

# TAKE BACK YOUR TIME

Smart Strategies to  
Outsource Admin, Email  
and Event Management.

A practical guide for small business owners and  
entrepreneurs to reclaim hours of their time  
and focus on business growth.



THE ITALIAN<sup>V.A.</sup>  
VIRTUAL ASSISTANT SERVICES

# *INTRODUCTION*

Let's be honest: running a small business can sometimes feel like juggling flaming torches while riding a unicycle... on a tightrope! Between client work, marketing, admin, and emails, it's no surprise that many entrepreneurs and small business owners find themselves working in their business more than on it.

The good news? You don't have to do it all yourself.

This guide is designed to show you just how much time you could reclaim by outsourcing admin, email management, and event planning – and how doing so isn't just a time-saver, it's a business-growth strategy.

# *THE HIDDEN TIME COSTS OF ADMIN & EMAIL*



# DID YOU KNOW...

- Entrepreneurs spend an average of 16 hours or more every week on administrative tasks.<sup>1</sup>
- That's two full working days not spent on revenue-generating activities.
- Email alone can eat up to 28% of the average workday.<sup>2</sup>

Now imagine what you could do with an extra 16 hours a week. More sales calls? A new product launch? Or simply finish your day on time.



*THE BOTTOM LINE?  
ADMIN AND INBOX OVERLOAD  
AREN'T JUST INCONVENIENT,  
THEY'RE EXPENSIVE.*

# *ADMIN TASKS*



# *ADMIN TASKS: NECESSARY BUT TIME-DRAINING*

From scheduling meetings to data entry and social media scheduling, the small tasks add up.

Top Admin Tasks You Could Delegate or Outsource Today:

- Calendar management.
- Travel bookings.
- Invoicing and payment tracking.
- File organisation.
- CRM updates.
- Client onboarding.



*YOUR TIME IS BETTER SPENT  
LEADING, NOT CHASING UNPAID  
INVOICES OR EMAIL CHAINS.*



# *THE EMAIL MONSTER*

# DID YOU KNOW...

- The average entrepreneur receives 121 emails per day,<sup>3</sup> with many spending over 2.5 hours daily managing their inbox.
- Inbox chaos doesn't just drain time, it derails focus. Every interruption to check emails can take 23 minutes to refocus.<sup>4</sup>

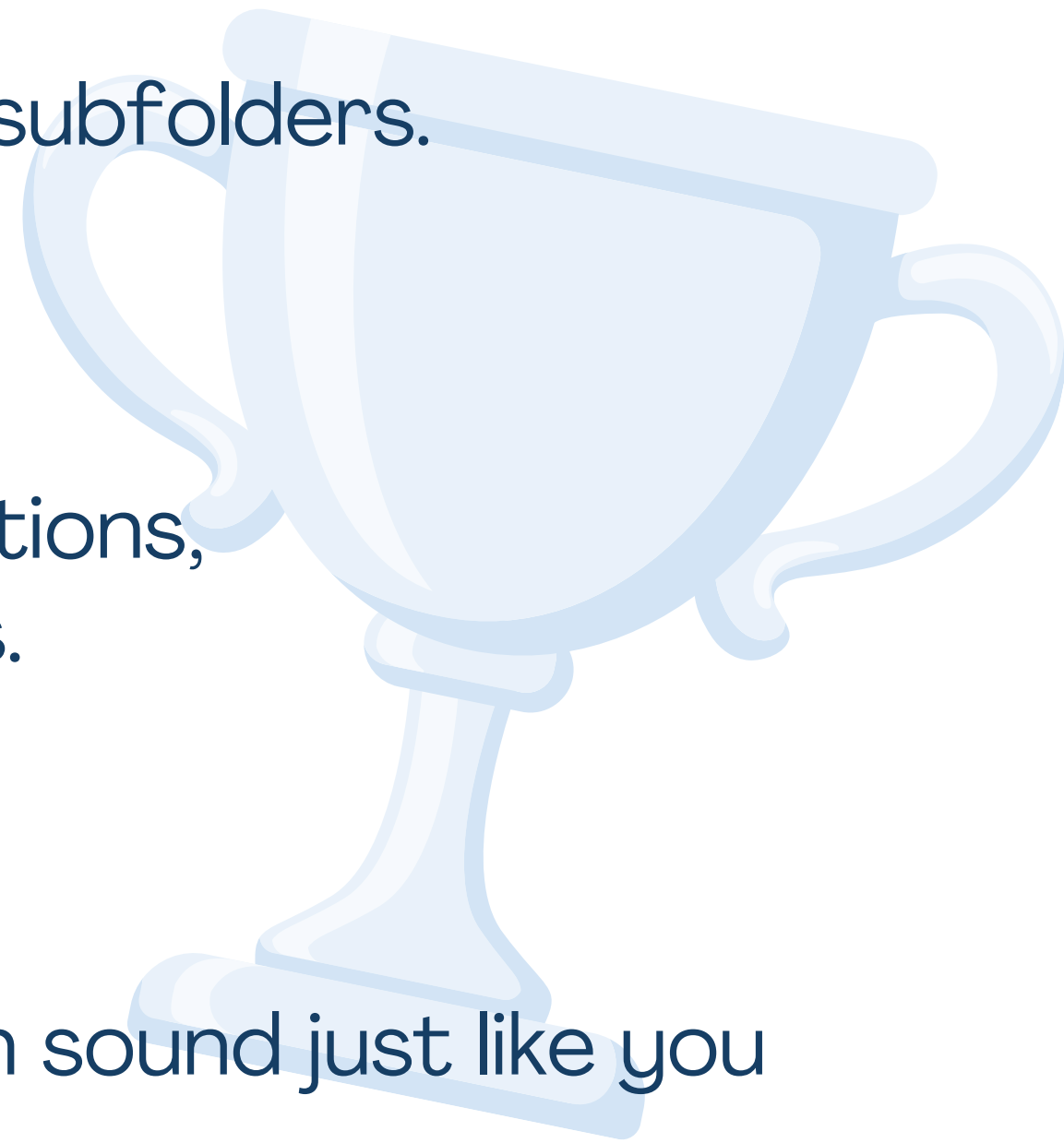


# QUICK WINS

- Organise your inbox with well thought folders and subfolders.
- Sort your emails daily and tackle them by priority.
- Use email filters and labels.
- Set specific times to check email (not all day long!).
- Use automated responses, Frequently Asked Questions, Artificial Intelligence to answer recurring questions.

OR

- Delegate inbox management to a VA. Yes, they can sound just like you with the right brief!





# *THE EVENT TRAP*

# *DID YOU KNOW...*

- In the UK, venue sourcing alone (research, communications and negotiations) can take over 10 hours.<sup>5</sup> Add in programme planning, guest comms, on-the-day coordination and feedback, and you're easily looking at 80–100 hours of work.
- That's 2+ weeks of full-time work on logistics, suppliers, tech, comms, and last-minute hiccups.



Running an event, whether in-person or virtual, is a huge time investment.

*AND WHEN YOU'RE MANAGING  
THE EVENT ON TOP OF  
RUNNING YOUR BUSINESS,  
BURNOUT ISN'T FAR BEHIND.*



# *WHAT YOU CAN OUTSOURCE*

- Venue & vendor sourcing
- RSVP & guest list management
- Tech setup for virtual events
- On-the-day coordination
- Post-event follow-up and surveys
- And more!



*RECLAIMING YOUR TIME*

# USEFUL TOOLS TO CONSIDER

There are a lot of platforms and tools out there that can help you better manage your tasks (and time!).

Here are just some examples:

- [Trello](#) or [Asana](#) for task management.
- [Calendly](#) or [Google Calendar](#) to manage your appointments.
- [Xero](#) or [QuickBooks](#) to automate your invoices and payments.

Please note: I'm not affiliated with or endorsed by any of the companies and brands listed.

These are just a few examples, plenty of other great tools are out there, so it's worth exploring what works best for you.





# *YOU DON'T HAVE TO WEAR ALL THE HATS!*

You don't need to outsource everything overnight — start small.

Ask yourself:

- What do I dislike doing?
- What takes me far too long?
- What could be done faster and better by someone else?



# *WHY WORK WITH A VIRTUAL ASSISTANT?*

*A GREAT VA IS MORE THAN AN  
ADMIN WIZARD, THEY'RE YOUR  
BEHIND-THE-SCENES POWERHOUSE.*



# *BENEFITS OF OUTSOURCING TO A VA*

- You get their **experience** and **expertise** without the time and costs associated with training.
- The **costs** of outsourcing to a VA are **lower** than hiring full-time staff.
- The **goal** of a VA is the same as yours: if your business succeeds, you both succeed.
- You have **full flexibility**, getting as much or as little support as you need, upscaling and downscaling as required.
- You get **more time** to focus on nurturing your relationships and growing your business: time saved = money earned!
- You have total **peace of mind** that nothing's falling through the cracks.

# THE ITALIAN VA

At The Italian VA, I specialise in:

- Admin support
- Email & inbox management
- Event planning
- Marketing support

You'll be supported by someone who's calm, capable, and always one step ahead.



*READY TO TAKE BACK  
YOUR TIME?*

# NEXT STEPS...



Visit [www.theitalianva.com](http://www.theitalianva.com)



Explore more resources at [www.theitalianva.com/useful-content/](http://www.theitalianva.com/useful-content/)



Get in touch today for a chat: no pressure, just possibilities!



# FINAL THOUGHTS

Running your own business should feel fulfilling, not exhausting.

By outsourcing the right tasks, you're not just lightening your load, you're making space to grow, create and lead.

You don't have to do it all!



*LET'S WORK TOGETHER  
AND MAKE SPACE FOR  
WHAT REALLY MATTERS.*

*THANK YOU!*



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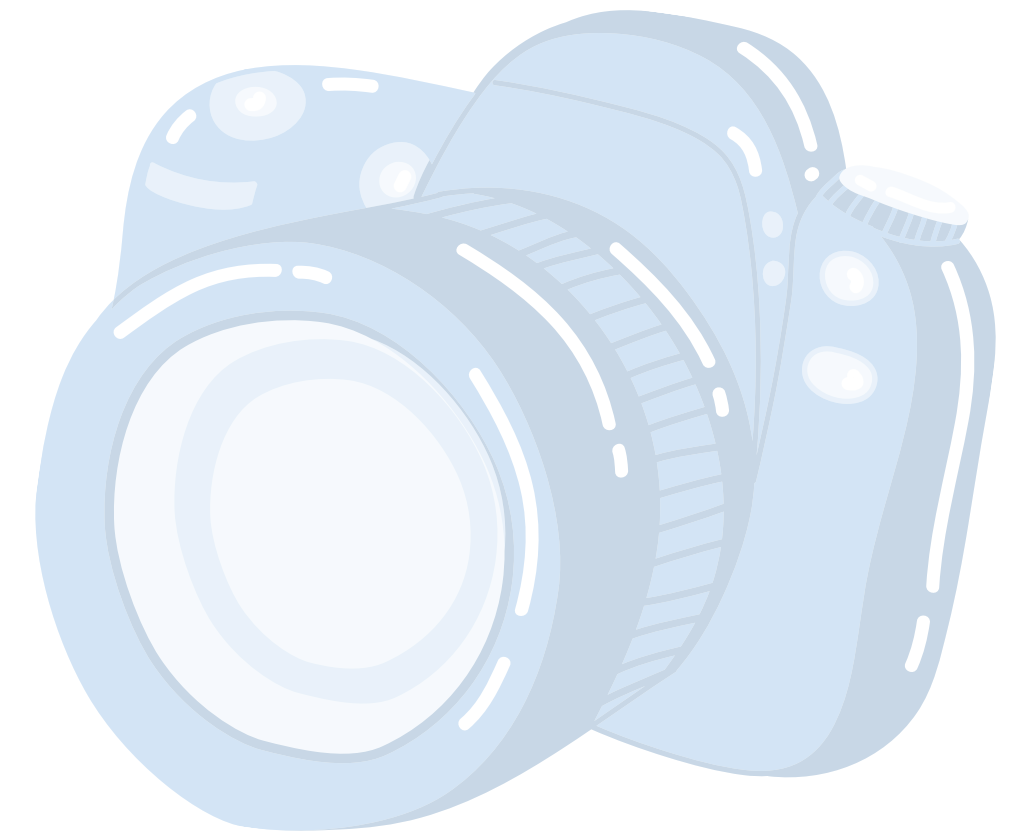
# *APPENDIX*



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# CITATIONS AND SOURCES

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