

# 8-Hour Day vs 8-Hour Week â TTPA Bandwidth Math

The arithmetic behind why a 32-hour-per-month VA cannot do the work of a senior TTPA running 8 hr/day.

Persona P1-Founder - Pain rows 2.1 - Expected CR 5 % page-view to email

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Sub-tier LinkedIn services advertise "8 hours per week" as full-time bandwidth. The arithmetic below shows why an eight-hour-week service is a part-time touch and not a substitute for a senior TTPA running an eight-hour day.

## The 32-vs-160 ratio

8 hours per week is approximately 32 hours per month. A senior TTPA working 8 hours per day, 5 days per week, is approximately 160 hours per month. The ratio is 5:1.

A 5:1 ratio means a 32-hour service can run roughly one-fifth of the cadence the buyer would expect from a full-time hire. That is enough for a touch-and-go presence; not enough for a buyer-in-market funnel.

## Loaded-cost overlay against in-house

A junior in-house hire in Sydney, fully loaded, runs at AUD 105,000-130,000 per year (~USD 70,000-87,000) â see the in-house calculator on </comparison/in-house-hire-alternative/>.

TTPA Tier 1 lists at USD 1,799.87 per month â USD 21,598/year â for ~160 hours per month of senior-grade attention. The loaded ratio of in-house vs TTPA T1 is approximately 4-5<sup>+</sup>.

A 32-hour-per-month service at \$400-700/mo is cheaper still â but the bandwidth ratio against a real seat is 1/5, not 1/1.

## Where 32-hour services fit

A 32-hour service is appropriate for a brand-presence touch on a non-funnel role, or for an operator who already has a 160-hour-per-month internal owner and needs supplementary bandwidth.

It is not appropriate as the sole engine of a buyer-in-market campaign. The math does not support it.

**Next step.**

Run the in-house calculator

<https://tpa.example.test/comparison/in-house-hire-alternative/>