



M A G I C | eBook Series

Work Smarter, Not Harder

THE EXECUTIVE ASSISTANT
PLAYBOOK

Your step-by-step guide to hiring,
delegating, and **finally getting out
of your own way.**



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
- ✓ Launch new product
- ✓ Develop personal brand
- ✓ Get an assistant



Five signs you need an assistant



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, etc.) 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.



“

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



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.*



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.



Debunking myths about assistants.

▶ **“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.



- Setup access (email, calendar, tools)
- Delegate inbox triage
- Define communication protocols
- Send first tasks to assistant
- Calendar management & daily syncs
- CRM and tool integration
- Receive daily updates on completed tasks
- Expand scope (travel, special projects)
- Assistant will begin documenting their recurring task workflows
- Check-in via weekly review



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-C)

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



Tasks you can delegate. (C-P)

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

Plan content calendar
for your blog

Plan your next team offsite



Tasks you can delegate. (P-S)

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



Tasks you can delegate. (S-U)

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

It's more common than
you think. We recommend
just saying "coworker"
instead of assistant when
introducing them.

► 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	\$78,886	\$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
- ▶ **\$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**
- ▶ Assistants use **Magic's AI tools** to be super efficient
- ▶ **Always-on 24/7 backup** assistants on demand
- ▶ Less than 1 in 200 applicant acceptance (**top 0.5% talent**)

Proven Results:
2M+ tasks completed for venture-backed startups and Fortune 500 leaders

gle

 Y Combinator

 GitLab

 Microsoft

SEQUOIA 





“I trust it will get done.”

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



https://www.youtube.com/watch?v=NXWPUsmP-Pc&ab_channel=Magic

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

Michael Siebel

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.



<https://www.youtube.com/watch?v=nq78HkOs-8c>

“

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! ”





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!! 😊

9:10 AM · Oct 1



207



Reply



22.4k



Shay Frendt ✓
@shayfrendt



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

9:10 AM · Oct 1



207



Reply



22.4k



Scott Rosenbluth ✓
@scottrosenbluth



Super impressed by @MAGIC – major time saver!

9:10 AM · Oct 1



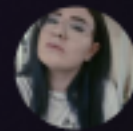
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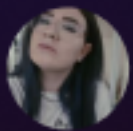
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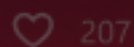


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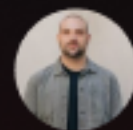
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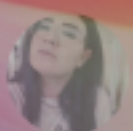
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9:10 AM · Oct 1



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!



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(888) 404-8243

Transform your
productivity **today.**



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