

Work Smarter, Not Harder.

The Executive Assistant Playbook



“

Delegation is a superpower. When you know how to delegate, you're able to do anything.

I've had the fortune to run multiple companies at the same time in space and tech. People ask how I juggle it all. The answer is simple. You need to delegate. I've worked with thousands of entrepreneurs on how to delegate. The best place to start is with an assistant. ”



Aaron Kemmer

CEO, Co-Founder

Magic, Made in Space, Max Space



Should I get an assistant?

If you're reading this, the answer is yes.

This guide will explain why and how to do it like a pro.

Virtual executive assistants aren't a luxury. It's the best way to start getting leverage and doing everything that needs to get done.

We'll walk through how to get an assistant. If you already have an assistant, we'll show you how to start delegating work. It's easy.

- ✓ Grow my business
- ✓ Develop personal brand
- ✓ Launch new product
- ✓ Get an assistant



What is a Virtual Executive Assistant?

A super flexible temp or intern for your business.

- A Virtual Executive Assistant is a perfect first, second, or third hire for startups.
- **VEAs can jump into roles as needed**, like customer support, marketing support, etc.
- This becomes necessary when it's just you or a few founders doing everything.





They are also your Teammate.



- Think of your Virtual Executive Assistant as someone joining your team, not just a person you send tasks to.
- Over time, **they will take on more and more responsibilities organically**. Your assistant will completely handle key responsibilities you really shouldn't be doing yourself.

They become a second “you” and make you super-responsive.

- Having an assistant **makes you always available and always responsive** without actually taking up your time.
- When you message a CEO or influencer through email or DM, and they reply back, **it’s usually from their executive assistant.**

Mail

Inbox (97,974)

COMPOSE

*Without an assistant, it’s
entirely up to you to reply to
everyone.*



Five signs you need an assistant now.



1,000+ UNREAD MESSAGES

Include all your inboxes, not just email. Slack, LinkedIn, X, Instagram. Any account you use for work.



YOU'RE SLOW TO RESPOND

Speed is king. You need to respond fast and act fast. If you take more than 24 hours to respond, you need a virtual executive assistant.



YOU CAN'T TAKE A DAY OFF

If the idea of taking a one week vacation, completely unplugged, sounds impossible, you need an assistant.



YOU DROP TASKS MORE THAN YOU SHOULD

Personal to-dos (paying bills, doctor visits, home repairs) keep slipping. Work to-dos that aren't top priority end up slipping too.



NO TIME FOR BIG SWINGS

You don't have the time to try anything new and ambitious, like launching a project or creating unique content.



Debunking myths about assistants.

▶ **“They just do email and calendar.”**

In reality, 60 % of virtual executive assistants manage complex projects for businesses and 40 % directly support tasks that affect revenue like lead follow-up.

▶ **“Only for rich people.”**

Part-time virtual executive assistants are only 2-3x more expensive than a premium gym membership and can bring in ROI.

▶ **“They’ve been replaced by AI.”**

AI is a tool, not a person you can hold accountable. Would you give ChatGPT access to your work email and never check your inbox again? You can with your assistant.

▶ **“It’s weird to have an assistant.”**

It’s more common than you think. We recommend just saying “coworker” instead of assistant when introducing them.

▶ **“Only for big companies.”**

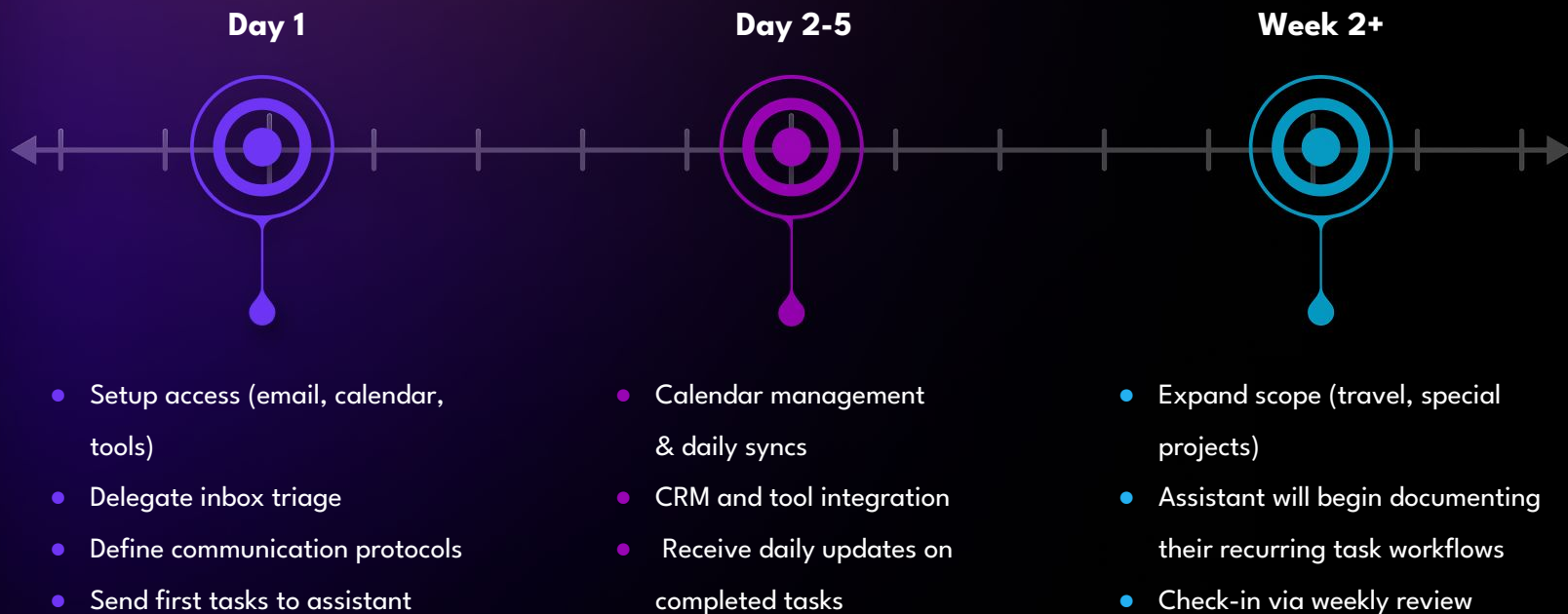
A virtual executive assistant is a perfect “second hire” for a startup, because they’re flexible, jumping into any role you need at the moment.

▶ **“Offshore = big language barrier.”**

Top VEA services (like Magic) who hire internationally screen for near native-level fluency. They write and speak English better than many Americans.



Example **first week** with an assistant.





Is an assistant **worth the cost?**

For most founders, the answer is yes.

Here are a few things to consider when calculating ROI.

Calculate your hourly rate

If your time is worth \$300 an hour, **saving even 10 hours a week provides you \$3,000 in value every week.** You can get a top virtual EA for less than 1/5th that cost.

Consider the value of *no longer dropping tasks*

If your assistant can prevent even just one single costly mistake - like an important client going unanswered for days - it can be worth it. You have to calculate the upside of being 2x faster and 2x more accountable with a second person.

If you're not sure, it's worth finding out

You can work with your assistant month-to-month and find out. After the first 1 to 2 months, you'll get a crystal clear idea of their value.



What about AI?

AI is not a replacement for a human executive assistant.

You need to leverage both. Humans can be held accountable and can do high touch tasks you wouldn't trust ChatGPT to handle (i.e. emailing your investors). AI makes you, your assistant, and your startup faster and more powerful.

Human assistant + AI = Superhuman productivity.





How to delegate (It's easy)



Just Send a Message

Simply message your assistant on your preferred communication channel. Email, Slack, text. Whatever you're currently using every day.



Quick Call with Screen Share

Hop on a call with your assistant for tasks that are easier to explain visually.



Add Your Assistant to Your Workflow

Integrate your assistant into the apps you already use. Give them your login credentials or create new accounts for them.



Record a Loom Video

Send a short video recording of your screen to explain what needs to be done.



Include in Group Chats

Add your assistant to relevant conversations so they can follow along and take action.



Loop Them into Meetings

Have your assistant join meetings or review meeting recordings to stay informed and take action.

Decide what to delegate in 10 seconds.

Urgent tasks first

Find the most urgent problems or tasks that need to get done ASAP. Throw your assistant on them immediately.

What do you need to start?

Your assistant can take the first step and get a project started, even if you need to step in and take over.

What do you need to finish?

Let your assistant be a forcing function to **ship your projects on time**. Assistants cure perfectionism and analysis paralysis.

Tasks you can delegate. (A-P)

Analyze your competitors

Arrange your next business trip

Arrange document signing for financial papers

Arrange sales training logistics

Assist with blog post research

Assist with data analysis

Assist with email newsletter creation

Assist with webinar coordination

Book accommodations for an industry conference

Clean up and segment email subscriber list

Clean up sales teams contact lists

Clear your entire to do list

Compile industry news digest

Compile industry trend data

Compile regular marketing KPIs and analytics

Completely handle scheduling meetings

Coordinate customer onboarding

Coordinate virtual office hours

Create and manage a CRM database

Create custom reports in your analytics platform

Create visual dashboards of key metrics

Deliver monthly performance summaries

Design and send branded email campaigns

Draft answers for your customer support tickets

Draft and send thank-you notes to clients

Draft social media posts for your channels

Edit and proofread a blog post

Find influencers who can promote your product

Host weekly team check-ins

Launch any new project

Monitor competitor pricing changes

Plan and book an entire trip

Plan and coordinate a webinar series

Plan and schedule a product launch campaign

Plan and send a monthly newsletter

Plan and send quarterly investor updates



Tasks you can delegate. (P-Z)

Plan content calendar
for your blog

Plan your next team offsite

Plan your strategic
roadmap session

Provide ongoing
travel support

Pull and clean data for your
finance team

Purchase and ship client gifts

Quickly summarize
a long report

Research any topic

Research and compare
vendor proposals

Research industry benchmarks

Research market
expansion opportunities

Research potential
acquisition targets

Research product
feature ideas

Research regulatory
compliance requirements

Research user feedback trends

Reschedule any meeting
with nuance

Schedule customer
callback appointments

Schedule finance
team meetings

Send outbound emails to any
target audience

Send summarized meeting
updates to your team

Set up a personal budget
tracking spreadsheet

Set up and manage a shared
content repository

Sort and tag
your photo library

Stay at inbox zero

Transcribe and summarize
a key client meeting

Track and follow up
on open customer issues

Track budget
vs actual expenses

Track sales literature inventory

Turn important emails into
calendar bookings

Update fixed asset register

Update sales
pipeline spreadsheet

Update vendor
contact information

... and whatever else you need.
You know best what needs to get done. Try delegating it!



It's time to hire your assistant.

Remote or in-office? Find an assistant yourself or use a service?

Here's what actually works best for founders.



Hire remote, not in office.

In-office assistants have been declining year over year. Remote virtual assistant hiring surged by 41% in 2020 alone and has continued to grow each year.

Here's why:

► **More talent to choose from**

Unless you physically need someone to sit near your desk, you have 100,000x more options being able to hire outside of your zip code.

► **You save 50%+ hiring remote**

By tapping into the global talent pool, **you will easily save \$25k - \$45k per year *per hire*.**

Role	Virtual Executive Assistant	Annual Cost Per Full Time Employee (FTE)	Total Annual Savings
Executive Assistant	\$31,200	\$76,886	\$45,686
Administrative Assistant	\$31,200	\$54,123	\$22,923

How to hire **remotely**.

We're biased, but we are confident Magic is the best option when you consider how to hire your virtual EA. Here is how we objectively compare to other options:

Platform	Pros	Considerations
Magic	Vetted, trained, top 0.5% talent	24/7 backup. Pay \$0 until you hire.
Staffing Agencies	Can provide industry-specific expertise	Expensive, rigid contracts, pay upfront
Freelance Marketplace / Job Sites	You do everything yourself	Huge time investment, high risk
Other EA/VA Services	May offer similar benefits	Many overpromise and underdeliver



More reasons founders choose Magic.

- ▶ Proprietary **Magic Match™** talent pairing
- ▶ Assistants use **Magic's AI tools** to be super efficient
- ▶ Less than 1 in 200 applicant acceptance (**top 0.5% talent**)
- ▶ **\$0 until you hire.** No upfront cost. We only make money if you keep your assistant.
- ▶ Assistants come trained on how to be a **top executive assistant**
- ▶ **Always-on 24/7 backup** assistants on demand

Proven Results:

2M+ tasks completed for venture-backed startups
and **Fortune 500 leaders**

“I trust it will get done.”

Magic helps Michael Siebel clear his to-do list, with no micromanaging and perfect follow-through.

“Magic is a big part of how I create balance.”

Michael Seibel

Co-Founder | Twitch
CEO | Y Combinator





“The best of the best.”

How Marina Mogilko, tech YouTuber with 1.3M subscribers, uses her assistant from Magic + AI to handle her life.



“ Magic connects you with top-tier assistants who handle everything from calendar management to client onboarding. My assistant did research on Hawaii Airbnbs, helped with my scientific research, analyzed Amazon products, and even managed my social media.

These assistants are the best of the best. Highly vetted, proactive, and truly world-class. She's based in the Philippines, works my hours (9-6 California time) and sounds just like a U.S.-based professional. It's an incredible experience! ”



David Pessah
DavidPessah



@magic has come up so so big for me, they really are Magic. Not just outsourcing, but figuring out how to do things I couldn't.

February 10



Jeremy Heilpern
heilpern



Turned the corner and now have @magic doing work tasks for me. Why didn't I think of this before?

February 22



Adora Cheung
growthwise



I just use @magic to help with a task I couldn't do myself (test out an offline service in another country). It was super quick, easy and deliverables were spot-on perfect. Highly recommend!

February 16



Peter Marreck
pmarreck



So, @magic has consistently delivered, and by delegating a variety of task-minutiae to their 24/7 concierge service, has given me the time to focus on the things I'm best at without doing a ton of task-switching (which I'm not very good at). Not free, but good! #GetItDone

July 10



Sam Mayhew
@sxmxxmyhew



@magic YOU ARE AMAZING! you have helped me and my husband so much this past month and helped reduce so much stress. thank you for being SO awesome!! 😊

December 21



Fred Pace
fpace



@magic Truly blown away by your service... 2am, cross-country, holiday request and you did it. Incredible – thank you so much!

April 17



Shay Frendt
shayfrendt



I have @magic make my IRL reservations. It's worth every penny of the human interaction avoidance it provides.



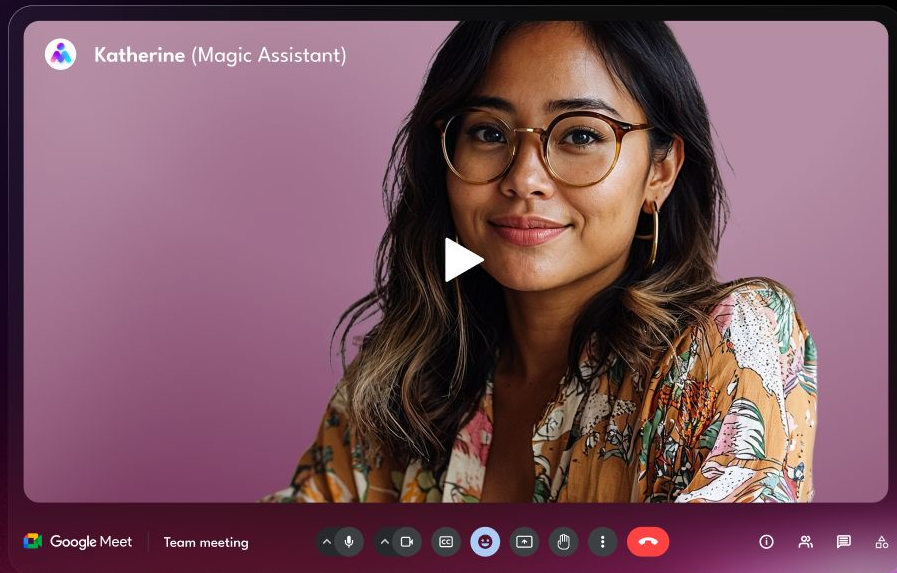
Scott Rosenbluth
scottrosenbluth



Super impressed by @magic – major time saver!

No Risk, Just Results: \$0 Until You Hire.

- Book a call and tell us about your needs
- Get matched with pre-vetted assistants
- Start working with your VA in 72 hours!



Transform your productivity **today.**

[Book a Call](#)