



the **ULTIMATE** virtual assistant salary guide



introduction



Welcome to the ever-growing Virtual Staff Finder community. You're in good company, too – with thousands of business owners, managers and entrepreneur's signing-up to get more information from us on the subject of virtual assistants, including how to find them and work with them.

Now that you have identified that you need some virtual support, the first thing you need to think about when hiring a Virtual Assistant (VA), is the actual type of VA you need.

Once that's done, whether you need a General VA, Writer, SEO Specialist, Web Developer or Graphic Designer, the next step is for you to decide how much you will pay your new virtual staff member.

We know that start-up entrepreneurs are boot-strapping, and hiring a VA can definitely be an advantage since it can cut down your costs significantly. But you also do not want to compromise the quality of your VA because of financial constrictions. We need to find a balance between quality, value and how much it is gonna cost ya!

This guide discusses comprehensively the different salary rates for the different types of VA's that we've helped hundreds of entrepreneurs find over the time we've been in business. Please note that these are only ballpark figures of what you can expect – as with most salaries (regardless of industry), they do fluctuate and change regularly, based on a number of parameters.

We hope you enjoy this guide, and remember, if you have any questions at all, just reach out to us directly via email, and we'll be helping you in any way.

To your 'virtual' success!

- The VSF Team

factors that affect virtual assistant salary expectations



There are different factors you need to consider when paying your VA. Understanding them can help you decide how to reasonably price your offer, to be competitive with other potential online employers without hurting your own pocket as well.

Just like you, online workers also have a lot of different options when it comes to employment opportunities. Many employers would give different package options and benefits that can be much more attractive than what you can offer, so its important to set the balance between getting the best quality worker and getting more out of your dollar!

Below are the most important factors that you need to consider to come up with a solid compensation offer for your VA:

1. Skills

Although their scope of work might be similar, each VA applicant possesses different skill sets. One may have more than others. It is important for you to see what skills the applicants possess that can benefit you and the role you offer.

Lets look at one example:

You want to hire a General VA who can also take inbound calls or do 'receptionist duties' from time to time. Aside from the administrative skills, you will also require this VA to have excellent English communication skills. This type of skill is quite hard to find from less experienced VA's, when matched against other skills, such as performing admin work, since learning a language can only be acquired through time, just like writing. A VA who can do admin work and speak excellent English at the same time, usually has a higher rate than the usual administrative VA who doesn't handle voice calls.

It is also important to note that you should not give the VA less than what they expect, unless of course, if their expectations are unreasonably high.



2. Experience

Each applicant's length of experience working online can be a huge determinant of their own salary expectations. A newbie (less than 1-year on the job), for example, would charge much less than an applicant who has experience of 3-years working online.

It could also be that an applicant has more experience using a specific tool more than others, etc. Most VAs also base their salary expectations on how much they were paid on their last project, or previous employer.

Basically, just like regular office-based workers, the more online experience an applicant has, the higher their rate usually is.

3. Work Requirement (Full-Time or Part-Time)

Depending on your need, you will either hire for full-time (40 hours per week), or part-time (20 hours per week). The full-time rate is of course higher while the part-time rate is usually half the amount of the regular full-time rate. Full-time is usually 8 hours per day, 5 days a week. And part-time is 4 hours per day, 5 days a week. Filipino VA's are accustomed to getting paid on a per month basis, so you can expect them to have a per month salary rate set as well.

Paying your VA per hour is not advisable; it just leads to too much complication based on many of our client's experiences, but if you have reached an agreement with your VA on this, then you can consider this as an option.

The major downside when paying your VA per hour is that you would have to make use of time-monitoring software which could potentially be a cause of conflict, or in some cases could slow down internet connections. Although time monitoring software is considered essential by some people when working with their virtual staff, we've found that this also results in lack of trust from both parties and could lead to the VA becoming demotivated in their work (nobody likes being 'spied' on, right?). But then again, management styles differ and you can always try to make things work out with your VA, if this is a sticky point for you.



Some virtual workers, like web developers or graphic designers are also sometimes paid on a per project basis, if it's more of a short-term contract like building a website or editing videos, company logos and other tasks for branding, or other purposes. This is more expensive than the long-term, full-time or part-time arrangement. Again, it depends on the complexity of the project and the speed you need the project completed in. Usually highly skilled workers (web developers, graphic designers, writers, video editors) are the ones that are suited for this type of payment arrangement since they like to work on their own time, instead of scheduled 8-hour block shifts per day. But, there is a growing number of these types of people that are now looking for full-time, dedicated work.

4. Tasks or Type of Virtual Assistant

The tasks you require for the VA role you are looking to fill are an essential part in the pricing of VA services. Regular administrative work like email management, calendar management, social media management, appointment setting, follow-ups and daily reports are considered to be on the lower level when it comes to the rates since these tasks are very easy to learn and the tools used are very common. Training is usually not required for this type of role.

Tasks like bookkeeping or experience in certain tools like Quickbooks, Basecamp, Infusionsoft, OfficeAutopilot etc. can be reason enough for VA's to up their rates. If a VA has experience in using these specific tools without needing any amount of training, then this is acceptable.

VA Writers also have a different way of pricing their services. Some charge per article, depending on the number of words per article etc. However if you are thinking more of a long-term arrangement, a per-month rate is more convenient. Quality and quantity of the articles produced are the main basis for the writer's rates. Experience in using software like spinning software or skills in managing Wordpress sites can be secondary.



If you require a writer who already possesses these skills, then you should expect them to have a higher rate than other writers who mainly just provide content.

When hiring web developers, programmers, video editors and web/graphic designers, the complexity of your project is the main basis. If you want to have an e-commerce website built for example, you would need a highly skilled developer who has at least 2-3 years experience in building e-commerce sites.

These types of workers have a much higher rate because of their capabilities. If you want to build simple niche sites, then a web developer with 1+ years experience can do this work just fine, and their rates are much lower, since the tasks involved are not as complex. And this also holds true for other types of VA's.

When hiring a specific type of VA always be aware of their scope of work. The most common pitfall of potential employers is that they expect to hire one VA who can do everything, or as what Chris Ducker coined as, the "Super VA" myth. And this is where the problem usually starts.

VAs, just like regular employees, has their own specialty. You cannot expect a web developer to do administrative work, for example, or have a writer be proficient in web or graphic design too. Some might have add-on skills that can make them a better candidate but they usually specialize in one area rather than do both core tasks (like web development and writing) all at the same time.

Before you hire a VA, make sure you consider the type of tasks you can delegate.

current salaries in the virtual assistant market



Aside from the factors mentioned above, VA's also base their rates on how much other VA's charge for the same type of service. Since there is a lot of competition online, it is also important for VA's to be aware of how much other virtual employees with the same expertise, are charging. It is also important for you to know this to determine if your VA is asking for a reasonable rate.

Contrary to what you may have heard, you cannot get a full-time General VA (or any type of full-time VA, for that matter!) for \$250 USD per month. This is just not possible nowadays. Four years ago, this might have been the case, but not today, not even a newbie will work for this rate – and any VA that says they will, we'd suggest that you not bother wasting your time with them.

Salary rates change from time to time. We don't really have an exact number of months to measure when this change occurs, but as time changes, so does the economy. However, an estimated 12-18 month time frame can be expected before the average rate in the VA market changes again. This is also the reason why we keep all our websites fully updated, especially when it concerns information about salary rates for VA's.

Here are the most updated average salary rates for the most common types of VA's, as they stand at the moment: (feel free to ask if they are still relevant, by emailing us)

- **General Virtual Assistant – Full-time, \$450-\$700 a month**
- **Article / Content Writers - Full-time, \$500-\$700 a month**
 - For blogs or social media content - \$500 a month
 - Press Releases - \$600-800
 - EBooks (depending on the niche, number of words and number of books) - \$700-\$1000
- **SEO Specialist - Full-time, \$600-\$800 a month**
- **Web Developer - Full-time, \$800-\$1000 and up a month**
- **Graphic Artist - Full-time, \$700-\$1000 a month**

**(Programmers, Graphic Designers and Video Editors have the same average rates as Web Developers) Part-time rates would obviously be 50% of full-time rates. Ultimately, it's down to you, as the virtual boss, to decide what you are happy paying for your virtual staff. However, to be able to attract, hire and keep great staff working for you virtually in the Philippines, you also have to be very aware that the industry has and continues to change immensely.*

how and when to pay your virtual assistant



There are several payment methods available these days, but we recommend using Paypal.

Paypal is the safest payment method for you and your VA, not only that, it is probably the most commonly used method. Most VA's, especially those who have experience working online already have their own Paypal account set up.

Other methods are Xoom, Western Union, or bank-to-bank transfer which is really the last option that you should consider. Xoom is much more expensive than Paypal, while Western Union is not as safe as Paypal.

You can always discuss this with your VA and come to a suitable agreement. Always bear in mind that safety should come first; there are a lot of risks that come along with making payments online.

How often you pay your VA can also be determined by the type of work you have for them, or the type of employment arrangement you have. For long-term employment, we recommend that you pay your VA twice per month (usually every 15th and 30th), since this is the common practice in the Philippines. However, if you started working with your VA in the middle of the month, you can pro-rate their pay for that first calendar month, and they should be happy.

We suggest that you pay them AFTER starting to work because if you pay them before there is any work done, it would be too much risk on your part and there is no guarantee that the work will be done. Once trust has been established with your VA, you obviously can have more freedom when it comes to this, but as you're still starting out, we suggest you stay a little careful.

Some VA's also prefer to be paid per week, some prefer once per month; you are free to discuss your payment scheme with your VA and as long as you both come to an agreement, this should be clearly set to avoid conflict in the future. Filipinos are inherently shy and mostly feel weird about this topic so you have to take charge in setting correct expectations.

If you have specific questions in regards to payment schedules, etc., feel free to email us, and we'll help the best we can.

incentive schemes & bonuses



Some of our clients provide incentives for goals met, or after an 'X'-month probationary period (usually 3-6 months). This can be a very good motivator for your VA and can definitely help you keep your VA for the long haul. Again, incentive schemes are varied and would depend, for the most part, on you as an employer.

Some examples of incentive schemes are things like performance appraisal after a 3-month probationary period; cash-out for meeting sales targets, etc., or even an anniversary incentive.

Hard core, cold cash is always a favorite motivator! But, don't throw too much of it around. \$50 is a good lunch in the US, Australia, or the UK. In the Philippines, it's your VA's electricity bill for the entire month!

Some of our clients even provide gadgets like a Macbook Pro, or an iPad as an incentive bonus. Again, this is only if your VA hits the target, or goal, in a given time period, or has consistently been performing really well. A little goes a long way when it comes to VA's here in the Philippines, and promoting incentives for a job well done is something that they will definitely remember and cherish.

One good example of how incentives work best is one of our biggest success stories to date. Michele, is a Filipina VA who was hired through us – she was given an all-expense paid trip to Australia by her employer when she hit her first year anniversary! Talk about motivation! It also allowed her to meet all the people she had been working with all that time, for the first time, face to face.

You can also consider giving health insurance coverage as an incentive. Health care costs are very expensive here in the Philippines, so single moms or VAs who have children will be more interested in this type of bonus.

sick leave, benefits and the “13th month pay”



The minimum paid leave which is mandated by law in the Philippines, is 5 days per year.

This already includes sick and vacation leave. So you can follow this, or you can even give your VA more than 5 days per year, as long as it's not less than that. Again, this would depend on you – we have some clients that give 10-15 days a year. This is 'normal' for their employees, and the VA's absolutely love it, obviously!

Another benefit that you can add is health care coverage. This is not mandatory, and there aren't a lot of virtual employers providing this, but if you think your VA is worth it, or has earned it, you can definitely add this as an incentive on your VA's first year anniversary working for you, for example.

Health insurance is very important, as health care services in the Philippines are expensive. VA's who have children will be particularly interested in this benefit.

When working with Filipino VA's, you often hear the term “13th Month Pay”. The 13th month bonus is an extra amount of cash given to your VA at the end of the year. This is a government mandated benefit in the Philippines, but this is not mandatory for you – obviously – as you're not a Philippine-based employer. You can decide if you want to provide this benefit for your VA or not. Having said that, we encourage you to do so, because most Filipinos expect this as part of their salary package.

The 13thMonth Pay is computed as such:
Total basic pay in a year / 12 months = 13 Month Pay

If you do decide to pay this particular bonus out, then we suggest that you follow what most employers do here in the Philippines, which is to release it to their staff around December 15th, so that it can be used for gifts and festivities over the Christmas holidays – and not at the end of the year.

for information and hiring support



If you need more information on the subject of hiring, working, managing and paying virtual assistants from the Philippines, we are here to help. It's what we do.

Just email us.

We also help entrepreneurs from every corner of the globe, and any and all industries to find their VA's through our pioneering, matchmaking service, where we've helped hundreds of business owners to find VA's to help run, support and grow their empires.

The VSF hiring process is quick, easy and seamless! It's a proven process that has helped hundreds of entrepreneurs worldwide!

When you sign up, you will receive a welcome email from us with a complete run-down of the whole process. You'll also get instant access to Chris' five exclusive VSF Training Videos and a Job Description Form which you need to fill out and send right back to us. After we receive your Job Description, the sourcing stage begins. Sourcing typically takes between 7-14 days. Once we have your line-up ready, we send the names of the top qualified candidates to you via email (this includes the candidates' Resumes, Tests and Sample Work) for you to check out.

Upon receiving your Final Line Up, you then inform us of your available dates and times so we can schedule your Skype interview with all three candidates (or just your chosen candidate/s). Remember, you can take your time quizzing them and interviewing them!

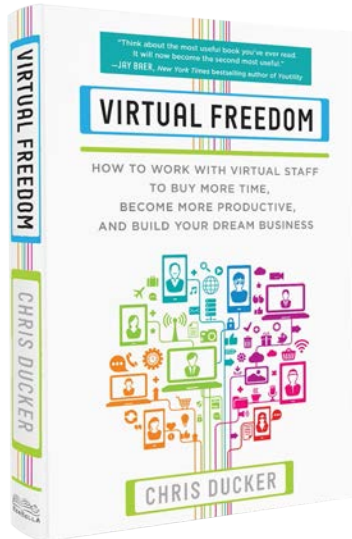
Finally, after the Skype interviews, you pick the best candidate – someone you feel will work out perfectly for you and your business, and they're hired! It's as simple as that.

If you'd like to learn more about our services, simply visit:

www.virtualstafffinder.com/how-it-works



VirtualFreedomBook.com



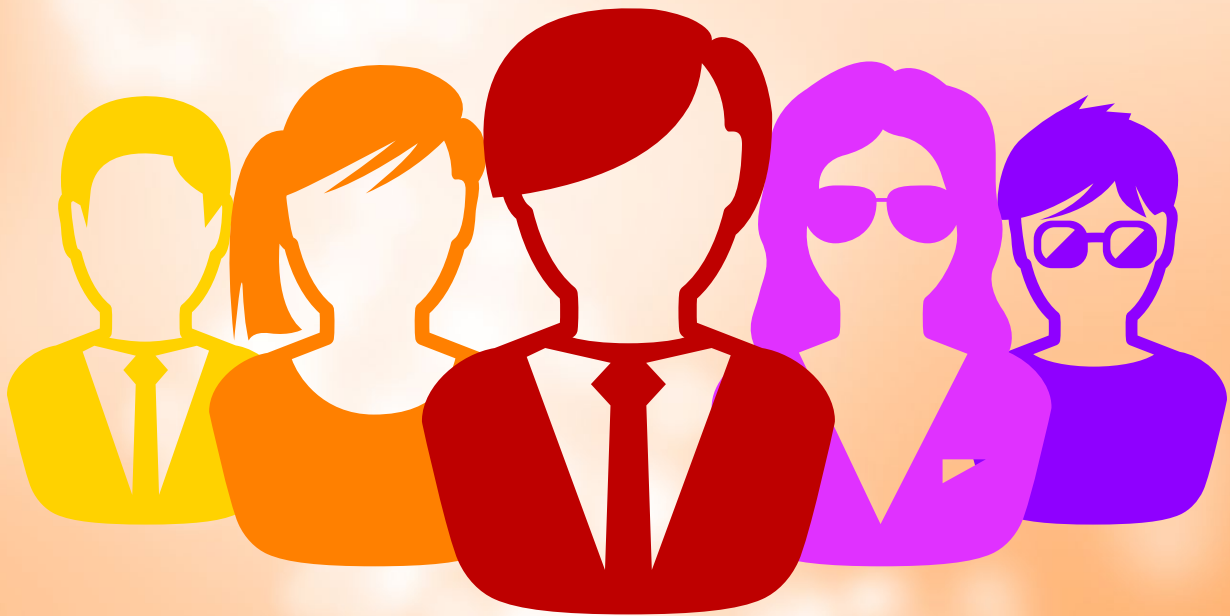
A Top 150 Bestseller and the #1 Bestseller in 3 Business Categories on Amazon, “Virtual Freedom: How to Work with Virtual Staff to Buy More Time, Become More Productive, and Build Your Dream Business” is the step-by-step guide every entrepreneur needs to build a business with the asset of working with virtual employees. It has already established itself as Outsourcing expert and “Virtual CEO” Chris 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 strategies 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.

ChrisDucker.com

As the title might suggest, this is the personal blog of our illustrious leader, Chris, where he blogs regularly on the concepts involving outsourcing, as well as other ‘New Business’ principles to help catapult your business into the 21st century.

Whilst you’re there be sure to join Chris’ **FREE 7-Day ‘New Business’ Bootcamp**, where he’ll teach you, amongst other things; how to blog for business, the importance of utilizing online video in your marketing efforts, how to engage and grow your online audience by creating eBook’s (such as this one!), how to set-up and start podcasting with ease, and other strategies that will take your business game to the next level.





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