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WHAT DOES A 7+ FIGURE VIRTUAL TEAM LOOK LIKE?

This is an example, generic team build for a 7+ figure company/business owner to be able to delegate as many aspects of their business as possible. That being said, each business and client we work with gets a custom build out depending on their business model and what they need most.



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LEAD GENERATION, AWARENESS & MARKETING TEAM

- **Social media virtual team member(s):**

- Youtube management
- Facebook management
- Instagram management
- Twitter, Tiktok, Reddit, etc. management
- Content compounding
- Comment management
- Engaging with communities
- Building and managing groups and communities
- Creating content, videos, etc.

- **Graphic design virtual team member(s):**

- Creates and edits stellar graphics for your business as necessary.
- Goes through all public facing aspects of your business to ensure that graphically, you are putting your best foot forward.
- Works closely with the marketing team to help them with any graphics they need.

- **Video editor virtual team member(s):**

- Creates and edits stellar videos for your business as necessary.
- Motion graphics, animations, etc. (if necessary).
- Works closely with the marketing team to help them with any edits/videos they need.
- Goes through all marketing with a fine tooth comb to find ways to leverage their video - editing skills to improve what you currently have.



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- **Other potential marketing roles:**

- SEO
- Content writing/copywriting
- Advertising
- Website development
- Funnel building

SALES & CONVERSIONS TEAM

- **Setter/Internal sales agent virtual team member(s):**

- Setting appointments for sales team.
- Follow up with leads and deals in pipeline.
- Qualifying leads before connecting with sales team.
- Conducting long term follow ups.
- Ensuring all notes in CRM are updated as well as tracking sheets.
- Conducting triage calls.

- **Messenger virtual team member(s):**

- Sets appointments for sales team by sending messages to prospects and leads.
- Vets and qualifies all leads before connecting with sales team.
- Maximizes the amount of outbound touches your business is doing each day.
- Operates on multiple channels such as Email, Facebook, LinkedIn, Instagram, SMS, FB Messenger, and more.



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- **Sales support virtual team member(s):**

- Ensures that all bookings on the calendar are qualified. Cancels any that aren't.
- Ensures that all notes for each contact in CRM are properly updated and holds sales reps accountable to do so.
- Ensures that all tracking sheets are properly updated and holds sales team accountable for doing so.
- Organizes sales team meetings and takes notes.
- Follows up with clients who cancel calls to reschedule them.

- **Closer virtual team member(s) (commission only):**

- Connects with prospective clients who booked calls with the sales team to close deals.
- Follows up with prospective clients they have connected with to ensure the highest conversion rate possible.
- Trains their sales craft relentlessly to become the best they can be.

- **Cold outreach specialists:**

- Focuses on reaching out to completely cold leads for your business that have no idea who you are or what you do.
- Involves multiple channels including cold calling, cold emailing, and cold DM'ing on various platforms.



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CLIENT SUCCESS/DELIVERY TEAM

- **Client Success Director/Manager virtual team member(s):**

- Manages client success team members.
- Ensures that all clients are well taken care of.
- Ensures that client success tracking systems are being properly updated.
- Hires, fires, trains, and onboards other CS representatives.
- Communicates with clients and provides support.
- Delivers services to clients, ensures that they are properly delivered to.

- **Client Success Representative virtual team member(s):**

- Is primary line of communication and support with clients.
- Ensures that all clients are properly taken care of and delivered to.
- Goes through client delivery process and delivers to clients.
- Updates client success trackers and CS directors.

ADMINISTRATIVE TEAM

- **Executive Administrative Assistant virtual team member(s):**

- Books travel and accommodations.
- Manages emails and messages.
- Manages your calendar and bookings.
- Orders office supplies as needed.
- Organizes team meetings.
- Assists team with anything they need.
- Keeps everyone organized.
- Performs any errands and online tasks you may need to get off of your plate.



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- **Project Manager virtual team member(s):**

- Keeps project management software up to date.
- Properly delegates projects and tasks to the right team members.
- Ensures that projects are being completed as needed and in a timely fashion.
- Holds team members accountable for completing projects on time.
- Steps in to help as needed to ensure deadlines are hit.
- Keeps entire team very organized.
- Manages part of the team meetings to delegate and get updates from team members.
- Communicates with executive team on status of projects and their observations on team performance.
- Brainstorms most effective projects and initiatives to consider delegating to the team.

- **Tracking specialist virtual team member(s):**

- Ensures that all tracking sheets and KPI's are properly updated each and every single day.
- Creates and manages spreadsheets for the business as necessary.
- Prepares projections for the executive team to be able to make clear decisions based on the current data inside of the business.
- Identifies bottlenecks and opportunities for scaling.

- **System integrator virtual team member(s):**

- Builds automations and integrations inside of the business.
- Builds new systems as necessary.
- Finds ways to make current systems work better, run more efficiently and in a more organized fashion.
- Connects all of the various moving parts of your business, and the various tools you use, together.



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LIFESTYLE TEAM

While this isn't business related, we highly recommend that business owners netting above 6 - 7 figures per year consider investing in the following lifestyle roles to help streamline their life in order to focus more on business and gain more time freedom.

- Private Chef/Meal Prep Service
- Housekeeper (chores, laundry, cleaning, mail, errands, groceries, supplies, etc.)
- In-person assistant
- Driver (or just use Uber)

Investments in these areas can be negligible compared to what you earn, and if that is the case, these are no-brainer decisions in order to save time and scale to the next level.

Want us to find any of these for you? Just let us know!

