

## **In Legal Marketing and wondering if it's time to hire an assistant? It probably is!**

March 17th, 2010 by Kara

When my assistant started a month ago, my life became exponentially easier, which is why you're reading this!

I made that decision when I asked myself, if I hire an expert in this activity or pass it on to my assistant, would the overall cost of someone else doing it be less than the opportunity cost of me doing it (my hourly rate if I charged hourly times the time it takes me to do it)?

This is one reason I'm so ecstatic about my **Virtual Assistant**, Lori Hurley.

**That's right, I'm in my office in Manhattan, she's in her's in upstate New York...**

Her hourly rate is about 40% of what I consider my time worth (I bill by project, so I don't have actual hourly rate charges.) I also have an accountant who takes less than a 1/4 of the time it would take me to manage those pesky accounting chores, and they do it exceedingly well!

Of course she's also an invaluable partner for keeping me on track with my business promises and proofing my work. (I'm publishing this post at 7:00 am, so if you see any typos, Lori's eyes haven't gotten a chance to review!) Lori is so skilled at what she does, that she trains administrative assistants in mastering Virtual Assistant tools and manages their assignment, which is one of the reasons I hired her.

So, if you know anyone who's an admin looking to branch out on their own and could use some guidance, Lori's company, [America's Virtual Assistant, LLC](#) is a great place to direct them.



Even if you don't currently have the billable work to justify an assistant, a Virtual Assistant is definitely the way to go. I can't tell you how much time working with Lori saves me, enabling me to do what I do best which is servicing clients and garnering new business.

If you free up some time, you could spend more time doing what you do best, be it practice law, perform research or provide other legal services. The best thing is, you can spend more time marketing that skill, i.e. using social media platforms effectively to network, so you can have more billable work.

### **Other articles you may be interested in:**

[Ease, Steadiness and Awareness Work for Legal Marketing Social Media](#)

[7 Deadly Business Mistakes Legal Marketers Can Avoid](#)

[50 Great Ideas for Writing Legal Articles In 2-Minutes](#)

**Kara works with legal marketers to create a more clearly defined focus and distinctive business strategy that will provide them with a competitive advantage for new business, higher reputation recognition, and enhance their ability to attract, win, and retain the clients they really want.**

**You can reach her at 917-856-5410**