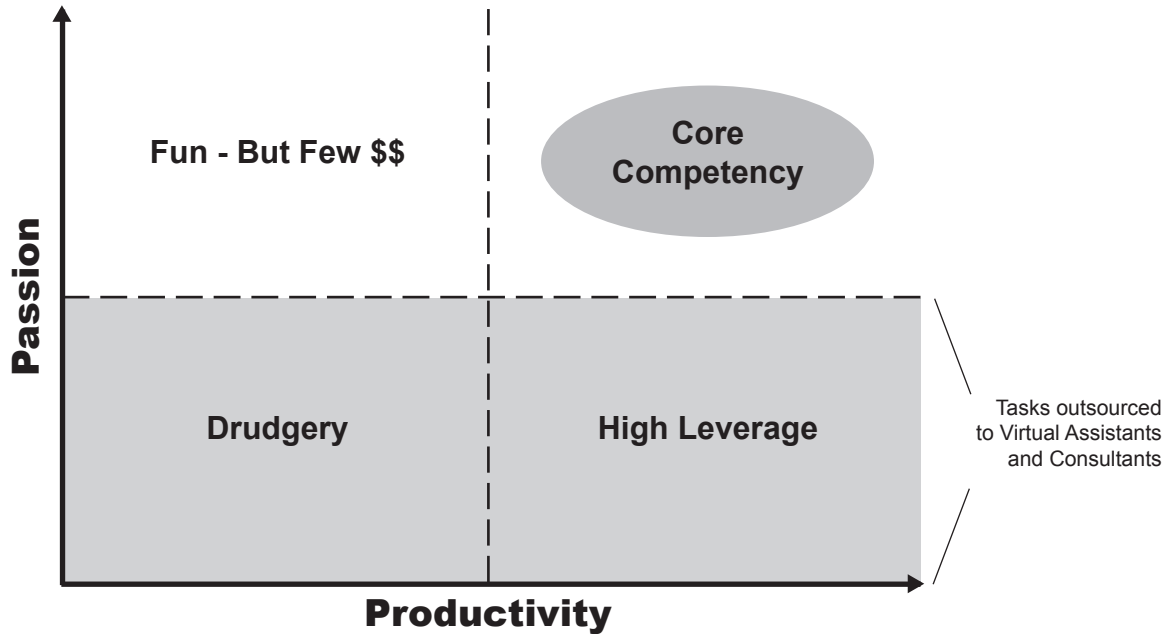
- Doing primarily what you love to do
- Making a great living doing it
- Having all the free time you want to enjoy your success

Three T's Of e-Productivity™



TALENT - Determine Which Tasks To Outsource

Real Estate Sales Task Matrix™



Exercise:

Starting with "Drudgery", list three specific tasks that you currently do in your business that you are neither passionate about nor results in additional income. Then in the "High Leverage" category, list three specific tasks that could result in a significant boost to your income but you are not passionate about doing. Finally in the "Core Competency" category, list three specific tasks within your business that you love doing and generates significant income.

The form is a 2x2 matrix with 'Passion' on the vertical axis and 'Productivity' on the horizontal axis. A dashed horizontal line is drawn across the middle, and a dashed vertical line is drawn on the right side. The top-right quadrant is labeled 'Core Competency' and contains three numbered lines for listing tasks. The bottom-left quadrant is labeled 'Drudgery' and contains three numbered lines for listing tasks. The bottom-right quadrant is labeled 'High Leverage' and contains three numbered lines for listing tasks.

TEAM - Virtually Outsource High-Powered Support



Virtual Consultants (VC):

Onetime projects

Virtual Assistants (VA):

Ongoing help

Business-Building Projects For Virtual Consultants

- | | |
|------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Listing Presentation Design | <input type="checkbox"/> Web Site Copy |
| <input type="checkbox"/> Buyer Presentation Design | <input type="checkbox"/> Web Graphic Design |
| <input type="checkbox"/> E-mail Templates | <input type="checkbox"/> HTML E-mail Stationery |
| <input type="checkbox"/> E-mail "Campaigns" | <input type="checkbox"/> Online And Offline Brochures |
| <input type="checkbox"/> E-mail Newsletter Copy | <input type="checkbox"/> Logo Design |
| <input type="checkbox"/> "Ghost" Online Column | <input type="checkbox"/> Home Pencil Sketching |
| <input type="checkbox"/> Absentee Owner Research | <input type="checkbox"/> Flyers |
| <input type="checkbox"/> Search Engine Positioning | <input type="checkbox"/> Boost Link Popularity |
| <input type="checkbox"/> Direct Mail Campaigns | <input type="checkbox"/> Referral Program Setup |
| <input type="checkbox"/> FSBO Programs | <input type="checkbox"/> <i>Anything You Can Imagine!</i> |

SPECIAL NOTE: hire according to specialty, not versatility!

Finding The Perfect Virtual Consultant For Your Project

Elance.com (<http://www.elance.com>) and Guru.com (<http://www.guru.com>) are the largest virtual service provider (VC) marketplaces on the Internet. They are your "one-stop-shop" for finding any kind of talent you can possibly imagine, located anywhere on the planet! There are five steps to using them effectively:

1. **Post Your Project** - Post your project on either site for free¹ and get bids from service providers in the area of expertise you need to do the work;
2. **Virtual Consultants Bid** - Service providers (VCs) from around the world bid to do your project. You see their prices, comments, and samples of previous work (*your identity is kept private to prevent unwanted solicitations*);
3. **Choose A Virtual Consultant** - Choose a service provider (VC) to do your project based upon how they were rated by other users, the number of times they provided services to others, and samples of their work;
4. **Get The Project Done** - Each service provides a special, private Intranet workspace for you to communicate and exchange files with your hired VC;
5. **Payment And Feedback** - Once the project is completed, you'll get an invoice sent through Elance or Guru.com. You typically pay via credit card using the Elance / Guru.com billing and payment system. Buyers and service providers then fill out the simple feedback form for the project.

¹ It typically costs nothing to use Elance (service providers pay a portion of their fees to support the system), however Elance will require you to enter your credit card information before posting a project to make sure you are a viable buyer of services.



On-Site Assistants vs. Virtual Assistants

There are huge distinctions between the benefits / capabilities of traditional on-site assistants and Virtual Assistants...

On-Site Assistants

Employee status means overall higher costs and liability

You must provide space and equipment

Typically a commitment for a set number of hours per week

Hard to scale up or down with changes in the market

Small talent pool limited by geography

Office distractions can reduce work efficiency



Virtual Assistants

Independent contractor status means lower overall costs

No additional infrastructure or equipment needed

Hours are very flexible as to when and how many

Easily and quickly scalable both in numbers and skill sets

Almost unlimited talent pool unrestricted by geography

No distractions lead to highly effective and efficient output

Ways Virtual Assistants Can Support Your Success

- | | |
|--------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Screen E-mail / Phone | <input type="checkbox"/> PPC Search Engine Positioning |
| <input type="checkbox"/> Weekly Classified Ads | <input type="checkbox"/> Weekly Display Ads |
| <input type="checkbox"/> Listing Brochures | <input type="checkbox"/> Listing Presentation Preparation |
| <input type="checkbox"/> Distribute Monthly Newsletter | <input type="checkbox"/> Run FSBO Marketing Program |
| <input type="checkbox"/> Just Listed/Sold Postcards | <input type="checkbox"/> Run Direct Mail Campaign |
| <input type="checkbox"/> Relocation Packets | <input type="checkbox"/> Run Expired Listing Campaign |
| <input type="checkbox"/> Press Releases | <input type="checkbox"/> Keep Web Site Updated |
| <input type="checkbox"/> E-mail Newsletter | <input type="checkbox"/> Run Referral Request Program |
| <input type="checkbox"/> CMA Preparation | <input type="checkbox"/> Web Site Live Assistance |
| <input type="checkbox"/> Listing Online Classifieds | <input type="checkbox"/> Transaction Coordinator |

SPECIAL NOTE: hire incrementally according to specialty, not versatility!

Five Critical VA Interview Questions

Vetting a potential VA for your business is not nearly as difficult as interviewing potential on-site employees. However, there are certain areas of questioning that you want them to address before you say "yes" to their services: (NOTE: be very clear about what services you want them to perform before you start asking questions!)

1. Why do you feel you are qualified to perform these services?

2. What assurances can you give me that any tasks I hire you to perform will continue without interruption or degradation of quality if you go on vacation or suddenly become incapacitated?

3. What assurances can you give me that you will not take on more business than you can reasonably handle?

4. Are you willing and able to create for me a comprehensive written process of the tasks I hire you to do?

5. Are you willing and able to provide me the names and contact information of a) 3 - 5 clients you are currently providing this same kind of work, and b) 3 - 5 former clients for whom you used to provide this kind of work?

How To Find And Hire The Right VA For You

If you just want to get your “feet wet”, REVA Network (<http://www.revanetwork.com>) is a free online community consisting of virtual assistants who specialize in supporting sales associates and real estate professionals who are already using a VA or would like to. As a member you can post questions, search for VAs that meet your needs and otherwise interact with VAs before you consider hiring them.

You can also go to the International Association of Virtual Assistants Website (<http://www.iva.org>) to explore the possibility of hiring VAs for non-real estate specific tasks.



TOOLS - Putting It All Together

You need the right tools to work effectively with your Virtual Assistants and Consultants as they help you streamline your operations and freeing you up to focus on your core competency. In the beginning you will only need the most simple and basic tools —ones you likely already have:

- **Phone**
- **Fax**
- **E-mail**

As you start expanding your high-powered “Virtual Team” there are other tools you can use to help you interact and coordinate with them as if they were all in the same office with you. You can find more information about them at <http://www.russer.com>.

The concept of Virtual Teams is very scalable. In fact, eventually you may end up having a Virtual Assistant who finds and manages your other virtual assistants and consultants (such as in the REVA Teams concept mentioned above) —thus freeing you up to do what you do best, making a great living doing it, and having the free time to enjoy it all!

ADDITIONAL RESOURCES

Resources

Online Dominance - (<http://www.OnlineDominance.com>)

The ultimate online marketing resource for real estate professionals that includes a special course just on how to find, evaluate, hire, and work powerfully with VAs and VCs!

Mr. Internet News - (<http://www.mrinternetnews.com>)

Where you can subscribe to the most advanced and cutting-edge online newsletter available dedicated to helping you do more business online while working less..

REVA Network - (<http://www.revanetwork.com>)

The place to find VAs who specialize in helping real estate professionals with their business and where you can ask any questions (anonymously) to help you get started in using a VA to do more business with less effort.

IVAA - (<http://www.ivaa.org>)

Think of this as the “NAR” of VAs. While not real estate specific, you will be able to find VAs here that may help you with other aspects of your business that does not require a specific knowledge of real estate sales.

VA Independent Contractor Agreement Template -

(<http://www.Facebook.com/OnlineDominance> - under the “CoolTools” tab at the top of the page)

A 10 page Word document you can use (with the permission and advice of your attorney and tax council) when hiring Virtual Assistants for ongoing work.

Services

MyFax.com - (<http://www.myax.com>)

An affordable way to send and receive faxes via the Net and to create universally viewable documents at no cost.

WeTransfer.com - (<http://www.wetransfer.com>)

A free way to send large files via the Net without the difficulties and limitations of e-mail attachments.

Acrobat.com - (<http://www.acrobat.com>)

An free online service that allows you share your computer with VAs and clients.

NOTICE: The articles, examples, resources, services, and software listed above are provided for your convenience only. However, there is no endorsement or warranty, implied or otherwise, by Mr. Internet or RUSSEr Communications or any of its employees or officers to use any products, services, or advice found herein, or their suitability for any specific purpose. Before using any products, services, or advice found on the Net you should investigate them thoroughly to your satisfaction before using them at your own risk.