

# The Ins and Outs of Having a VA

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## SUMMARY KEYWORDS

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## SPEAKERS

Le-an Lai Lacaba, Halie Morris

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- H** Halie Morris 00:31  
Good morning everyone, and welcome to Everyday Business Solutions. My name is Halie Morris, I'm your podcast coordinator and hosts and welcome to welcome back to season two. Today, we have with us, Le-an Lacaba. And we're going to be diving in to what her company does and how it can help you scale your smaller business, and then typically works with entrepreneurs. So it's a great opportunity if you're one of those who started a business during this pandemic, or started one prior to it and are still doing well to actually take and scale it to the next level in a realistic way. So I'm going to go ahead and let her talk more about herself and introduce her company.
- L** Le-an Lai Lacaba 01:12  
So hi, I'm super excited for this. This has been a few months in the making. So I'm super excited to finally be on here. So my name is Le-an and we're actually from the Philippines. So it's actually night time as we're recording this. So hopefully you guys are having an awesome day. For my own story. I started working online when I was 15 years old. As a writer, I now run an outsourcing agency here in the Philippines. And that agency is really focused on getting you the right executive assistant. So having your second brain so you can really focus on growing your business and not just running it not running around and making sure that everything is working. So that's kind of a little bit about us.

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Halie Morris 01:51

Thank you for sharing, I'm excited to dive in. I know, like you said, it's been a couple months in the making. So it's been a while since we've properly dove in and talked. But one thing I remember when I talked to you before is you just had so much impressive experience. And actually, we're a little more prepared probably to work remote than most of us were when it came to the pandemic. So can you tell us a little bit more about your background and how you actually got to the point that you are now.

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Le-an Lai Lacaba 02:18

So when I started, basically when someone said hey, I like your writing, Can you do this for me and I'm like, I can do that. I can get paid to write those because you'd be my 15 year old reaction. And like I can do it online. Because at that point, my goal was to become a journalist. So I can travel the world while you know doing a news report while helping other people get the right information. So that was basically the dream of not having to be in an office. So it's kind of like my, one of my worst nightmares was working in an office. So I was able to really start in the Philippines way before. During that time I was in I was already going to college at 15. And that was like the summer right before I started in I really got to the point where I was doing like one or two gigs, like a week I was able to, you know, create content for all these different people. And then once college started, I even started growing more and doing like graphics, I was doing video editing. And then when I turned 18, I literally ran away here because of a very huge typhoon that had gave me PTSD. So I really wanted to move into a different city. And then I started working as a book editor for a US publishing company, became manager within three months. I became CEO within one year. And then with the same basic image mentor I want, I said, Hey, I want to start this new agency. Because this is something that I'm super passionate about of getting more Filipinos able to work from home because I grew up with my dad leaving. Because here is customary that if you want to earn big bucks, you have to leave the country. So I saw that I'm like, No, that's not true anymore, because we have the internet. So that's what kind of really inspired me to start this agency, this company that we now have is just really helping Filipinos work from home, but also get their brains there because Filipinos are super freaking smart. Get their brains rooting for a lot of other smart people too

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Halie Morris 04:16

If you're anything to go by, I completely believe it.



Le-an Lai Lacaba 04:23

That's it. We're smart. We're shy, but we're smart.



Halie Morris 04:26

I love it, though. And I wanted to make sure we shared that just because I mean I'm impressed. So I'm sure people are. But it gives a great setup for the conversation today and talking about what you do because you have experience with like leading the way, especially in today's world where the work environment is a lot different than it used to be. And the possibilities are literally like, open. I mean, my favorite thing on YouTube right now is to watch people sailing the world and they have to make money somehow. So being on the go was great. So I think I was talking about though, with today's world, it is so beneficial to have that flexibility, when we want to pursue dreams like traveling and things like that which might be on hold now. But you can bet we're probably gonna see a boom of a boom of people really embracing and more flexible work environment. I know I've tried to tell my parents, I think the work environment is shifting away from more traditional jobs, that there's going to be more contracted type jobs, and more freelance and things like that, as far as things are coming back a little more locally, and to the to the entrepreneurs, and to the smaller businesses, which is really cool. You know, as I guess some of the bigger box ones like Amazon and stuff keep growing bigger, but we are seeing a return to Okay, if I'm a business, I like working with a local people again, or I like working with this, or I'll contract out somebody who maybe owns a smaller unit, but can give me that connection. So with that, with the company two times you can you tell us about more about what you actually do that is beneficial to these new entrepreneurs that are really starting to gain traction.



Le-an Lai Lacaba 06:21

Okay, so with within two axes, a lot of what we do is really just filtering, I think the the two most places filtering also met as growing. That's that's kind of where we really focus on. So the filter part is, unlike most like other like VA companies, virtual assistant companies, or most outsourcing companies, we don't have someone who's ready, we hire, we start hiring, the moment that I kind of do that, what I call the deep dive call, where I get to know like your personality, like what what are the first tasks they'll be doing. So I hired them. So I really go into and it usually they take a shortest two weeks, or it could be like a whole month or month and a half, finding you the right person. Because a lot of what we do is we make sure that once we hire that person, that person stays with you and helps you grow your business, because that's the that's the point of having an executive assistant. So a lot of the filtering is like I create like a very custom test to make sure that they match, like your ideals or goals, whatever that looks like, I make sure that during the

interview, you'll be able to see, because I know how to do it, I highlight their strengths. And I also try to find out their weaknesses. And then I just give you notes like, Oh, this is what I found, you know, I try to always make the candidate shine in some way. And then of course, once you say yes, that's the person that are perfect, then I go into the growing mode, where I really focus on their skills, their soft skills, in making sure that they have all that they need to succeed. That's kind of like any time that I that I hire someone I said, I'm basically a bonus co worker, where I really tried to help you succeed in the best way that you can. So that's kind of the two main ways that we really focus on not just focusing really on the client, but really focusing on the person because if the person shines and like glows everywhere, then this that's the same thing that will happen with the intrapreneur. That's that's been a consistent thing that I've been seeing in the last year that we've been really focusing and refining everything that we've been doing is the moment that the assistant gets it like they're like, ah, I know what to do now. Like I'm super invested in this one client, everything else follows. So like a very funny example is my own assistant. When she started out, she only had like some editing skills, some marketing skills. And now she's super invested in my YouTube channel. And also like we're now going into tik tok. She's like, Oh, this is a good idea for you, you can do this video, and I'm like, Whoa, okay, well let this out. But like, it's about finding that person who then becomes super invested in you and your growth and the growth of your business, whatever that looks like. So, again, for me, it went for YouTube to tick tock and even with Tick tock, she's sending me all of these funny videos, and like ideas how I can do them. So it's all about that finding that person who eventually gets it gets you and then starts helping you grow.

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Halie Morris 09:05

I love it. Because it's not just a grabbing dump type situation, which, you know, working I worked from a recruitment standpoint, and working anytime you work with sometimes more of like the hiring agencies or somebody who does something like that. It's this feeling of they just grab someone and they just don't play. Yeah. It's, you know, you don't even stop the relationship. Once you found the perfect person. You continue to mold and shape them so that that relationship is strong, and it will last.

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Le-an Lai Lacaba 09:37

Oh, yeah. Oh, yeah. And that's something that people usually think of feeling like you were you were talking a little bit of people thinking of freelancing as contract or one off tasks. We really focus on someone who works just with you. Because if you have an EA and you're not the only client, they're not just thinking about you, they're thinking about themselves also how they're going to manage the time between working with you and like Three other clients. So it's still different to really have someone dedicated to you thinking

to thinking about you. And not just like, like we were saying, we're just grabbing someone and putting someone in that position and letting go, basically.

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Halie Morris 10:14

Yeah, no, I really like that idea. And I think for those who are starting into it to a point where they can't run their business by themselves, or they need somebody to come in and offer that extra support, it makes a huge difference, to have somebody who's dedicated to that growth to get dedicated to the business. So at what point in an entrepreneur's journey do they typically come to you, or you would recommend them coming to you to look for a virtual assistant,

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Le-an Lai Lacaba 10:46

it's usually when they have some sort of recurring revenue. So it's not just a one off, they earn like \$10,000 a month, it's when they can maintain it, because a lot of the time, we launched a huge product. And we're like, super excited, and we're growing the business, but you don't have a plan to launch it again in the future, or you don't have a plan to sustain it. But usually, when you have those types of businesses, usually they start dying off, especially if it's super tight to you, like, you're the only consultants who can do this, they're the only coach who can do this, with having an assistant, they eventually kind of like I say, they kind of become your second brain. So one funny example is one of our clients is someone who runs like a lot of group coaching. So he does like \$5,000 per group coming in. And now with her with his awesome assistant, a lot of what she's doing, and she puts it in her report, when she's sending it to me is babysitting her the clients is looking at after the clients, the VIP clients, because that's eventually something that does happen with when you have that recurring revenue, and you have that way of you know, you can consistently keep making it because then you can put someone in and then help you maintain that as you keep focusing on different ways that you can launch different ways that you can grow.

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Halie Morris 12:02

Wow. So it's really cool to see that by the point that they're coming to you, you know what they need to have in place, which is great. And it's not just a thought that they're still working out. It's actually Okay, you got a business. Now you have to take it to that next level, which is a point that we all want to get to. And you know, maybe not everybody can get to that point, especially I think we've had this entrepreneurial boom, this year. Yep. But with that being said, there are I guess, like, you know, with people who start off, they start off in those Freelancer contractor roles, and they're able to grow into a business

sometimes like this. Yeah, you need more. And it's not always just beneficial to say, Well, I'm gonna hire an HR person, or I'm gonna, you know, whatever that you want to bring on first or finance person, because I have no idea about finance. That's great. But sometimes it doesn't help you to actually continue to bring in business to help you weren't that person.

**L** Le-an Lai Lacaba 13:05

Yep, yep, exactly. Because it, you know, employee is not a one off expense of sorts and moving forward expense. So that's why like, one of our, like, minimums, is we have to be recurringly making this enough money. So you can one keep paying for your assistant and also have your assistant be doing something, not just like maintaining, you know, booking your flights or maintaining your calendar. It's more than that. It's always finding the different things that you might not be super good at, but your assistant can be good at, and it's actually something that helps you make money. Mm hmm.

**H** Halie Morris 13:36

No, that's it's really cool to see. It's exciting to see it makes me want to go like see what I can accomplish with my life. But it is a reality for many people that they said, Well, I've hit this proof where the work is too much. But I'm my business is doing good. There's just not enough for me. And I can't bring on just somebody to manage the finance or something. I need somebody who can actually make bank with me. So it's very smart. Now, as far as when you're working that relationship, what does that initial conversation look like? How far do you dive in with your deep talk to get an idea of what kind of virtual assistant of the person that's needed to come in and aid this business?

**L** Le-an Lai Lacaba 14:24

It's at this point, it's not super perfect yet, because people have and it's one of the reasons why I started this business is I can see how other people run their business. But it's the the main couple of things is I watch their YouTube videos, if they have any. I watched like or listen to podcasts that they've done. So I can see a little bit of a glimpse of what they actually do and how they think. Because then it's easier for me to find someone who either can believe in that goal in that dream or someone who already believes in it. Like one of the funding matches that we had was someone who we had an EA who was super Like environmentalist, and then his or her, her client started out as a different business. But as they were starting talking, he started becoming more of an environmentalist. So because he already had that inclination, from what I studied from him, so it's all about really finding people who it makes sense for them to have a relationship, not just again,

hiring from like, like 50 applications that you'll probably receive in a day if you're trying to hire, but it's really finding a person who gets dedicated gets to the point where like, oh, okay, now this person gets me I get them. That deep dive interview that I first do, it's a lot of it is kind of, if you look at it's, it's a lot of its surface, but in in like at the back of my head, because I've been doing this for a while I know that, oh, they need this kind of person, they need someone who's detail oriented, one funny term that I coined the other day, and I said, I think they need someone who has a little bit of anxiety, just so they're a little bit neurotic for you. So like, I've been able to really see and capture. And sadly, not something I haven't replicated myself, I haven't two times see myself in that way. But that's how I really tried to find that and match the relationship between two people who are opposite side of the world, but but are working together towards something.

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Halie Morris 16:11

Which is so important, because I think one thing we're discovering with the virtual environment, for those of us who haven't done it before, it can be hard to make sure that we have that interpersonal connection in place. There's a strong relationship. I know I love being in the office to be able to actually talk with my co workers gauge their reactions on things. But you can always do that. And it is really cool when you get the opportunity to work and do things that you never would have done. hadn't been 100 years ago. Oh,

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Le-an Lai Lacaba 16:40

yeah, sure. Sure. Yeah.

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Halie Morris 16:43

Like, let me go hop in my carrots and take three months journey to visit my

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Le-an Lai Lacaba 16:48

well, like now, I other than the one time where we had kind of like a very small get together, I have not met most of the assistants we've hired this year, I think the only person that I've met and like talk to and like held was the person that we hired in February, since then we've hired more people than that. But that that's the part of the magic that I'm doing monthly calls with them. And I'm doing check ins. Same with the client, I've never met any of them in person. But because of the power of the internet, the power of just having fast enough internet to talk to someone has really broken down a lot of those usual like borders of not being able to communicate and like socialize with people.

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Halie Morris 17:24

I think it's cool, too, because it's not just, you know, this relationship doesn't have to be cool, too. And you're really highlighting the fact that you can have strong and meaningful relationships, work relationships, and otherwise, digitally. And yeah, I see a lot of people trying to discredit like internet based relationships, whether their work or their friendships or the networking, whatever we want to establish. When this year, it's you know, it's been the only option. Some people are like, Well, I have to do it. And they're, they're dragging their feet, they don't want to. But I mean, just because you haven't met them in person doesn't make that relationship any less existent, like it's still there. And it's still important. And it can still hold value on both sides. And in this case, with the work relationship, it can do your business, a lot of good to branch outside of your immediate comfort zone or your immediate city.

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Le-an Lai Lacaba 18:26

Well, part of the magic is that we always, whenever I tell this to people is they are literally working while you're sleeping. So while you give them like 10 tasks, when right before you go to bed, when you wake up, it's probably all done. That that's part of the quote unquote magic of having someone who's who's outsourced someone who's, you know, far away from you is they can get stuff done while you're not getting anything done. So that's that's and like, part of what I do, like I still come in, like I every week I check in with the assistant and the client, I kind of come in as a as a culture translator. Like I come in as like, Oh, no, no, no worry, like, you know, like, they felt clients like Oh, she never said any response to this or she never really replied, I'm like, Wait, let me check my check. I'm like, oh, they're actually too shy to tell you but this is what's happening. You know, they're learning how to be more confident I and I, you know, really coach them into becoming more confident just saying something because, like for Filipinos, we're very used to that. Yes, ma'am. Yes, sir. Like any Thai if you come here to the Philippines, people will call you ma'am. Like that's like, like, no exception. The moment that they see some foreigner or some people who's usually older than them, it's automatic to say ma'am and sir. So I have to kind of train them out of that of not being it's okay to not be submissive. Basically, it's okay to speak up and say if there's a problem. And that's part of reaching out of branching out to another country is you have to also a little bit learn and understand their culture.

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Halie Morris 19:55

But that could be a good thing too. I mean, there are a lot about other cultures or other people that learning about it can help make a difference. Oh, I know. Yeah. Part of what being business is diversity of ideas and bringing that all together in one place. If you have a person who's so different from you, it can bring so much different perspective and so



much good to the business too, which is awesome. And I know you're talking about like, oh, they're literally working while you're sleeping. And I was trying so hard to communicate with you on a timely basis. Like, I guess for you this was this morning. And then I like passed out because it was nighttime for me. Yeah. So it's literally it is what it's almost nine o'clock am for me, but you've got a whole jump on the day. And yours is indeed. So yeah. Which I appreciate you doing this so late and coming onto the show so late for us. So

**L** Le-an Lai Lacaba 20:53

at this point, I'm finally used to it. Because I've been working with boring clients my whole life. Like most of my career, I've only had one like physical job. And that was doing an internship, which I had to do as a physical job. But other than that I've been I'm so used to doing 3am calls here 2am calls, just to make sure like things are smooth, so I don't mind at all.

**H** Halie Morris 21:15

Wow, no, it's really cool. And that flexibility is it's extremely nice. It's one of those things like I want to get to with my job. And what's cool is my boss is super flexible. So I'm like I'm coming in now early today. I will be leaving an hour early as well. But yeah, get your work done. I don't care. So yep, yep. And that is the shifting mindset. So when you're working with somebody like a virtual assistant, or you're working with somebody who has so much physical distance behind you, realizing that at the end of the day, that relationship, and the work that's being done is what's important, actually, what's going to further both you and your business is huge. So and that's what you know, you're doing, essentially,

**L** Le-an Lai Lacaba 22:01

yeah, it's people kind of when the first time that they hear like, I can hire someone online, it's super alien. And I'm speaking as someone who has been hired online, I'm speaking from the point of view of my mentor, who has been doing this for like 20 years, so like, as long as I've lived has been outsourcing. So he tells me like these stories of like other people that he's mentored. And there is that weird barrier of like, Can I hire someone who is smart? That's one of the first can this person have good enough English? That's one of the first questions that I usually get. And this this person, can they understand business? And I'm like, Yes, because it's the same in a business mindset, anywhere. And like, if you if here in the Philippines, for example, Koreans and Japanese come here to learn English. So that's how good our English is. So it's, it's definitely there's that barrier of like, can I find someone who's as good as hiring someone here? And it's like, this agency or me as, as a

very good example, if it's true, you can you just have to know how to find them.



Halie Morris 23:03

Which is why they're coming to you because you know how to do that. Yep. It's, it's kind of cool. I didn't know that about how good your guys's English is, but you actually have people coming from other countries to study it there. That's exciting. And that's one of the things too, if you want to actually be able to branch out and work with directcu, then you're going to be picking up on things like that, you're going to start learning more about like the Philippines or other countries that you maybe didn't know about before, which is an opportunity. And no matter where you're at in business, new opportunities and chances for growth are huge. And like I said before, it's fresh input and knowledge that you didn't have before. So why not?



Le-an Lai Lacaba 23:53

Let that curiosity run, let it Let it not kill the cat like just litter Pro.



Halie Morris 24:00

So what are some of the things that you do to help your customers and these virtual assistants overcome that that digital barrier or maybe that uncomfortableness with online business relationships.



Le-an Lai Lacaba 24:15

So the first thing that I kind of do to kind of, quote unquote, break in that relationship is I have both of them separately, watch videos of each other. So I have the assistant watch the deep dive call that I did. And then I have the client, of course, watch the interview that I did with the assistant that kind of breaks the Who is this person that I'm working with, kind of barrier. And then of course, I do like the onboarding call, they have the meet and like, Hey, this is but this is Bob, this is blah, blah. And then these are the things that are now coming up in the next couple weeks. So for the first like quarter, I'm kind of like a project manager of making sure that whatever was set up, and in the beginning does actually get done. And then a lot of it is teaching the both the client and the assistant how to really work together. So it comes with like, for example, creating a daily report. So the client sees what are the things that was done were things that if, like, one of the questions that we have in our report is, what were the bottlenecks? Or what was the stuff? What are the things that stopped you from accomplishing this one task. So then, for example, use a lot of the time when we're, we're super good and amazing, it's something we think that

everyone else knows this one thing. But in reality, you're the only one who knows that. So like I, I teach the pilot, no, you can't just assume that this person understands this part of your business, they've never been in your business before. So it's both sides, really coaching and training of making sure that this person understands what clickfunnels is, for example, what this isn't walking through the training of how to handle clickfunnels. And on the other side, telling the client don't assume that she knows about Click Funnels right away, she's still learning your style, because I can only teach her show so much, you have to teach fingerstyle. So kind of really back and forth. Kind of a middle man, middle woman in that sense of making sure that there's not a gap of picture, because a lot of the time for example, if I say the word Jeep, or Jeepney. Here in the Philippines, that means public utility, like the one of the things that we ride around now has shields for COVID. But that's that's what it means for us when when you guys hear Jeep, it's like the outside like the Ranger, like the big car. So we always have different reference points. So I try to make sure that the reference points match in some way, if I see the gap, sometimes I don't, because like, you know, different people will have different backgrounds. But I when I see it, I'm like, Oh, wait, you're seeing green, she's seeing yellow, let's kind of get you guys closer to it making sense for the both of you. So

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Halie Morris 26:39

yeah, it's kind of cool. I know, you know, people listening might say, Well, that seems like a lot of work while you're doing most of it. It sounds like but it also goes to show that anytime you're starting a business relationship, you're hiring somebody, whether it's a virtual assistant, or it's another position, this is the process that you should be doing, whether they're coming in locally, or whether you're hiring them virtually from the Philippines. You have to learn to communicate, nobody just communicates well, right off that? Well. I mean, I guess people probably do

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Le-an Lai Lacaba 27:13

the same background, yeah.

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Halie Morris 27:15

Yeah, yeah, there are people who probably just clicked but I know, like, I live in the same house with my parents for years. And we still just kind of missed the mark when we're talking sometimes. Because, you know, they, they weren't raised by them. And I was. So our upbringings are different, even if we live in the same space, and the people that we know, and our references are going to be different. So this is the kind of thing that you should be doing with anybody when you start a business relationship, a friendship or any

kind of other. It makes me think of you as a relationship coach, and in a way Yeah, your business relationship coach, I guess. But yeah, you It takes it takes work, and it takes effort. And I know we we want to believe it the click at first sight love at first sight type mentality, it doesn't work like that. Yep. But then this is the kind of virtual assistant that is actually going to stick with your business and do good for you. Versus that one that you're kind of always like out in space with and maybe sort of getting the work done. So



**Le-an Lai Lacaba 28:20**

yeah, because the the danger or the kind of the instability of just hiring a freelancer to do like one off tasks, or even someone who everyday goes into your inbox and calendar and cleans it up. But then that's the only job that they're doing. They don't stick with you, they don't want to see you like you, it's going to be harder to do that shift of like, Hey, can I give you one more task. And it's, it's harder to make that shift rather than just hiring someone. And a lot of the tips that i'm saying is you can do with outsourcing, you can do with someone who you hire locally, you have to still build that relationship, you still have to work on that. Because then it's and it's also it's most of them all at the start, once you have that, like, you know, like, Oh, this is these are my weaknesses. But these are all sort of strengths. And these are weaknesses. And these are my strengths. getting to that point where you understand that it's going to be so much easier moving forward, and that person will become like your chief of staff or will become your CEO. Like that's, that's that's one of the possibilities once you have someone who wants to work with you. And I'm kind of like the the very model of that is I started out as a book editor, I was editing grammar for a publisher like I've never been I've never met and now I've been working for them for six years, and started a new business with the same boss with the same American boss. And it's it's now part of what I believe that if you find the right person and you work with them, and help them grow, not just pay them and like have them leave, you know, get their paycheck leave you actually growing and investing in them. It's going to come back to you tenfold and even if they leave, even if they start the same business, they're never going to have the same ideas as you they're never going to have the same like experience that you went through. So, I know that's one of the fears that people have when they're hiring an assistant who's close to them. But I've seen it happen so many times where people leave and do the same business, but they fail like, three, three to six months, or at most a year, they fail, because they don't have your consistency. They don't have your goal. Also, they don't have everything that you went through to learn and give them that information basically.



**Halie Morris 30:23**

No, it's, it's extremely interesting. Just to put it into perspective, like I said, building and

driving that relationship and molding it. And you know, that communication, once you've established it will be free flowing, it's never going to be, you know, if you could do it that easily. And then there's the software to do it out there already.

**L** Le-an Lai Lacaba 30:49  
Probably,

**H** Halie Morris 30:50  
you know, that's part of what we do is we create systems to do those non human aspects to do all of that really gritty work in the background. If that's all you want somebody to do, then you're probably wanting a software system, not a person. If you want a virtual assistant, you want somebody who's actually going to make you better, then you have to build the relationship, you have to put the effort in to do it. Yep. All right. Well, I think this is starting to get to a good point to start to close out, I wanted to ask you, before we close out, what are some of those steps? Okay, you've selected? You've gone through this process? What are some of the first I guess we talked about, you show the videos and you do things like that? So we talked about the first steps, as you start to kind of maybe break away from that relationship personally, and you let them kind of take over? How do you manage that part of it? How do you manage that transitional part? I guess?

**L** Le-an Lai Lacaba 31:53  
Well, a big part of that is then kind of one is I dropping under meeting sometimes, like I asked, Okay, can I join the meeting? Now I can I just want to see where you guys are at, too is I every month I check in on both the assistant and also the client. So I have that scheduled out already. And I just tried to see like, Okay, what are the feedback for this month, where things that they can improve on, you know, it could be could literally be one book a way to get like the mindset of the sale of the client, or it could be like a training that they needed, or just encouragement. And I do that really regularly to make sure that there's still that connection with them. And there's some clients where I actually step out like the first month because they just, they just click like, they'll have some sort of software that we don't usually use, but then they're always talking every day, they're able to communicate if there's a problem and tasks. So it's been different for each client, for sure. But it's it's that that check in is where like, I get my, my insight of like, Oh, this is where they're at, this is the problem. You know, it could be an internet problem become a laptop problem. But it's not until I check in like, Oh, this is the thing that you're struggling with. So I still kind of really come in once a month. I'm like, okay, for you guys that are you guys. Good. You know, Do you need anything? And like, I get I always repeat, like know that I'm

here to like, help you succeed. That's my one thing is to help you succeed.

H

Halie Morris 33:15

All right, well, thank you. And then did you have anything else in particular that you want to touch on? Before we do close out?

L

Le-an Lai Lacaba 33:23

I think the last thing that I do want to talk about is when you're building loyalty, it's as easy as checking it like how I have the one month check in. But if you're building a relationship with someone, especially now that we're all doing it online, it's as easy as just asking, Hey, how are you doing? And do you need help with anything, because that breaks their mentality of just doing it by themselves or figuring out by themselves, because you probably have a goldmine of wisdom and just experience that they've never had that because you've gone through and experimented more than they have, you can help them get over that bottleneck, get over that hump. So if you're trying to build a relationship with someone online, or like having a work relationship or in person, it's as easy as that. Just check in on them. Just make sure that they have what they need to succeed, kind of like what I do. Because the moment that you step away, that you step aside and let them do their thing is the moment that you also get to step aside and do other things.

H

Halie Morris 34:23

Thank you. That's a really great point. You know, I think if we're doing that kind of if we're doing networking, if we're working with a virtual assistant or other co workers digitally right now, establishing that communication and making sure that you remember, it has to be a conscious thing. I think some people wanted to just occur naturally. And most of the time it doesn't because as much as we want to, you know, we talk a lot. People generally are not the best at communicating. Yep. All right. All right. Well, I think this is a great place to end it. I want to tell you, thank you for coming on the show and thank you On for tuning in, will of course provide a transcript of everything we just talked about, and also a blog that will summarize our episode today and provide all of Le-an's contact information. So you can always reach out to axew or her if you would like and find out more information about what she does and how you can get your own virtual assistant if you need one.