

REMOTE RISE

2ND EDITION

BUSINESS INSIGHTS

Beyond the office:
Digital Innovation &
Remote Work in 2025

CBF: A FRESH PERSPECTIVE

Redefining the Cleaning
Business Landscape

TALENT & HR MANAGEMENT

Hiring Hacks: Smart
Strategies to Build a
Rockstar Remote Team

TECHS & TOOLS

ChatGPT vs. DeepSeek
Which free AI chat tool
should you choose for
your business?

INTERACTIVE & FUN

TRUE OR FALSE?
REMOTE WORK EDITION

LEADERSHIP & CULTURE

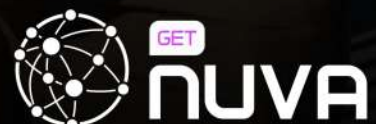
Work-Life Balance?
A New Perspective on
Productivity and Happiness

INTERVIEW: FROM ROOFTOPS TO REMOTE TEAMS

HOW TECHNICAL ROOFING IS SCALING SMARTER

MASTERING REMOTE TALENT

The Course That Will Transform Your Business





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REMOTE RISE

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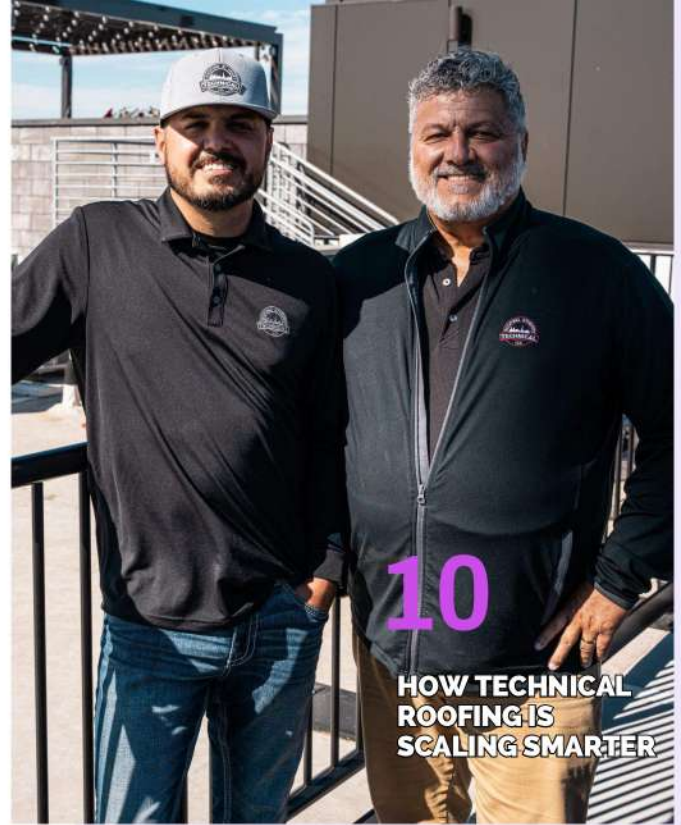
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The GetNuva course that will transform your business



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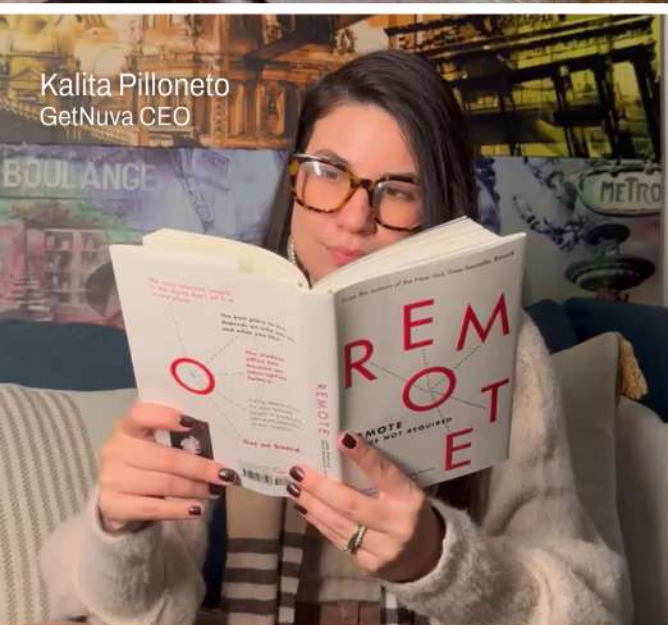
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02

APRIL 2025 | 2ST EDITION



EDITOR'S NOTE

Welcome to our second edition of Remote Rise! This issue arrives during a season of new beginnings—moments that remind us just how precious “family” can be in every sense of the word. We’ve been deeply inspired lately by the heartfelt example set by our co-founders, **Kalita** and **Filemon**, who show us how families truly flourish when love and hope guide the way. It’s that gentle yet powerful bond—whether by blood or by choice—that sets a family apart, both in life and in business.

Here at **GetNuva**, we believe companies flourish when they operate like families—where each person is seen, supported, and encouraged to grow. It’s a simple but vital principle: When people feel loved and guided, they’re emboldened to share ideas, embrace responsibility, and ultimately help one another thrive. That’s **our mission**—to **connect businesses with remarkable people** who become something more than just colleagues or remote hires. They become trusted companions, integral to your growth story.

We see this spirit echoed beautifully in our feature interview with **Technical Roofing of St. Henry**, a **family-run company** brimming with the warmth and dedication of father and son. **Founder Bill Wourms** captures it best when he says:

“Family means everything! I started this business to take care of my wife and kids! I still work towards the goals we have put forth as a Family and will continue to strive to reach those goals and provide a stable and secure environment for everyone involved in our Technical Team & Families. We work extremely hard to make this place ‘The Place To Work.’”

Whether you’re just launching a start-up or scaling up, may you be inspired by the Wourms family to weave together your own legacy of care and purpose. Let’s nurture that **sense of belonging and commitment** wherever we work—whether that’s an office, a home-based studio, or across continents. Because, as we’ve seen, it’s far more than business at stake; it’s the lives we touch, the dreams we protect, and the futures we build together.

From all of us at GetNuva, **welcome to a community where we believe wholeheartedly in cheering one another on**—much like parents do for their kids. May this new chapter bring fresh hope, deeper bonds, and abundant success to you and yours. Let’s continue to grow, uplift, and create lasting stories...like families always do.

Here’s to the family that surrounds us—both near and far—and to the wonderful possibilities still waiting to unfold.

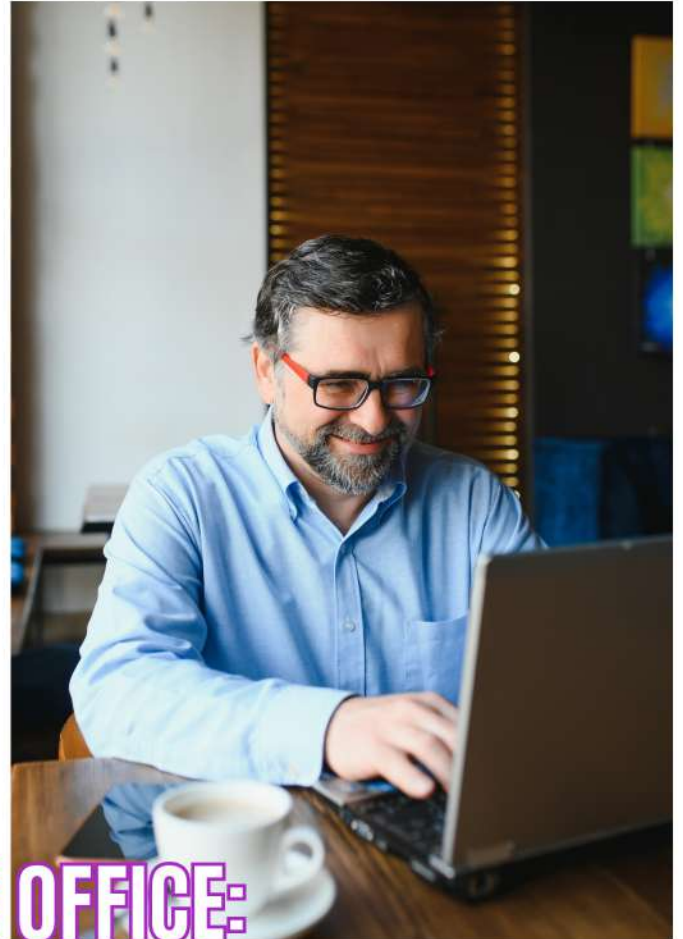
Enjoy the read!

Ana Grama

Editor & Marketing Manager, GetNuva



by Adriana Arellano



BEYOND THE OFFICE: DIGITAL INNOVATION & REMOTE WORK IN 2025

In 2025, small businesses across the United States are navigating an economic landscape significantly reshaped by accelerated digital transformation and widespread remote work adoption. These shifts, driven by evolving technological advancements and changing employee preferences, present both opportunities for growth and challenges that require strategic planning and careful financial analysis.

THE DIGITAL TRANSFORMATION BOOM

Currently, nearly 40% of total technology spending is directed explicitly toward digital transformation initiatives (1). Global investments in digital transformation technologies and services are projected to continue rising, with spending expected to reach approximately \$3.4 trillion by 2026, a substantial increase from \$469.8 billion in 2020 (1).

A significant driver of this investment is artificial intelligence (AI), which has been adopted by 89% of small businesses primarily to automate routine tasks, enhance efficiency, and improve job satisfaction (2).

To illustrate the real-world impact of AI adoption, consider Dallas Sunrise Maids, a small house cleaning company in Plano, Texas.

The business faced challenges in training staff with varying literacy levels but successfully implemented AI-generated instructional videos using the Synthesia.io platform (3). These videos, produced in Spanish, effectively communicated complex cleaning procedures, leading to improved service quality and operational efficiency.



THE DIGITAL TRANSFORMATION BOOM

Remote work has transformed business operations significantly. From early 2023 to late 2024, fully remote job postings rose from 10% to 15%, and hybrid job postings surged from 9% to 23%. Meanwhile, fully on-site job postings dropped from 83% to 61%, highlighting a definitive shift toward flexible, remote-first work arrangements (4).

Financially, small businesses adopting remote work models report substantial savings, averaging \$18,000 per employee annually.

These cost reductions stem from lower office space expenses, utilities, and commuting allowances (5).

One of the most prominent case studies in remote work integration is Accenture, which leveraged Microsoft Teams to achieve a 25% productivity boost, a 30% reduction in travel expenses, and a 15% increase in employee engagement (6).

This demonstrates how businesses can enhance operational efficiency while maintaining a remote work structure.

THE RISING IMPORTANCE OF CYBERSECURITY

As small businesses continue to rely on digital platforms, cybersecurity concerns grow.

Companies are expanding investments in securing digital infrastructures and employing advanced protective measures such as multi-factor authentication and regular software updates (7). This shift reflects the increasing awareness of cyber vulnerabilities and the need for proactive security strategies.

DIGITAL MARKETING: FROM BRAND AWARENESS TO DIRECT SALES

Evolving consumer behavior has transformed social media platforms like Instagram and TikTok into essential channels for direct sales and client acquisition. Additionally, businesses using data analytics and customer databases have significantly reduced marketing expenses while improving return on investment (8).

STRATEGIC TAKEAWAYS FOR SMALL BUSINESSES

The integration of advanced digital technologies and remote work models strategically positions small businesses for competitive advantage, operational efficiency, and sustainable growth. Nearly half of small business leaders plan to expand AI and technology use within the year (2).

While some businesses may enforce stricter return-to-office mandates, the momentum toward remote work remains strong, driven by employee preferences and cost-saving benefits. The key to success will be the ability to balance new technology investments with operational savings, ensuring resilient and adaptive growth in an evolving digital economy.

Sources:

- (1) - Quixy, "Top Digital Transformation Statistics & Trends (2025-2026)"
- (2) - Axios, "What's new and what's next: How small business owners are using AI"
- (3) - Dallas Sunrise Maids, "How Our Plano House Cleaning Business is Using AI"
- (4) - Robert Half, "Remote Work Statistics and Trends"
- (5) - Robert Half, "Remote Work Statistics and Trends"
- (6) - Paradise Computer Repair, "Digital Transformation Case Studies: Accenture's Success with Microsoft Teams"

An advertisement with an orange background. At the top, it says "Are you over 50? Unmarried? No kids?" in white text. Below this is a photo of a smiling woman with short blonde hair and glasses, wearing a black turtleneck. To her right is a white speech bubble with blue text that says "There's a new website and social media community just for you!". At the bottom right, the website address "www.SoloAgersConnect.com" is written in white.



WHY YOU SHOULD ATTEND SMALL BUSINESS EXPO

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- A Fun, High-Energy & Collaborative Environment filled with passionate & like-minded Small Business Owners

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HIRING HACKS:

Smart Strategies to Build a Rockstar Remote Team



by Ethan Diddams

Finding top talent in a remote world requires more than just a great job post—it takes strategy, foresight, and the right tools. Whether you're scaling your business or refining your hiring process, these six key practices will help you attract, evaluate, and secure the best remote professionals.

The screenshot shows a job search interface with the following details:

- Showing results for:** Project Manager (Current or Past)
- Locations:** Greater Chicago Area (San Francisco Bay Area, Greater New York...)
- Skills:** Business strategy, Analytics
- Companies:** Google, Facebook, Evernote, LinkedIn, Ocu...
- Education:** Any to 2012
- Results:** 42,798 total candidates, 83 open to new opportunities, 229 have compi
- 83 results • Sorted by relevance**
- Top Results:**
 - Emily Dalton 2nd**: Project Manager at Cisco Chicago, Illinois - Information Technology and Services. Current: Project Manager at Cisco 2011 - Present. Past: Data Analysis / Project Manager at Splashtop Inc. 200 - 2009, Project Coordinator at DFJ Dragon Fund 2005 - 2009.
 - Channing Curry 3rd**: Senior Project Manager at Victorian Automotiv Chicago, Illinois - Government. Current: Digital Project Manager at Google 2014 - Pre. Past: Project Manager at GroundTally Inc. 2008 - 2, Business Analyst Intern at ClearWeb 2005 - 2.
 - Aubrey Macky 2nd**: Engineering Project Manager at Trunk Club Chicago, Illinois - Information Technology and Services.



3. CULTURE & LANGUAGE FIT: THE SECRET TO REMOTE TEAM SUCCESS

Remote teams thrive on strong communication and shared values. Before hiring, assess a candidate's cultural fit—do they align with your company's mission and work style? Language fluency is another key factor; smooth collaboration starts with clear communication.



Hiring Hack: Consider using language proficiency assessments or trial projects to gauge communication skills in real work scenarios.

The screenshot shows a SkillSurvey Reference Feedback Report with the following details:

- CANDIDATE:** rutuja chilwar
- POSITION:**
- PRE-HIRE 360° SURVEY:** Veritude IT Professionals
- CANDIDATE IP ADDRESS:** 103.76.9.30 (Duplicate IP Address)
- CANDIDATE ASSIGNED TO:** Rakesh Mishra

1. LEVERAGE HEADHUNTING & REFERRALS: FIND HIDDEN GEMS

Why wait for talent to come to you? In today's competitive hiring landscape, smart businesses take a proactive approach. Tap into your professional network and ask for trusted referrals—recommended candidates often align better with company culture and stick around longer.



Hiring Hack: Use LinkedIn's search and connection tools to identify and reach out to potential candidates directly. A well-crafted message can open doors to top-tier talent.

2. REFERENCE CHECKS: DON'T SKIP THIS STEP

A resume can only tell you so much. Before making a final offer, dig deeper into a candidate's background by speaking with past employers or colleagues. A quick chat can reveal valuable insights about work ethic, reliability, and professional growth.



Pro Tip: Digital reference-checking tools like SkillSurvey or Checkster can streamline the process, giving you detailed reports in minutes.

4. WORK ASSESSMENTS: SPEED MEETS ACCURACY

In remote hiring, speed matters. A drawn-out hiring process can cause you to lose top talent to competitors. That's why quick yet effective work assessments are key. By assigning short, real-world tasks that candidates can complete within 24 hours, you get a fast, practical look at their skills while keeping the hiring process efficient.



Why It Works: A 24-hour task turnaround not only tests a candidate's skill level but also evaluates responsiveness, time management, and problem-solving under deadlines—all crucial for remote work success.



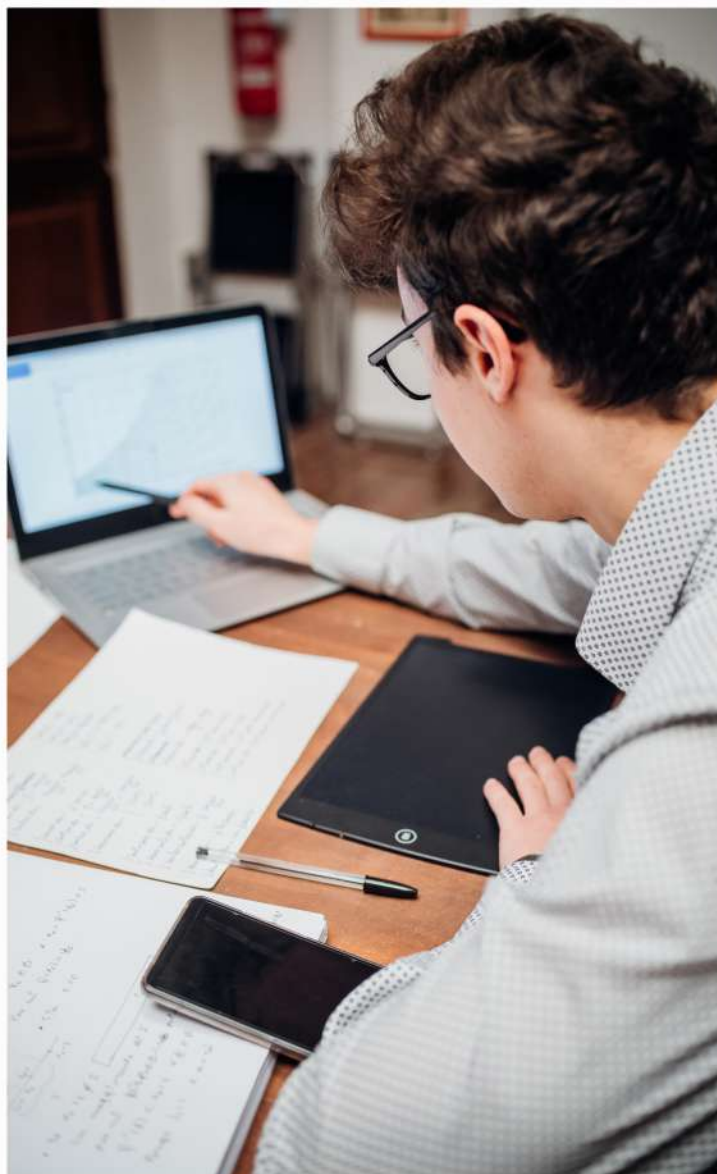
Smart Move: Use platforms like TestGorilla, Toggl Hire, or Vervoe to automate skills testing and get results fast.

5. BACKGROUND CHECKS & OPEN SEARCHES: COVER YOUR BASES

Hiring someone remotely? Ensure they're who they say they are. Background checks help verify a candidate's identity, qualifications, and work history. Combine this with social media and online searches to spot any red flags before they join your team.



Pro Tip: Use services like GoodHire or Checkr for quick, secure background screenings.



TestGorilla

Product ▾

Pricing

Resources ▾

Job board Beta

Tr

Search anything here



Test type



♥ Popular

Time Management

The Time Management test evaluates candidates' ability to manage their time well in a professional environment. Through typical workplace scenarios, this test assesses how well candidates can prioritize, plan, execute, and reflect on tasks and projects.

⌚ 9 min

♥ Popular

DISC

The DISC test is based on the model developed by psychologist William Marston for behavioral assessment. It classifies how we express emotions into the four behavior types of DISC: dominance (D), influence (I), steadiness (S), and conscientiousness (C).

⌚ 10 min

♥ Popular

Big 5 (OCEAN)

This Big 5 (OCEAN) Personality test follows the Five-Factor Model, an empirical-based theory in psychology that evaluates five overarching dimensions of personality: openness, conscientiousness, extroversion, agreeableness, and emotional stability.

⌚ 10 min

♥ Popular

Problem Solving

This Problem Solving test evaluates candidates' ability to define problems and analyze data and textual information to make correct conclusions. This test helps you identify candidates who use analytical skills to effectively respond to complex situations.

⌚ 9 min

Overview

SSN Trace & Resident Counties

National Criminal Database Search

Traffic Violations Search

Sex Offender List Search

Domestic Terrorist Watch List Search

7-Year County Criminal Court Search

San Mateo, CA

Marion, FL

Jackson, TX

Traffic Violations Search

Add More Search to This Background Check

Status: Clear

No records found.

OFF

Ongoing Alerts: Check monthly for new criminal records. (?)

Order Detail

Order Information

Ordered By	Kimi Chen
Receipt	#632492620
Ordered	10/23/2015
Delivered	10/25/2015
Status	Clear

Candidate Information

Basic Information

Name	Meredith Anderson
Date of Birth	4/11/1984
SSN	XXX-XX-6040

6. SET CLEAR EXPECTATIONS: THE KEY TO A SMOOTH HIRING PROCESS

A well-written job description is your first filter. Be transparent about expectations, responsibilities, and company culture to attract the right candidates. Once the hiring process begins, keep communication open—update candidates on their status and provide feedback when possible.



Hiring Hack: Automate follow-ups with email sequences or applicant tracking systems (like Workable or Greenhouse) to keep the process smooth and efficient.

Hiring for remote roles isn't just about checking qualifications—it's about finding the right people who align with your company's vision, values, and work style. By implementing these best practices, you'll build a high-performing remote team that drives growth and innovation.

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FROM ROOFTOPS TO REMOTE TEAMS:

How
Technical
Roofing
is scaling
smarter.

Bill and Tony Wourms

Founder and Operation
Manager of Technical Roofing



*An Exclusive Interview with Tony Wourms,
Operations Manager of Technical Roofing*



In today's competitive business landscape, small and medium-sized enterprises (SMEs) are constantly seeking innovative ways to scale efficiently without overburdening their in-house teams. One such company, Technical Roofing of St. Henry, found a game-changing solution—remote virtual assistants (VAs). We sat down with Tony Wourms, Operations Manager of Technical Roofing, to discuss their journey, challenges, and the impact of hiring a VA through GetNuva.

From Family Business to Industry Leader

Filemon (GetNuva's CEO): Tony, tell us a little about Technical Roofing of St. Henry and your role within the company.

Tony Wourms: We're a family business specializing in commercial and residential roofing, as well as restoration services. Our operations run 24/7, with a full-service team managing emergency calls and ongoing projects. I work alongside my father and brothers, handling the operations side of the business to ensure efficiency in our services.

Filemon: That sounds intense—especially with a 24-hour emergency service. What were some of the biggest challenges you faced in growing the company?

Tony: At different stages of growth, the challenges evolve. Initially, it was about getting leads—how do we generate business? Once we had leads, the next hurdle was building the right team to manage the workload. Over the past 18–19 years, we've carefully assembled a solid team. But to scale further, we needed a consistent lead generation strategy.

That's when I met you at a conference. We had just decided to bring on a full-time marketing person, but we also saw the need for a cold-calling strategy to generate more leads. When I learned about GetNuva's virtual assistants, it aligned perfectly with what we were looking for—someone who could make 50 to 100 calls per day and help us expand our reach.

Overcoming Concerns About Remote Work

Filemon: Hiring remotely can be a big shift for companies. Did you have any concerns initially?

Tony: Absolutely. Anytime you're working with a remote team, especially overseas, there's a level of trust involved. We needed to be sure that work was getting done the right way. But GetNuva made the process smooth.

Our marketing manager, Brian, works daily with our VA, Kia, using Zoom and WhatsApp. They have a great system in place for mining leads, qualifying them, and passing on the warm and hot leads to our sales team. The communication and structure that GetNuva helped put in place eliminated any concerns we had.



Seamless Integration with GetNuva's Hiring Process

Filemon: How was your experience working with GetNuva to find and onboard your VA?

Tony: The process was excellent from the start. After meeting you, we had follow-ups with Eduardo and Ethan from GetNuva's team. They guided us through interviewing candidates and made sure we had the right fit.

What impressed me most was your orientation week—before our VA even started working with us, she was trained by GetNuva. This preparation ensured that she hit the ground running. That extra step showed us that GetNuva is invested in making this work.

Filemon: What stood out about Kia, your VA?

Tony: She didn't necessarily have roofing industry experience, but she had the drive and cold-calling experience. That's what mattered most. You can teach processes, but you can't always teach the resilience needed to handle rejection and keep going.

The Impact of a VA on Technical Roofing's Growth

Filemon: How has hiring a VA changed your business?

Tony: It has allowed us to focus on warm leads rather than spending time on cold calls. Kia's work has freed up our internal team, and we've seen increased efficiency in our sales process.



Brian (Marketing Manager, Technical Roofing):

"Oh wow. I actually thought it went really well. It was extremely helpful that you guys took care of the training portion of it so that we could kind of focus on our end. That way, when she did start with us, she was hitting the ground running. She's getting her call volume up, and in the last week or so, it's been a lot higher than it has been. So yeah, no concerns on my part."

The Future of Technical Roofing

Filemon: What's next for Technical Roofing?

Tony: We believe in steady, sustainable growth. We're expanding our reach within a two-hour radius, covering multiple cities in Ohio and surrounding states. As we grow, we plan to continue using GetNuva, possibly adding more VAs to handle different aspects like social media.

"Family means everything! I started this business to take care of my wife and kids! I still work towards the goals we have put forth as a Family and will continue to strive to reach those goals and provide a stable and secure environment for everyone involved in our Technical Team & Families. We work extremely hard to make this place 'The Place To Work.'"

- Bill Wourms, Founder



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CBF A FRESH PERSPECTIVE:

Redefining the Cleaning Business Landscape



When it comes to the residential cleaning world, Debbie Sardone has introduced a modern shift—one that moves owners from juggling daily chaos to running well-structured, profitable companies. Anchored in clear systems, strategic pricing, and leadership best practices, Cleaning Business Fundamentals (CBF) provides the how-to for entrepreneurs determined to exit the grind and focus on genuine growth. The result? Sustainable success that doesn't depend on an owner mopping floors just to stay afloat.

WHERE CBF BEGAN

Sardone's vision took shape after witnessing the challenges so many cleaning businesses face: erratic schedules, revolving-door staff, and slim profit margins. Her solution was a structured program that addresses it all, from marketing and compensation to building a positive work culture. CBF flips the script—no longer is the business owner a mere cleaner; instead, they become the CEO of a thriving operation.



ANGEL'S JOURNEY: FROM 24 YEARS OF STRUGGLE TO A \$2M POWERHOUSE

Few stories capture CBF's impact like Angel Derstler. She and her partner Lynnette spent 24 years building a cleaning business that brought in around \$500,000 a year—yet debt and constant turnover left them exhausted and perpetually stuck. Previous coaching had led them down a costly path of buying company cars and scrambling to patch holes in their staff. Their days ended with frustrated client calls and frantic efforts to cover payroll.



By early 2020, they were ready to cut their losses—until they had a life-changing call with Debbie. Despite their mountain of debts and maxed-out credit cards, Angel and Lynnette took the leap and enrolled in CBF. Right away, they pivoted to a solo-cleaning model, moved their technicians to a merit-based pay system, and implemented consistent marketing.

The shifts were dramatic: in one year, their revenue surged from \$547,000 to \$1.27 million, even amid a global pandemic. Today, they're inching closer to \$2 million and have fully reimagined what leadership looks like. Instead of daily chaos, Angel focuses on strategy and culture-building. As she puts it, "We're no longer talking about quitting; now we're planning how to keep going bigger."



KATHY'S VACATION RENTAL ACADEMY



Another standout success from the CBF community is Coach Kathy, who discovered a winning formula by targeting the ever-expanding short-term rental market. Kathy initially struggled with scaling her own operations—until CBF's core pillars helped her streamline staffing, pricing, and day-to-day tasks. Spotting the particular needs of Airbnb-style properties, Kathy launched the Vacation Rental Academy, a resource that trains both property managers and cleaning pros to master high-turnover, high-expectation rentals. From best practices in guest-ready staging to forging long-term client relationships, Kathy's curriculum applies tried-and-true CBF fundamentals to a booming niche.

Together, Angel's dramatic turnaround and Kathy's specialized approach highlight the core truth behind CBF: a solid business framework unleashes new possibilities. In Debbie Sardone's world, no cleaning business is "just" a cleaning business—it can become a launchpad for true entrepreneurship. By systemizing operations, elevating leadership, and leaning into what the market needs most, the path from weary cleaner to visionary CEO is closer than anyone might think.



CBF LIVE 2025: A MASSIVE SUCCESS!

CBF Live 2025 just wrapped, and what an unforgettable experience it was! Over three days, cleaning business owners from across the country came together for powerful training, real connection, and game-changing strategies to grow and scale smarter.

- ♥ Connections were made.
- ♥ Knowledge was shared.
- ♥ And businesses left more equipped than ever to thrive.

From networking with like-minded entrepreneurs to getting real answers from industry experts, this event delivered on every promise—and then some.

We're proud to have been part of such a dynamic and inspiring gathering of leaders. If you missed it this time, don't worry—Remote Rise will keep bringing you insights from the front lines of innovation and success in the cleaning industry.

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WORK-LIFE BALANCE: A New Perspective on Productivity and Happiness



by Ana Gama

The debate between remote work and in-person work continues to shape the modern workplace. Employees and contractors alike weigh the benefits and challenges of each setup, while business owners consider productivity, engagement, and overall efficiency. But what truly defines a work-life balance in today's dynamic work environment?

AUTONOMY VS. STRUCTURE

For employees and contractors, work-life balance is often about flexibility and control. Remote work allows individuals to manage their own schedules, reduce commuting stress, and create a personalized work environment. A 2023 Owl Labs report found that 62% of workers feel more productive when working remotely, and 80% reported lower stress levels compared to in-office work.

However, some employees thrive in structured office settings, where face-to-face interactions foster collaboration, mentorship, and professional growth. A study by Microsoft's Work Trend Index showed that 85% of business leaders believe that hybrid work improves team collaboration, highlighting the importance of in-person interaction.



HAPPY EMPLOYEES, EFFICIENT WORK

Happiness in the workplace isn't just about perks—it's directly linked to productivity. When employees feel satisfied with their work arrangements, they're more engaged and efficient. A Stanford study found that remote workers are 13% more productive than their in-office counterparts, mainly due to fewer distractions and flexible schedules.

Remote workers, for instance, often report increased productivity due to fewer interruptions and customized workspaces. However, Gallup research shows that employees working remotely full-time can experience higher levels of loneliness, which may impact engagement and performance. The key is providing flexible solutions that accommodate different work styles while ensuring accountability and clear expectations.

A BALANCED WORKFORCE

For business owners, the right work model can lead to significant advantages. Offering remote or hybrid options can attract top talent, reduce overhead costs, and increase retention rates. A survey by Global Workplace Analytics estimates that companies can save an average of \$11,000 per employee per year by allowing remote work, thanks to increased productivity and reduced office expenses.

At the same time, maintaining a physical workspace can reinforce company culture, streamline communication, and enhance team cohesion. According to a McKinsey report, organizations with strong hybrid models report 20-25% higher operational efficiency, showing that a balanced approach can lead to better results.



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85% of business leaders believe that hybrid work improves team collaboration



General Team Meeting at GetNuva

FINDING THE RIGHT FIT

Work-life balance isn't a one-size-fits-all concept. Whether remote or in-person, businesses must foster an environment that prioritizes employee well-being while ensuring peak performance. The future of work lies in flexibility, where companies that embrace adaptable models will thrive, and employees will enjoy fulfilling, productive careers.



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CHATGPT VS. DEEPSEEK

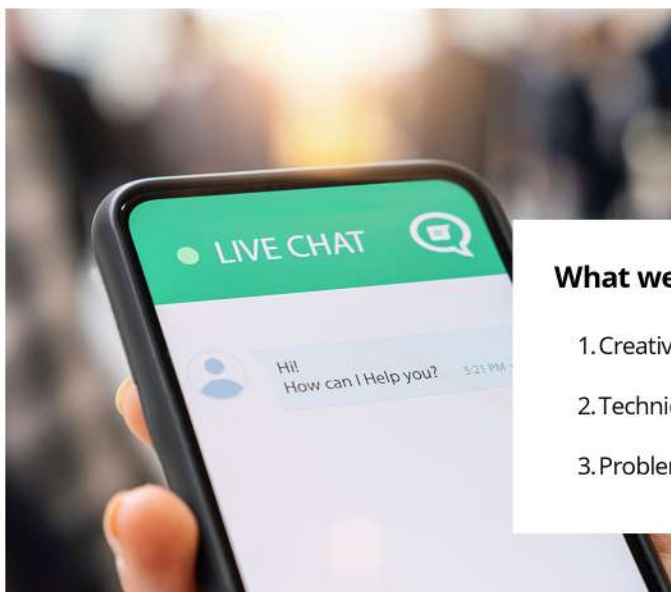
Which free **AI chat tool** should you choose for **your business**?

WE TESTED THEM, SO YOU DON'T HAVE TO.



by Guilherme and Gustavo Zeferino

Artificial Intelligence (AI) is no longer a distant concept—it's an everyday asset for small and medium-sized businesses. Two free contenders in the AI chat arena are ChatGPT by OpenAI and DeepSeek by Hangzhou DeepSeek Artificial Intelligence. To help you decide which one fits your needs, we put both tools to the test across real-life scenarios. Here are the results.



What we tested

1. Creative Marketing Content
2. Technical Documentation
3. Problem-Solving & Troubleshooting

1. CREATIVE MARKETING CONTENT

We asked both tools for a week's worth of social media posts targeting first-time homebuyers in California.

- ChatGPT delivered concise, polished posts with a friendly tone, perfect for quick social media scheduling.
- DeepSeek provided longer, more detailed posts, including hashtags and step-by-step calls to action.

2. TECHNICAL DOCUMENTATION

We tested each tool by prompting it to create a user manual for "TaskFlow Pro," a hypothetical project management software.

- ChatGPT produced a clean, bullet-pointed guide, easy for non-technical users to follow.
- DeepSeek took a more detailed approach, breaking down each step with additional troubleshooting advice.



3. PROBLEM-SOLVING & TROUBLESHOOTING

- For general help like "How do I politely respond to a customer about delayed shipping?" ChatGPT offered quick, well-structured replies.
- For coding errors or software integration questions, DeepSeek supplied direct, step-by-step fixes and reference resources.

When to Use Which

SCENARIO	CHATGPT (FREE)	DEEPSEEK (FREE)
Creative Content & Marketing	Best for compelling social posts, marketing emails, blog ideas	Limited creativity but solid for direct writing tasks
Technical Documentation & Troubleshooting	Basic tips for everyday operational issues	Exceptional for detailed code debugging, website errors, and software fixes
Ease of Use & Accessibility	Beginner-friendly; minimal setup	Better suited for users comfortable with technical language
Productivity & Workflow Efficiency	Quickly generates polished client-facing copy	Speeds up internal tech workflows, from integrations to troubleshooting

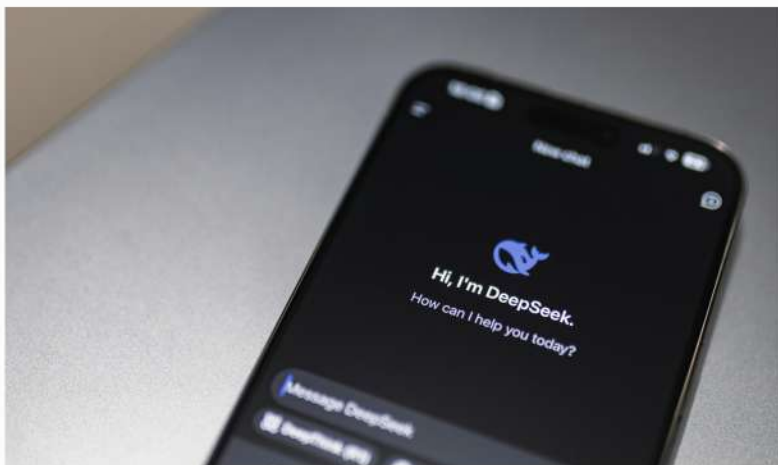
Real-World Examples

1. SOCIAL MEDIA PROMPT

- **ChatGPT:** "Generate 7 concise and playful posts." Delivers short, catchy lines, easy to schedule.
- **DeepSeek:** "Create a weekly plan with detailed hashtags." Provides more step-by-step instructions, including best hashtags and day-by-day breakdown.

2. USER MANUAL PROMPT

- **ChatGPT:** Straight-to-the-point bullets, minimal fluff—great for non-tech users.
- **DeepSeek:** Offers a more extensive breakdown, especially useful for teams needing extra troubleshooting content.



Considering a Paid Upgrade (ChatGPT Plus)

For those requiring faster response times or handling higher volumes, ChatGPT Plus might be a worthwhile investment. It offers reduced downtime and improved performance. If your daily workload revolves heavily around creative content and real-time responses, the upgrade can be a game-changer.

OUR VERDICT



Start with free: Try both ChatGPT and DeepSeek for the tasks you handle most often, whether creative campaigns or technical questions. Notice which style fits your workflow best.

Upgrade when you're ready: If you find yourself juggling multiple marketing briefs or troubleshooting larger coding projects, consider ChatGPT Plus (or whichever paid plan emerges for DeepSeek in the future). Higher reliability and faster speeds can save valuable time.

Ultimately, you won't know which AI chat tool truly aligns with your business needs until you test it in action. We did our part—now it's your turn. Pick your favorite, try it out on a few tasks, and see how AI can streamline everything from drafting customer emails to handling stubborn code bugs. Embrace the future of productivity and get ready to watch your business grow.



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TRUE OR FALSE



Think you've mastered the world of remote work and entrepreneurship? Put your knowledge to the test with this True or False challenge! Some of these might surprise you. Ready? Let's go!

1

You can be just as productive (or more) working from home as you are in an office.

☐ TRUE

☐ FALSE

2

The best way to manage a remote team is through constant micromanagement and daily check-ins.

☐ TRUE

☐ FALSE

3

Most entrepreneurs start their businesses with a solid plan and funding in place.

☐ TRUE

☐ FALSE

4

If you hire a Virtual Assistant, you'll never have to do any work again.

☐ TRUE

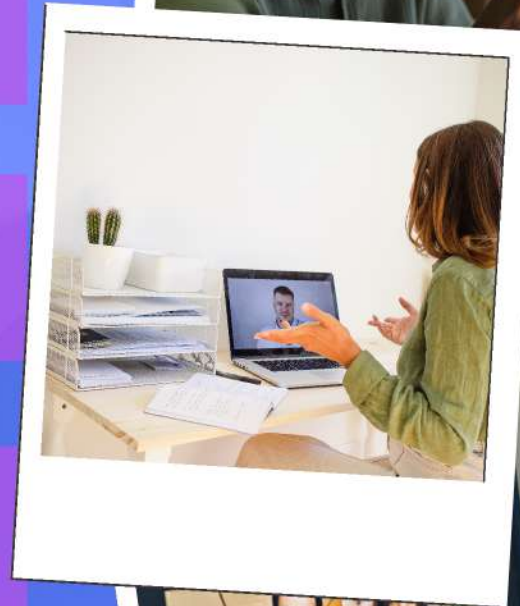
☐ FALSE

5

Dressing up for Zoom meetings can actually improve your performance.

☐ TRUE

☐ FALSE





6

Taking breaks during the day actually helps you get more done.

☐ TRUE

☐ FALSE

7

AI is going to replace all remote jobs soon.

☐ TRUE

☐ FALSE

8

The best entrepreneurs never fail.

☐ TRUE

☐ FALSE

9

You're more likely to quit a remote job if you feel disconnected from your team.

☐ TRUE

☐ FALSE

10

The perfect work-life balance is just a myth.











☐ TRUE

☐ FALSE

RESULTS



RESULTS

- 1 -  TRUE! Studies show that remote workers are, on average, 13% more productive than their in-office counterparts. Fewer distractions = more focus!
- 2-  FALSE! If you're tracking every second of your team's day, you're doing it wrong. Remote success is all about trust, clear goals, and results over hours logged.
- 3-  FALSE! Many successful entrepreneurs start with an idea, trial and error, and a ton of improvisation. The secret? Adaptability!
- 4-  FALSE! A VA can take tasks off your plate, but your leadership and vision still drive the business. Unless your VA also happens to be a mind reader...
- 5 -  TRUE! Studies suggest that what you wear affects your confidence and mindset. So, yes, swapping pajamas for a sharp shirt might actually boost your game.
- 6-  TRUE! Science backs this up—stepping away from work refreshes your mind and improves creativity. So go ahead, take that coffee break!
- 7-  FALSE! AI will automate tasks, but human creativity, decision-making, and emotional intelligence? Irreplaceable. The future is human + AI collaboration.
- 8-  FALSE! They fail a lot. The difference? They learn, pivot, and keep going. Every big success has a stack of failures behind it.
- 9-  TRUE! Workplace loneliness is real. That's why smart remote teams prioritize virtual team-building, regular check-ins, and a strong culture.
- 10-  TRUE! It's all about work-life integration. Some days you hustle hard, others you recharge—finding the right rhythm is key!

How did you score?



10/10 = You're a remote work guru!



7-9 = You've got serious game—keep going!



4-6 = Not bad, but time to sharpen those skills.



0-3 = You might need to spend less time on Netflix and more time on Remote Rise! 😊



GETNUVA COURSE

MASTERING REMOTE TALENT

THE COURSE THAT WILL TRANSFORM YOUR BUSINESS



by Diza Arena

In today's fast-moving business world, efficiency and smart delegation are non-negotiable. If you're a business owner, entrepreneur, or manager trying to juggle too many responsibilities, you know the struggle: endless administrative tasks, operational bottlenecks, and the constant challenge of finding reliable support.

At GetNuva, we understand these challenges—that's why we've designed a powerful new course to help businesses like yours successfully onboard, delegate, and manage Elite Remote Talent.



Introducing

MASTERING REMOTE TALENT INTEGRATION FOR BUSINESS GROWTH

This comprehensive 8-module course is built for business owners who are ready to stop micromanaging, start scaling, and create a seamless system for managing a high-performing remote workforce.

By the end of the course, you'll have a proven framework to:



Onboard remote talent seamlessly with a structured, repeatable process.



Optimize delegation so you can focus on growth, not daily operations.



Implement a scalable task management system to boost team efficiency.



Improve communication & performance monitoring for accountability and collaboration

Whether you're hiring your first remote assistant or managing an entire remote team, this course will help you streamline your operations and build a sustainable workflow.

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Many business owners struggle to fully integrate remote talent because they lack a structured system. Without a clear framework, hiring remote professionals often leads to:

- ✗ Unclear expectations, causing frustration and inefficiency.
- ✗ Poor delegation, forcing you to stay stuck in the daily grind.
- ✗ Misaligned priorities, resulting in wasted time and resources.
- ✗ Communication breakdowns, making remote work feel disconnected.

But when remote talent is properly onboarded, guided, and managed, it becomes a strategic growth engine—helping you scale, improve productivity, and create a business that runs smoothly (even when you're not there).

That's exactly what the Mastering Remote Talent Integration for Business Growth course teaches you to do.

Filemon Zeferino / GetNuva's CEO

WHAT YOU'LL LEARN IN THIS COURSE

This 8-module course walks you through every stage of remote talent integration, from recruitment and onboarding to advanced delegation and scalability.

Module 1: Onboarding – Building a Strong Foundation	<ul style="list-style-type: none">• The importance of structured onboarding for long-term success.• How to develop a Welcome Package that sets clear expectations.• Conducting a Day 1 Orientation that ensures alignment.• Implementing strong communication strategies for seamless collaboration.
Module 2: Delegation – Optimizing Productivity & Workflow	<ul style="list-style-type: none">• Why delegation is the key to scaling your business.• How to differentiate high-value vs. low-value tasks.• Best practices for task delegation and tracking.
Module 3: Priority Task System – Implementing Strategic Task Management	<ul style="list-style-type: none">• How to prioritize tasks effectively using the P0-P3 system.• Digital tools for task execution & tracking.
Module 4: Weekly Task Planning – Structuring Your Operations	<ul style="list-style-type: none">• Creating a Master Task List for better task organization.• Developing a Weekly Task Plan for balance and consistency.• Using a Checklist for Assigning Tasks to improve execution.
Module 5: Managing Evergreen Tasks – Maintaining Business Continuity	<ul style="list-style-type: none">• Identifying evergreen tasks that drive long-term growth.• Designing sustainable workflows for ongoing efficiency.
Module 6: Building a Collaborative Relationship – Strengthening Team Engagement	<ul style="list-style-type: none">• Establishing trust and communication in a remote work culture.• Providing constructive feedback to boost performance.
Module 7: Onboarding Roadmap – Seamless Remote Talent Integration	<ul style="list-style-type: none">• A step-by-step guide for hiring and training new team members.• Implementing a 30-day check-in system to track progress.
Module 8: Scaling Your Team – Preparing for Growth	<ul style="list-style-type: none">• Developing Standard Operating Procedures (SOPs) for efficiency.• Strategies for expanding your remote team with confidence.

WHO SHOULD TAKE THIS COURSE?

This course is designed for:

- ✓ Business owners who want to maximize productivity and scale efficiently.
- ✓ Entrepreneurs ready to delegate tasks and focus on growth.
- ✓ Managers & team leaders responsible for hiring, training, and overseeing remote talent.
- ✓ Scaling companies that need a structured framework for managing a remote workforce.

WHAT MAKES THIS COURSE DIFFERENT?

Unlike generic business courses, Mastering Remote Talent Integration for Business Growth is a hands-on, actionable program packed with:



Step-by-Step Training Modules – Practical lessons designed for real-world application.



Interactive Exercises & Real-World Scenarios – Hands-on practice to reinforce learning.



Checklists & Templates – Ready-to-use resources for onboarding, delegation, and task management.



Performance Tracking Tools – Frameworks to measure productivity and efficiency.



Self-Assessment Quizzes – Identify gaps and track progress as you implement.

This isn't just about hiring remote talent—it's about building structured systems that turn your team into a scalable, high-performance asset.

WHY WE CREATED THIS COURSE?

At GetNuva, we specialize in helping businesses find, integrate, and manage remote talent effectively. Through years of experience, we've seen the common struggles businesses face—and we've developed a proven system to solve them.



This course is your roadmap to:



By following this framework, you can reclaim your time, improve team efficiency, and build a remote workforce that drives success.

ARE YOU READY TO TRANSFORM YOUR BUSINESS?

The Mastering Remote Talent Integration for Business Growth course was designed to give business owners a proven playbook for hiring, training, and managing remote talent with confidence.

If you're tired of:

- Micromanaging every task
- Wasting time on inefficient workflows
- Feeling stuck in daily operations instead of growing your business

Then this course is **exactly what you need**.

Sign up today and start building the remote workforce that will take your business to the next level!

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HERE**



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