VIRTUAL CEO *Life*

Virtual Emily

WHITE PAPER · VIRTUAL EMILY · 2026

Remote Assistant Experience



How to hire, run and measure your Emily, from your phone.

virtualceolife.com · virtualemilystaffing.com

VANTECH

A NOTE FROM JOE

Ready to change your life?

If you are reading this, you are ready to step up your business with the VCEO Life. The Virtual CEO knows that mobility and time are the new freedom, and runs the business from a smartphone, because a trained remote executive, an Emily, is doing the work to the standard you set.

This white paper shows exactly how that works: what an Emily does, how you manage and measure her, how to write the Statement of Work, and how to get started. It's the same playbook we have refined since 2005 with more than 250 clients.

> **"I literally run my entire company from my smartphone."**
>
> Joe Da Silva, founder of Vantech Group and Virtual Emily Staffing

What's inside

	Section	Question it answers
01	An Emily, not a VA	What is a remote executive, and how is it different?
02	Six lines, one ladder	Which roles can an Emily fill, and what do they cost?
03	The Emily menu	What tasks can I hand over this week?
04	Seven habits	How do I run a remote executive day to day?
05	KPIs and daily reports	How do I measure my Emily?
06	The Statement of Work	How do I set expectations so it works?
07	How to get your Emily	What are the steps, the contract and the guarantee?
08	Your Emily brief	A questionnaire to fill before your first interview

Key facts Bilingual professionals in Colombia · your time zone · US contract · full-time from $1,500/mo · MyVirtualBPO included · interview three in as little as 72 hours · free unlimited replacement guarantee.



SECTION 01

An Emily, not a VA

Every entrepreneur, executive and CEO wants an Emily: someone so good she anticipates what you need before you ask. The difference between an Emily and a typical virtual assistant is structural.

	Typical virtual assistant	Virtual Emily
Training	Learns on your time	Trained before day one in Emily Academy (8 weeks), on EMOP standards written to ISO 9001
Management	You recruit, train and manage alone	Dedicated account manager and a support team behind her
Visibility	You ask how it's going	Every task, hour and KPI live on MyVirtualBPO, from your phone
Time zone	Often the other side of the world	Colombia, UTC-5 year-round: your hours
Contract	Informal gig	US contract, signed and paid in the US
If it's not a fit	Start over	Free unlimited replacement guarantee for the entire duration of your agreement
Scope	Completes tasks	Owns a function, measured on outcomes



Virtual Emily: a bilingual remote executive assistant who is mobile, virtual and real at the same time.

Why we call her Emily

In The Devil Wears Prada, Miranda Priestly called every assistant "Emily," because to her they were all the same. We flipped it: every Emily is trained, managed and measured, and none of them is interchangeable. Read the full story on the blog: **Meet Emily**.



SECTION 02

Six lines, one ladder

An Emily can own almost any function that can be done from a computer. We organize them in six lines of business, with 44 roles from junior assistant to AI engineer.

Admin

Executive assistant, office and back-office support, real estate and legal assistants.

Your right hand

Marketing

Social media, copywriting, graphic design, community management.

Your brand voice

Sales & RevOps

Appointment setters, internal sales reps, CRM and pipeline admin.

Your pipeline

Data

Data entry and research, database design, reporting and dashboards.

Your intelligence engine

Customer experience

Customer service, support tickets, follow-up and retention.

Your customer champion

Tech & AI

Automation, CRM configuration, QA, software and AI engineering.

Your build capacity



Remote assistant roles: back office, marketing, appointment setting and sales, lead generation and research.

What it costs

Plan	Best for	From
Emily Essentials	Structured, process-driven work, full time Mon–Fri	$1,500/mo
Full Time Emily	A dedicated, multi-skilled executive on your clock, with KPI reporting	$1,900/mo
Enterprise	Ten or more Emilys across departments, built as a team	Custom

Every plan includes the 8-week Emily Academy, MyVirtualBPO at $0/mo, a dedicated account manager, a US contract and the free unlimited replacement guarantee. Typical savings: up to ~70% vs. a comparable US in-house hire (varies by role).



SECTION 03

The Emily menu

Owners usually underestimate what a trained remote executive can take off their plate. Here is the menu, by area. Circle what you are still doing yourself.

Area	What your Emily handles
Email	Inbox triage and replies, templates, campaigns, filtering and clean-up
Database management	Data entry, lead lists and enrichment, CRM hygiene, shared drives
Calendar and events	Scheduling, appointment setting, travel, event promotion and follow-up
Phone	A local US number, inbound calls, confirmations, outbound calls
Sales support	Lead research, sequences, meeting booking, proposals, contracts for e-signature
Finance back office	Invoices, payment follow-up, reconciliation, the weekly owner scorecard
Marketing	Social calendar, content drafts, graphics, community, campaign reports
Customer support	Email, chat and phone support to a response-time target
Task assignments	Whatever is repeatable and documentable, tracked on MyVirtualBPO



The Emily menu: what a virtual assistant can take off your plate this week.

The full list of 30 tasks, by line: **30 tasks a remote assistant can do for your business**



Your Emily works inside the tools you already use, with MyVirtualBPO tracking every task and KPI.

Where to start: **5 tasks every small business should outsource first**



SECTION 04

Seven habits of the Remote Assistant Experience

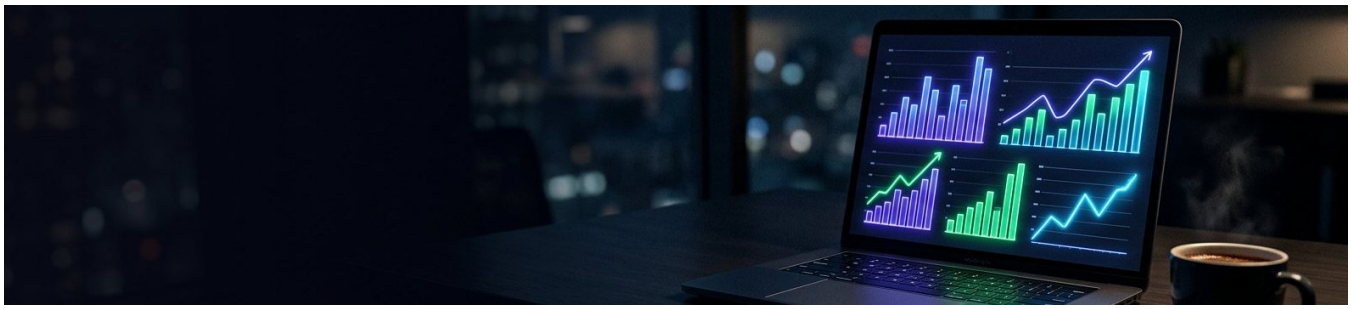
Working as a Virtual CEO can be a challenge at first. You and your Emily are connected and work as one. These seven habits are what make it run, and they are written into every Emily's Statement of Work.

Habit	What it looks like
1. Communication	One person, one channel. Agree on work hours and on where direction happens (we use WhatsApp Business), so nothing gets lost between apps.
2. Reports	Your Emily says good morning with the plan and good night with the results. Give her the template and the variables you need; it saves you hours.
3. Training	Show her once how you like the work, ideally on a screen recording. Emily Academy and your Statement of Work carry it from there.
4. Feedback	Are you happy with the results? Say so, and say what isn't working. Continuous feedback is how service improves.
5. Project management	Tasks, files, to-do lists and daily progress in one tool: Microsoft Teams or ClickUp, plus MyVirtualBPO for KPIs.
6. Availability	An Emily is an executive, not a vending machine. Set hours, an escalation path for urgent questions, and time from you to give direction.
7. The VCEO Life	Once the rhythm runs, step back. Manage by dashboard, not by hovering, and enjoy the Virtual CEO experience.



The Remote Assistant Experience: seven habits for managing a remote assistant.

Go deeper: **5 tips to run your office from your phone** · **The secret to effective delegation**



SECTION 05

How do I measure my Emily?

What are the KPIs? Does the daily report have every variable you need? If you can't read your Emily's work in 30 seconds, you don't have visibility, you have hope.

Line	Example KPIs
Admin	Inbox at zero by end of day · meetings booked without conflicts · turnaround on requests
Customer experience	First response time · resolution time · satisfaction score
Sales & RevOps	Contacts researched and verified · replies · meetings booked · CRM accuracy
Marketing	Posts published on schedule · engagement · inquiries from content
Data	Reports delivered on time · data accuracy · dashboards maintained
Finance back office	Invoices sent on time · days sales outstanding · reconciliation closed weekly

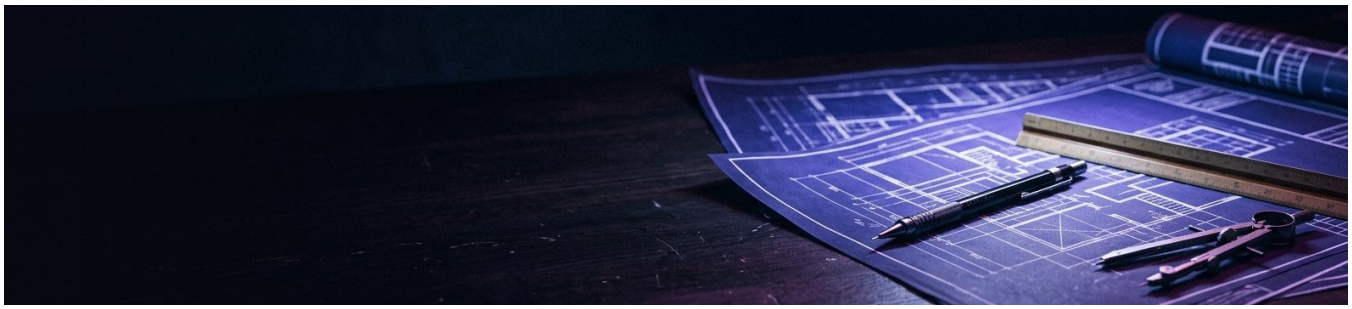


Power at your fingertips: virtual assistant KPIs and daily reports, live on MyVirtualBPO.

The daily report, in three lines

- Done today: tasks completed against the plan.
- Numbers: the two or three KPIs for her line.
- Blocked: anything waiting on you, with a recommendation.

All of it lives on MyVirtualBPO, included with every Emily. More: **Run your whole business from one screen**



SECTION 06

The Statement of Work

It is unreasonable to say a project isn't meeting expectations if you never said what the expectations were, or whether they were realistic. The Statement of Work (SOW) fixes that.

Write it down, then share it

Write everything down and pass it around, so everyone involved knows where things stand and has a chance to give input. Make sure the goals are aligned between you, your provider and your Emily.



The Virtual Emily job order form: the starting point for your Statement of Work.

Your SOW checklist

- **Scope:** the function your Emily owns, and what is out of scope.
- **Outcomes and KPIs:** what "good" looks like, in numbers.
- **Timeline:** if time is the main factor, a schedule with weekly checkpoints, and every resource and training she needs.
- **Rhythm:** daily reports, a weekly review, the escalation path.
- **Tools and access:** accounts, permissions and the communication channel.
- **Check-ins:** you can't just trust that it is getting done; you have to know it is.

Choosing a provider? Look for honest timelines and a reputation for delivery, and call their references. Then use the nine questions on the blog:
9 questions to ask before you hire a remote assistant

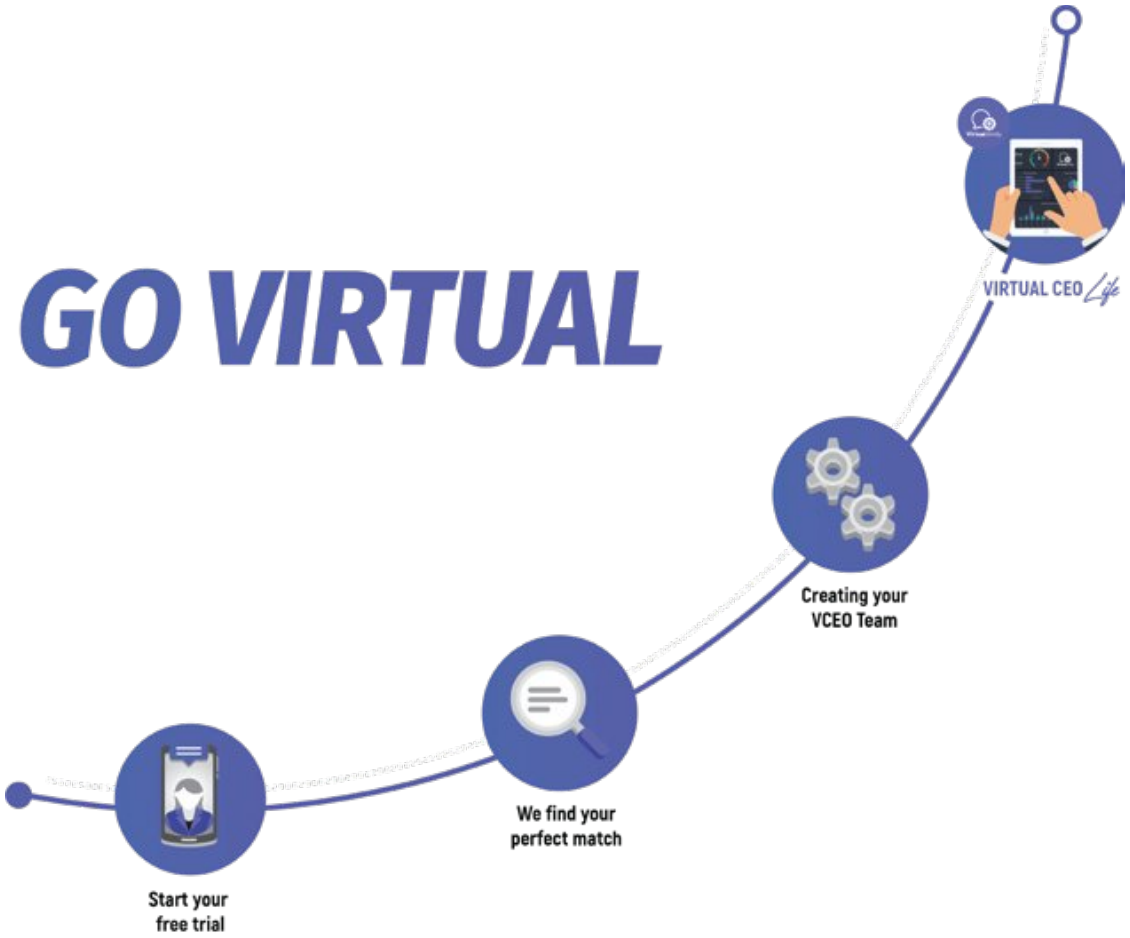


SECTION 07

How to get your Emily

You sign with our US company and pay in the US. We hire, train and support your Emily from our hubs in Bogotá and Barranquilla. That removes most of the legal and compliance risk of doing business in Latin America.

Step	What happens
1. Diagnose	A free 60-minute EMOP Diagnostic with Joe: where your operation leaks time, and which line to start with.
2. Pick your Emily	We match profiles to your brief; you interview three vetted candidates, free, in as little as 72 hours.
3. Build the experience	Onboarding on your tools, the SOW, the seven habits and KPIs set up on MyVirtualBPO.
4. The VCEO Life	Continuous feedback and rapport until the function runs without you in the loop.



How to hire a virtual assistant with Virtual Emily: free trial, your perfect match, your VCEO team.

> **Free unlimited replacement guarantee: if a match isn't right at any point, we find and train a replacement Emily within 7 days, at no charge, as many times as needed, for the entire duration of your agreement.**
>
> Virtual Emily Staffing



SECTION 08

Your Emily brief

Fill this in before your first interview. It becomes the first draft of your Statement of Work.

Which line do you need?

☐ Admin ☐ Marketing ☐ Sales & RevOps

☐ Data ☐ Customer experience ☐ Tech & AI

How will you communicate?

☐ WhatsApp Business ☐ Microsoft Teams ☐ Slack

☐ Zoom ☐ Phone (local US number) ☐ Email

How close should your Emily work with you?

Level	What it means
Low	She runs a defined process; you read the weekly report.
Mid	Daily report and a weekly call; she brings recommendations.
High	She works as your right hand: calendar, inbox and decisions prepared for you every day.

The work

Top 5 tasks to hand over	
Tools she needs access to	
Hours and time zone	
The 2–3 KPIs that matter	
Start date	

KEEP READING

Questions owners ask

What is the difference between a virtual assistant and a remote executive?

A virtual assistant is usually a freelancer you recruit, train and manage yourself. A remote executive, an Emily, is vetted, trained, US-contracted, supported by an account manager and measured on live KPIs, with a replacement guarantee.

Is Colombia really in my time zone?

Colombia uses UTC-5 all year, with no daylight saving time. That matches US Eastern time in winter and US Central time in summer, so the workday overlaps fully.

How fast can I start?

You can interview three vetted candidates in as little as 72 hours. Onboarding on your tools follows the first week.

How much does it cost?

Full-time Emilys start at $1,500/mo, depending on the role and level. MyVirtualBPO is included at no extra cost.

Will AI replace my Emily?

AI takes the repetitive work. Your Emily uses it for the volume and owns the outcome, the part that needs judgment, language and relationships.

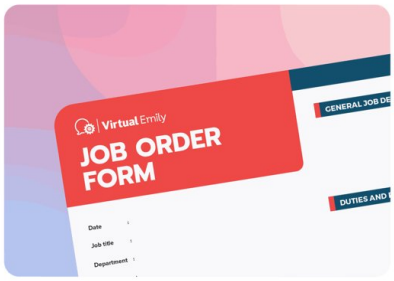
From the Virtual CEO Life blog

- **7 signs it's time to hire a virtual assistant (and why you need an Emily)**
- **It's not virtual if it's real: what working with an Emily is actually like**
- **5 benefits of hiring remote employees for a small business**
- **How to slay your dragons and manage your monkeys**
- **The Virtual CEO Life: how I run my entire company from my phone**

YOUR NEXT STEP

Interview three Emilys, free.

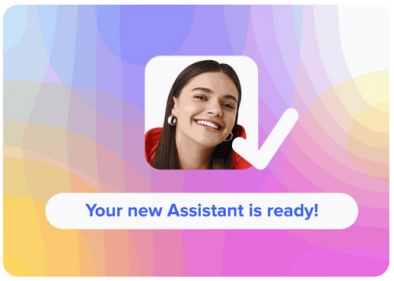
Tell us the line you need and we'll send three vetted, bilingual candidates. No commitment until you pick one.



1 · Send your job order



2 · Interview 3 Emilys



3 · Your Emily is ready

Three steps: send your job order, interview three Emilys, your Emily is ready.

Start with the free interviews

Pick a line, see the profiles, interview three in as little as 72 hours.

Interview 3 Emilys, free →

Not sure where to start? Book the free 60-minute EMOP Diagnostic with Joe at joethevceo.com.

More: virtualemilystaffing.com · virtualceolife.com

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