How to Get More Done with Jessica Koch

with Jessica Koch · Hosted by Kathi Burns, CPO®, Business FLOW Strategist

Marketing consultant Jessica Koch hired three virtual assistants about three months into her business and paid them by project, telling them upfront what she could pay and when more work might come.

- [ ] List the follow-up tasks that turn your networking into revenue, and hand them to a virtual assistant.
- [ ] Before hiring a VA, tell them the project, the hourly rate, the hours allotted and when more work might come.
- [ ] Hire more than one assistant so you never start from square one when someone is sick or leaves.
- [ ] Write down what you know that others don't, and offer to teach it.
- [ ] Look for a way to earn from your passion as a side business before you leave your job.
- [ ] Contact your SBA office, small business development center, women's business center or SCORE for free help with a marketing plan.
- [ ] Pick three marketing tasks to do every single month.
- [ ] Decide your endgame for the business and build your marketing strategy around it.
- [ ] Ask your library which business research databases it pays for, and research your target companies there.
- [ ] Keep a running timeline of your successes, and celebrate them out loud.

Listen, read the transcript and get the links: addspacetoyourlife.com/podcast/hiring-a-virtual-assistant-jessica-koch/
Feeling stuck in your business? Book a private 75-minute Business Logjam Session with Kathi
©2026 Add Space To Your Life · This checklist is for personal use; share the episode link rather than the file.