

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

	ONLINE BUSINESS MANAGER	VIRTUAL ASSISTANT
FOCUS	The focus of the OBM is on 'management' - 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 'doing' – 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.
MEASURES OF SUCCESS	Everyone's tasks and projects are being completed and delivered in a timely fashion. The team is happy and motivated. Systems are running smoothly and efficiently.	The VAs individual tasks and projects are being completed and delivered in a timely fashion.
LEVEL OF RESPONSIBILITY	The OBM is responsible for the success and smooth functioning of the entire business (as outlined above) - not just their own individual work.	The VA is responsible for their own individual work .
NUMBER OF CLIENTS	Because of the level of responsibility that the OBM has with each client, they can only effectively work with 2 or 3 clients at a time in this capacity.	VAs will generally work with 5-10 clients , give or take a few either way depending on the workload with each client.