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5 Ways an Virtual Online Business Manager Can Impact Your Business and Increase Your Profits

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About Report

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Introduction

Partnering with an Online Business Manager (OBM) makes smart business sense. Why? Because when you partner with an OBM, you can focus your time and attention on building your business, you can spend your time and energy fostering your business relationships and getting new clients, and you can gain more mental space allowing you to create additional revenue streams and make more money.

What is an Online Business Manager (OBM)?

Before getting to how an OBM can positively impact your business, it is important to have a clear understanding what an OBM is and what she is in business to do.

The Online Business Manager profession is a fairly new virtual support industry that was founded and formulated by Tina Forsyth. This is how Tina defines the Online Business Manager profession:

‘An OBM is a virtually based support professional who manages online based businesses, including the day-to-day management of projects, operations, team members, and metrics.’

In short, an OBM is a highly-skilled, highly-trained, business professional who provides top-notch, back-end and administrative support to her clients in a long-term collaborative relationship.

The Positive Impact

As a business coach or life coach, you probably wear many hats. You are running a solo business and doing all the work yourself. You are the CEO, the chief marketer, chief customer service rep, and chief administrative personnel. Not to mention the fact that you are probably doing all the copywriting and design for your business, too. Am I Right??

Is all this work leaving you tired, unfocused, and frustrated? If so, I'm not surprised. I'm tired just reading about all that work! LOL But, here is the thing. It doesn't have to be that way. If you continue along this path, you will burn out, possibly quit, and ultimately lose money. Many solo business coaches and life coaches wonder if they can afford the services of an OBM.

However, my question to you is, **can you afford NOT to partner with an Online Business Manager?** How much money are you losing by not partnering with a top-notch support professional? How much time are you wasting on activities that really need your attention? How many clients are you losing because you are spending time on administrative services rather than networking or nurturing current clients? How much less is your impact on the world because you are tied up with back-end business tasks? I encourage you to think about these questions as you continue reading this report.

Thus, here are five (of many) ways an Online Business Manager (OBM) can impact your business and increase your profits:

1. An OBM can help you run your business more efficiently.

Do you sometimes get to the end of your day only to feel like you didn't get anything done? Do you get easily distracted, unfocused or whittle the day away with too much unproductive time?

An OBM can help you with this by:

- Streamlining and automating many of your business processes
- Helping you discover and eliminate your biggest time wasters
- Helping you to organize your workflow in a way that is easy and manageable for you
- Helping you to get a greater prioritization of your projects, allowing you to work with more efficiency and effectively
- Being a sounding board for you to bounce ideas off of so that you can get clarity, mental space, and suggestions for filtering out the best ideas from the not-so-best ideas. This will help you to actually materialize all the dreams and ideas you have for your business
- Helping you create goals for the year, quarter, month, and week and then holding you accountable for those goals – giving support, suggestions, and implementing the tasks needed in order to reach those goals

2. An OBM can help improve your customer relations.

For each hour you spend doing administrative or back-end work you lose the time that could have been spent cultivating your current business relationships and building your client base.

Do you get behind on answering potential client inquiries? Are you unable to respond to emails or get new client welcome packets out in a timely manner? Are your Facebook, Twitter or LinkedIn messages piling up? Are you overrun with phone calls, vendor relations or wasting time answering the same questions over and over again?

An OBM can help you improve your customer relations by:

- Being a gatekeeper and guardian of your availability
- Putting together FAQs that answer regularly asked inquiries
- Handling potential customers and answering questions on behalf of client
- Update, format and send welcome packets and/or contracts to new clients
- Dealing with vendors or finding new ones
- Create and maintain profile and pages for social networking sites such as Facebook, Twitter and LinkedIn
- Automating updates to said media sites
- Acting as an online “reputation watchdog” and keep track of what is saying about you around the internet and reporting back any findings of note (negative or positive)

3. An OBM can help improve your profitability.

Are you making as much money as you want to? Are you making as much as you deserve? Are you reaching your financial goals for this month, quarter or year? If the answer is no, are you wasting valuable time on non-revenue producing responsibilities that are preventing you from reaching these financial goals?

An Online Business Manager can help you improve your profitability by:

- Overseeing the creation and/or development of products such as assessments, books or eBooks, tele-seminars or webinars, and CDs or DVDs
- Suggesting ways to transform your existing content into new products and overseeing the process of repurposing your content
- Managing associate or affiliate programs with you and for you
- Scouting out opportunities to promote you and your business
- Overseeing the development of promotional products such as pens, hats, shirts, refrigerator magnets, etc.
- Helping you maximize your marketing budget and help you target your marketing efforts for quicker and more effective results
- Freeing up your time so you have the creative space needed to develop new products, services, article marketing, etc.

4. An OBM can help improve your decision making.

Are you stressed out and juggling too many things at once? Do you realize that even though you are in business for yourself you don't have to do it all alone? Do you wish you could make better or more informed decisions for your business?

An Online Business Manager can help improve your decision making by:

- Being a sounding board, allowing you to bounce off ideas on someone who knows you and your business
- Being an idea generator, allowing you to gain a perspective you may not have thought of on your own
- Being an extra set of “eyes and ears” and helping you come up with strategies for growing your business and helping you implement those strategies
- Helping you get clear on what you want for your business
- Creating space in your business to allow you to make decisions with clarity and peace
- Getting access to your OBM's experience, skills, expertise, brain trust, connections, and resources
- Proactively asking questions and offering suggestions to help you move your business forward
- Encouraging you and supporting you as you go for all you want for your business and life

5. An OBM can help you gain greater balance between work and life.

As a business coach or life coach, you are in business to help people gain greater peace, time and space for their lives. You help them get clear on their goals, achieve their goals, and move their lives and/or career forward.

As you know solo-entrepreneurs and small business owners go into business for themselves for many reasons. One of the “biggies” is to have more freedom and balance in their lives. But, in truthfulness, how much balance do you really have in your own life?

On top of building a successful business, you may have a family, volunteer work, church activities and a myriad of other responsibilities that are pining for your attention; activities that you may have been neglecting.

An Online Business Manager can help you find more balance between your career and home life by:

- Giving you peace of mind knowing that you have a true partner behind the scenes, working for your success
- Taking care of your administrative burdens so you can take that much needed vacation, make it to your child’s latest sporting event or just take some time for a long lunch with your best friend 😊
- Using an activity analysis tool (business audit) to help you get a clear understanding of where your energy is really focused and getting rid of those time wasters that prevent you from spending your time the way YOU want to

Bonus:

6. An OBM can help you gain increased energy.

Building a successful business can be very rewarding; a true labor of love. However, building a business can also be draining, sucking much of your time and energy. It doesn't have to be that way though. When you work in a long-term relationship with your Online Business Manager, you will feel the world lifting off your shoulders, and gaining greater success in less time.

An OBM can help you gain increased energy by:

- Helping you get more done, in less time
- Helping you work with more ease and efficiently
- Managing and Overseeing the completion of administrative and non-revenue responsibilities that you don't like to do or don't do well
- Taking care of those things you have been putting off way too long, and tolerating, but now ready to get rid of with the help of your OBM
- Giving you someone who you can trust and who is truly invested in your business as much as you are. Most Online Business Managers, like me, put their hearts and souls in their clients' businesses and love empowering their clients to create highly successful, sought-after businesses.

Partnering with an Online Business Manager: Cost Effective Verses Cheap.

I want to take a moment to talk about fees because often first thing many people ask when they discover Online Business Managers is, “How much does it cost?” Inevitably, they are sometimes surprised at the cost because most quality OBMs charge anywhere between \$80 and \$100 (or more) per hour.

If that seems expensive to you, think for a second about how much you charge your own clients. If you charge \$100/hr and do your own administrative work you are actually losing more than \$50 for each hour you spend on the back-end details of your business.

When you think about this, In the long run, how much is it really costing you to run your business with disorganized workflow and systems? How much time and energy is it really costing you trying to do it all alone? How many current (and potential) relationships are you unable to nurture because you are tied up with nonessential responsibilities?

Remember the definition of an OBM at the beginning of this report? Administrative Support Specialists are highly-skilled, highly-trained business professionals...Most of whom have had years of experience as Executive Assistants prior to opening their business. Online Business Managers are **EXPERT** at managing and overseeing their clients’ businesses, putting effective and cost-cutting systems in place, and creating real value that ultimately impacts their clients in a positive way.

Are there cheaper Online Business Managers out there? Yes, of course there are. You can find just about any service priced super cheap. In fact, some support professionals are charging very low rates to entice customers (even offering services for free) but in the long run, it’s you (as the client) who suffers with poor quality work, missed deadlines, lack of training – not to mention a myriad of other headaches.

Remember the old adage, “You get what you pay for?” Never does that ring as true as it does with support professionals (be they virtual assistants or OBMs). Keep that in mind when going through the process of looking for your own Online Business Manager to help you in your business.

As for me, I structure my rates a little bit differently. Rather than charge by the hour, I have created various OBM Packages that work on a retainer basis. In this way, I can give you the greatest value possible and you only have to pay one set rate a month, so no surprises and no hidden fees. If you are interested, I encourage you to check out my website for more information:

<http://www.carolda.com/>.

Conclusion

I have given you some ways an Online Business Manager (OBM) can positively impact your business and I hope you found this report helpful; and truth be told, there is really no limit to the value that an OBM can bring to your business – and personal life. In all truth, the way your OBM can positively impact your business is only limited by your willingness to allow a partner in to help you grow your business!

Resources

For even more information on Online Business Managers, I invite you to visit the following websites:

<http://www.carolda.com/>

<http://www.carolda.com/blog>

<http://www.onlinebusinessmanager.com/>

<http://tinaforsyth.com/>

To revolutionize your business and take it to the next level, check out Ann Strout's amazing website: <http://selllikearebel.com>

About Carol D'Annunzio



Carol D'Annunzio is an online Business Manager and with 20 years of administrative experience under her belt, she is proud to be a true partner in her clients' success. She takes away the back-end and administrative burdens of Business Coaches and Life Coaches, empowering them to focus on their business so they can double their productivity, increase their profitability and gain more balance in their lives. To find out how Carol can support you in your business, visit her website at <http://www.carolda.com>.

Carol has been featured in the "The Portable Business," the weekly newsletter published by the [Administrative Consultants Association](#), "The VA Courier" published by Jessica Maes (<http://www.maesconsultingservices.com/>) and the And Co. Blog (<https://www.and.co/blog/lifestyle/advice-on-how-to-live-your-most-successful-freelance-life/>).

Let's Connect!

I'd love to hear from you. If you have any questions, comments or (constructive!) criticism – or willing to write a testimonial about this report – please contact me at carol@carolda.com.

Where to find me on social media:

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Testimonials



"Having Carol as my Online Business Manager has really allowed my business to grow. I hired her on right before a big launch and she has been amazing! From ensuring that automated systems were properly set up for new clients, helping me edit my current agreements, providing general admin support to clients, to bouncing off ideas that made me feel more at ease and relaxed has been well worth the investment. I have done several launches in the past, and having Carol on board, has allowed me to not be all over the place and be able to avoid working long hours while still get everything done! I am so blessed to have found her, and I look forward in continuing to work with her! I KNOW that with Carol as my Online Business Manager, my business will be able to grow into the vision I see it to be!" Ashley Binns, [Childcare Success Tools](#)



"Ever wish you could have your own private, net-savvy online business manager who is really organized and chock-full of ideas? That's what I have in Carol! Anytime my site needs to be fixed or updated, Carol has been the one to notice them, recommend them, and then make said changes. Her services have been beyond valuable and her keen eye has been essential in the professional-look of all my writings. I highly recommend her to anyone needing assistance in any of the above areas!" Anne Elizabeth, MA, [Living In The Two Hearts](#)



"I have known and worked with Carol for over 20 years. She is a great communicator, efficient and very competent. Carol is more than an online business manager; she is a confidant, a sounding board, and a friend. I highly recommend her services to anyone looking to accelerate his or her business success." Theresa Alescio, LPN, [ElderCare Resources, Corp.](#)