



## Synopsis

Entrepreneurs often suffer from a "superhero syndrome" – the misconception that to be successful, they must do everything themselves. Not only are they the boss, but also the salesperson, HR manager, copywriter, operations manager, online marketing guru, and so much more. It's no wonder why so many people give up the dream of starting a business – it's just too much for one person to handle. But outsourcing expert and "Virtual CEO," Chris Ducker knows how you can get the help you need with resources you can afford. Small business owners, consultants, and online entrepreneurs don't have to go it alone when they discover the power of building teams of virtual employees to help run, support, and grow their businesses. *Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business* is the step-by-step guide every entrepreneur needs to build his or her business with the asset of working with virtual employees. Focusing on business growth, Ducker explains every detail you need to grasp, from figuring out which jobs you should outsource to finding, hiring, training, motivating, and managing virtual assistants. With additional tactics and online resources, *Virtual Freedom* is the ultimate resource of the knowledge and tools necessary for building your dream business with the help of virtual staff.

## Book Information

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## Customer Reviews

Virtual Freedom is a guide to outsourcing tasks to virtual assistants: anything that costs you less to outsource than to do yourself (taking your billable hourly rate as what your time is worth). This same philosophy is what Donald Trump credits his fortune with - he outsources anything that costs less than \$100 an hour. Ducker lists things like researching website keywords, responding to customer service emails, invoicing, and creating web content as outsource tasks, and then recommends using that time to build your business. It's solid advice - in my experience, entrepreneurs have never thought about outsourcing tasks they hate. I bought this book because I enjoy Chris Ducker's blog. I hoped the book would be like a really long, in-depth post - and I was partially right. Each chapter reads like a stand-alone blog post, which makes it easily digestible. However, it also means he repeats the same information over and over and over - including highly-specific info like public holidays in the Philippines or reminding you not to use all-caps when writing to your assistant. Perhaps my biggest beef with his book is his push for hiring overseas. (I will admit that I could be biased because I'm USA-based and my clients outsource their marketing to me instead of overseas.) "Section 4: Stay Local or Go Overseas?" promises to be a chapter weighing the pros and cons, but quickly turns into building the case for overseas outsourcing, highlighting the benefits of lower wages and cultures which are eager to please their bosses. While you may pay higher prices to keep your assistant(s) in your own community, you're also keeping your dollars in your local economy. I think that's a valuable thing which shouldn't be glossed over in favor of lower costs.

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