



**Virtually Taking Care of Business**

**OBM Elite** Online Business Manager

**WHAT IS THE DIFFERENCE BETWEEN AN  
ONLINE BUSINESS MANAGER  
AND A VIRTUAL ASSISTANT?**

	<b>ONLINE BUSINESS MANAGER</b>	<b>VIRTUAL ASSISTANT</b>
<b>FOCUS</b>	The focus of the OBM is on <b>'management'</b> - keeping an eye on the big picture and managing all the pieces (projects, team members, operations, expenses) to ensure that all projects are getting completed in a timely and efficient manner.	The focus of the VA is on <b>'doing'</b> – a VA is hired to perform specific tasks (i.e.: customer service, shopping cart maintenance, etc) or complete specific projects (i.e.: setup a new member area or blog) and are the ones actually doing the work.
<b>MEASURES OF SUCCESS</b>	<b>Everyone's</b> tasks and projects are being completed and delivered in a timely fashion. The team is happy and motivated. Systems are running smoothly and efficiently.	<b>The VAs individual</b> tasks and projects are being completed and delivered in a timely fashion.
<b>LEVEL OF RESPONSIBILITY</b>	The OBM is responsible for the success and smooth functioning <b>of the entire business</b> (as outlined above) - not just their own individual work.	The VA is responsible for <b>their own individual work</b> .
<b>NUMBER OF CLIENTS</b>	Because of the level of responsibility that the OBM has with each client, they can only effectively work <b>with 2 or 3 clients</b> at a time in this capacity.	VAs will generally work <b>with 5-10 clients</b> , give or take a few either way depending on the workload with each client.