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# Multiply Yourself: Increase Your Productivity & Profits Using Virtual Assistants

## MULTIPLY YOURSELF



**Increase Your Productivity  
& Profits Using Virtual  
Assistants**

**Mark Lackey and Anne Lackey  
Robert Nickell**



## Synopsis

Learning how to grow and scale your business effectively in today's global economy is a must. This book provides an introductory overview of hiring employees versus virtual assistants and the pros and cons of each. The authors walk you through the value proposition of virtual assistance, how to get started, what you need to know before you start, give hiring & training tips, and the key ingredient that makes hiring a virtual assistant a success or not.

## Book Information

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## Customer Reviews

At times we all need help, but we get so mired in the details that we forget how to step back and analyze the tasks that must get done to produce our products. Not rocket science, but well discussed in this quick and easy read. Matching job requirements to skills sets and personalities are always the toughest part, but this book explains in simple terms a great way to identify which are candidates for virtualization. I especially enjoyed the discussion of metrics, productivity and quality monitoring. Definitely worth the read! Good job! Capt. Dave

What a relevant and appropriate branch of knowledge to have in the business world. For both novices and veterans in entrepreneurship and business organization, this is incredibly helpful at all levels of experience. Shifting goals towards those mentioned seem logical and imperative for growth. Excellent authors who seem to have great inductive experience.

Great quick read!!! I was skeptical using a virtual assistant. The idea of using someone else and paying them to do a job I know I can do, not the most appealing... I've found that by following the author's plan, I've increased my productivity doing the work that I enjoy and making more money in the process.

Not my first exposure to leveraging virtual assistants but the most compelling. Found the material covered useful and found the advice to be actionable.

I knew I needed help but was unsure how to go about scaling. I now feel confident I can take my business to the next level. Great read.

Extremely informative. I will definitely be taking a lot of this information into consideration as I try to move my business forward.

Fantastic read! Formal and informative yet comfortable and easy to understand. I hope to see more from Robert Nickell in the future.

Very thought-provoking; makes you think about using virtual assistants to more efficiently move your business forward without the hassles of hiring additional staff.

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