

CHAPTER 2

GIVE THEM WHAT THEY WANT - WHAT CLIENTS ARE ASKING FOR

The Role of the Online Business Manager

I like to look at the role of the Online Business Manager through the lens of *how we help support our clients*.

What do clients need? What are they asking for help with (and having trouble finding!)? What is truly going to help them grow and expand their business?

After all, if it wasn't for the needs of our clients, the role of the Online Business Manager wouldn't mean anything. We are here to serve them and their businesses, so it is essential to really understand their needs to provide the best level of support.

I've spoken to thousands of small business owners over the past 10 years who are desperately seeking the help

of an Online Business Manager. They didn't know that's what they needed; they just knew they needed help!

Here are some of the most common challenges that people have shared with us:

- “I am so overwhelmed and just can't do this on my own anymore – help!”
- “I'm making a good living, but just can't seem to make my business grow beyond where I am now.”
- “I've worked with a bunch of VAs but I can't seem to find one that can do what I need. Why is it so hard to find the right person?”
- “There's so much going on in my business but I'm not sure what is getting done and what isn't. I wish I had someone to manage all those pieces for me.”
- “My brain is bursting with new ideas for my business, but I'm busy enough as it is. I guess all these ideas will have to wait ...”

When the client is ready ...

In general, clients are ready (and asking!) to hire an OBM when they realize that they can't do it all themselves anymore. Key phrase in that sentence – THEY need to realize it. You may see a client who is struggling with their business because they can't do it all on their own, but if they don't see that and aren't willing to change it then hiring an OBM won't do them a lick of good.

The role of the OBM boils down to one simple thing:

You are freeing up your client so that they can focus their time and energy on the things that only THEY can do to grow their business.

A question that we recommend all our clients to ask themselves throughout their work day is:

Is this something only I can do?

If the answer is yes (usually things like setting their vision, marketing, product development and forming and nurturing strategic alliances), we tell them to keep on doing it. If the answer is no, we suggest that it's time for them to let go of that task and pass it on to their team. For many business owners this can be a very tough yet liberating journey. They are used to doing everything on their own, and it takes some time to break the habits of doing the things that really aren't the best use of their time.

And in some cases, the client may even be hiding behind some of these tasks so that they don't have to go out and do the business-building tasks required of them. A client of ours made a point of hiring a bookkeeper for her business, not because she disliked the task but because she enjoyed it! Instead of doing her business-building activities she would distract herself with bookkeeping, and so she hired someone to take it off her plate and take away her distraction. Very smart.

These distractions are what you can take care of as the OBM. You're not stepping in to do all the work; your role is to manage all the pieces so that the business owner can be free to focus on growth and expansion.

Here is an example of an actual Online Business Manager opportunity that was originally posted (and filled) within our Certified OBM® community.

LOOKING FOR A ROCKSTAR ONLINE BUSINESS MANAGER

We are looking to fill this important role on our team to ensure that “stuff gets done” on time and to high standards. As the OBM you are responsible for managing all projects (including activities of the team) to full delivery of all milestones. You take pride in seeing projects through to completion, on time, accurately and in keeping with the company's standards of quality and client care. The ultimate goal is to have a solid right-hand person who will fully own the operations side of the business.

The Online Business manager is expected to help meet our deadlines and function as a backup to other team members where required. In the first several months, there will be the expectation of some ‘doing’ along with ‘managing’ in order to learn the business to setup and identify solid systems, and also to “fill the gap” until additional team members are hired. The intention is to hire other team members as mutually determined by the OBM and the business owner after an analysis of business needs in the first 90-days.

The Ideal Person for this role:

- Has at least 2 years of applicable on-line experience in one or more of the fields of marketing, ecommerce, coaching, project management, personal development or other related area of study
- Wants to OWN the business management side of the business. Has a love of taking charge and full ownership of operations as well as projects; bringing them from idea to completion. You love to see a project or task completed and will do whatever it takes to get the job done, including doing the work yourself!
- Can thrive and deliver while working on SHORT timeframes in a fast-paced environment; juggling multiple projects simultaneously
- Is results oriented; you are a self starter, an independent thinker with an income producing mindset
- Can easily handle multiple tasks, projects and vendors, juggle multiple tasks simultaneously, manage and prioritize minute-by-minute and is exceptionally responsive
- Can thrive working independently, from home, on the road or on-site (if required.)
- Has a love of internet marketing, direct response marketing, and personal development and a familiarity/ practical experience in the execution of all facets of online business, including launches, copywriting, product planning and creation, traffic generation.

- Pride in always bringing your “A” game. Confident in yourself and your skill set.
- A superstar attitude with a warm and embracing personality. Truly believes in and is in alignment with the spirituality of the business
- High value for strategic planning, organization and execution, plus an obsessive eye for detail and proofing
- An active, open, honest communicator, loves being part of a team, loves contributing to others
- Can offer a strong commitment to the business owner, coming in with the mindset of a partner and protect their time and energy (plus carry the vision for the business and have a strong desire to be a part of it)
- Understands affiliate programs and joint ventures; can hold and cultivate key relationships.
- A strong marketing mindset with the understanding of how your role and all decisions need to contribute to serving clients and the overall growth of the business.
- Experience with project management software and the ability to create and run the full implementation of a project via online software.
- A working knowledge of Infusionsoft, with the ability to send broadcasts and act as technical backup.
- Offer a brilliantly positive attitude and bring solutions to the table when a challenge is faced

Specific Responsibilities:

- Manage multiple (and concurrent) projects from idea to execution, including the creation of a project plan and implementation of an online, centralized project management system.
- Develop and maintain a standard operating procedure and business training manual for the business – all systems and procedures will need to be recorded and managed.
- Manage the technology and details of our training programs, including scheduling classes, sending reminders, managing recordings/materials and implementation of a training resource center for all programs.
- Identification of and sourcing of team members as required, for projects or on and on-going basis. (i.e.: Hiring a techie VA)
- Delegate to various members of the team (including vendors) for completion of applicable tasks, setting priorities and ongoing follow-up as required.
- Implementation (doing) of applicable tasks within projects with an eye for detail and the ability to dive into the “nitty gritty” aspects of what needs to be done.
- Communicate with joint venture and affiliate partners, managing details of marketing calendar, promotional copy and keeping partners happy.

- Review website and information product content for improvement and accuracy.
- Collaborate on creation of new products or programs — working with the team to setup systems and structure for any new offerings.
- Create and maintain detailed launch calendars for online promotions.

Commitment: This is a virtually based position that requires you to have the equipment and capability to work from your own home office. Most of the work will be performed virtually, though the willingness to travel to our events may be required. We are in the Pacific Time zone and while you are not expected to conduct all work during this period, you must be available as required during regular working hours in this time zone. Critical business items, updates and reports must be provided during working business hours.

A commitment of 30-40 hours a month to start is required, with the availability to grow into a more dedicated role as the business reaches various milestones. Work on evenings and weekends may be required from time to time during launches or events but is not expected as standard.

Is that a position you would have loved to fill? Great! You'll have a chance to fill that same kind of role for your own clients as an OBM.

Now that you have a general sense of what the Online Business Manager role is, let's go ahead and dive deeper into the specifics.

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Becoming an Online Business Manager <<
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