



# VA VS OBM



## Category 1: The "Doer" Phase

- I have specific tasks that are repetitive.
- I have a written "Standard Operating Procedure" (SOP) for these tasks.
- I have the time to check their work and provide daily direction.
- My main goal is to save time on a budget.

## Category 2: The "Manager" Phase

- I have a team (or multiple VAs) but I am the one managing them all.
- I have projects (launches, new products) but no project timelines.
- I feel like the "bottleneck"—nothing moves unless I approve it.
- My main goal is to save mental energy and get out of the weeds.

## Category 3: The "Strategic" Phase

- I need someone to handle my high-level communications.
- I need a partner who understands my goals and can anticipate my needs.
- I need help with complex meetings, or executive-level coordination.
- My main goal is strategic partnership and total calendar freedom.

## The "Results"

Mostly Category 1: You are ready for a Secretary Fairy VA. Let's get those repetitive tasks off your plate!

Mostly Category 2: You are ready for Secretary Fairy OBM Services. Let's build your systems so you can lead again.

Mostly Category 3: You need a Fractional Executive Assistant. Let's clear your path to the "Big Picture."