

EVERYTHING

**YOU NEED TO
KNOW ABOUT**

**VIRTUAL
ASSISTANTS**

**WANT TO
BECOME ONE?
GOT YOU
COVERED TOO!**

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No matter whether you are thinking
about

becoming a
Virtual Assistant

OR

Whether you are thinking about
Hiring

A Virtual Assistant

This Guide Is For You



VIRTUAL ASSISTANTS

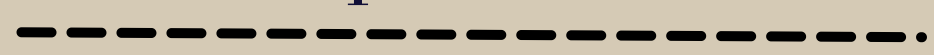


Check Out The Sun!

Working From Anywhere Has Benefits!

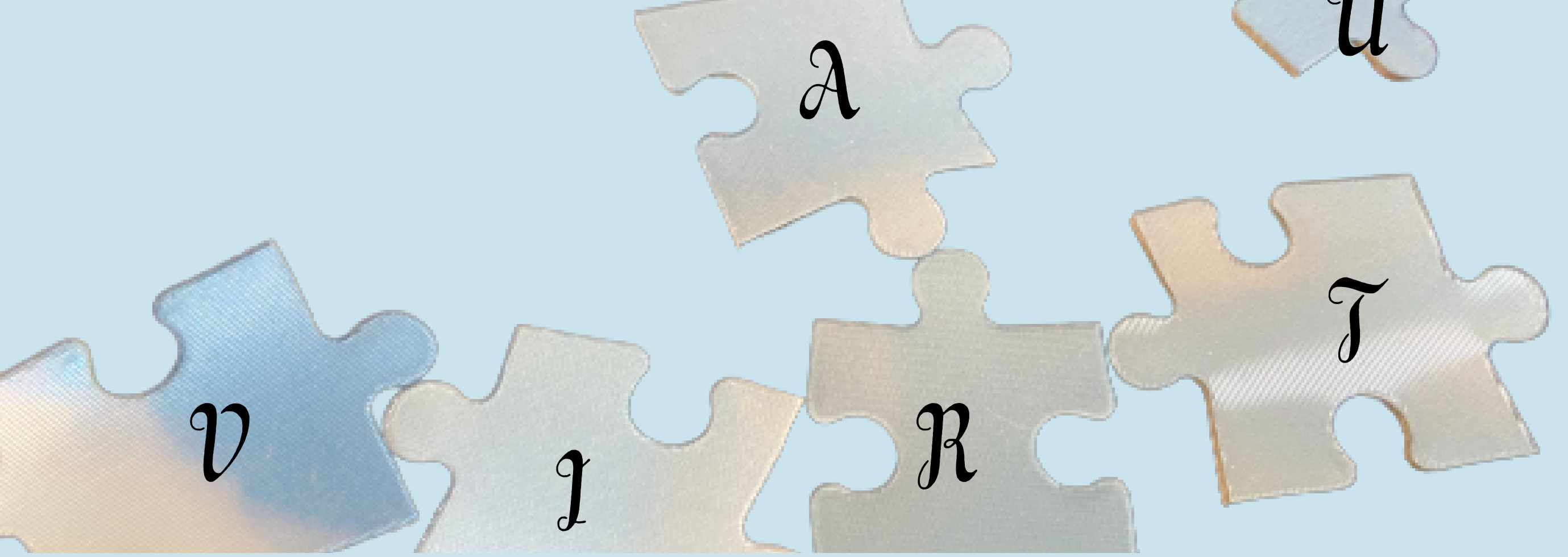


Jo is a Business Mentor & owns a
Virtual Assistant Service
with over 20 years of business
experience.



**"I believe in
Sharing & Learning Together
For A Better Now
&
A Positive, Successful Future"**





What Is A Virtual Assistant?

Virtual Assistants are generally self employed, freelancers who can provide services such as (not limited too)

- Administration tasks
- Social media
- Content writing
- Data entry



Many Virtual Assistants can offer technical services such as teaching the use of:

- Systems/CRM's
- SEO
- Even audio and video editing



Virtual Assistants come in all shapes and sizes with different *skill sets* so choosing the one for you might take time.

Virtual Assistants charge only for the hours worked.

There are **no additional costs** such as insurance, office space or travel since all virtual assistants work remotely.

Who Can Be A Virtual Assistant?

Any one can become a virtual assistant providing you have:

- An office space with a computer or laptop and high speed internet.

It's helpful though not always necessary to have:

- a printer and scanner
- note pads
- pens and paper
- a diary to write things down

Of course if starting out and spending is limited you can get by with your cell phone and notepad or even just a computer.

A virtual assistant needs some skills to get started.

Skills of All Virtual Assistants

Just like starting out in any business there are some basic skills needed to get going. You will learn so much along the way.

1. Basic Computer Skills

Many small businesses are using tools such as

- Google Drive
- Trello
- Buffer

Familiarizing yourself with these apps is an important starting point as well as being able to use your computer and any apps you have built in or downloaded.

Example would be Microsoft office.



2. Communication Skills



With excellent verbal and written communication skills it will be easier to land jobs in the virtual assistant world.

It's important to remember that since there is no physical meeting and the only connection is via email, messages or video calls, clients need to rely on this method of communication therefore everything has to be top notch.

Goes both ways though.

It's also important a client remembers to specify exactly what they need and how the tasks should be performed.

Relaying information must be concise and well informed for both parties to avoid mistakes and miscommunications.

3. Stay Organized



As a virtual assistant you will need to be very organized and even more so if you have more than one client.

- Make sure to use your time well (time management)
- Prioritize your tasks
- Set your work hours and stick to them
- Set everything up in a calendar
- Make lists

4. Reliable, Trustworthy & Committed



No one wants to hire someone or be hired by someone who is not **reliable, trustworthy or committed**.

I remember back in the beginning a new client told me I was his 3rd VA in the matter of a few weeks. Each one he had hired "flaked out" on him, with no response to emails.

I assured them it wouldn't happen with me and 3 years later we are still working together!

People buy from people, generally people you can **trust**. It's important that you are creditable. One way to build on this is to be **online visually**.

Get **seen** through your **social media** accounts by potential clients looking for a VA.

Often clients will take VA's from the internet for small projects. (sites like Freelancer, Fiverr and Upwork others) If you are using a site like this to find jobs you must always stay on top of the work and deliver as promised. Of course that goes for all clients no matter where they come from!

Be aware though, some of these sites charge for membership and take a % of your earnings



5. Motivation

It's not easy working from home and many VA's do.

It's important that you are **motivated** and **disciplined** in order that you stay **focused**.

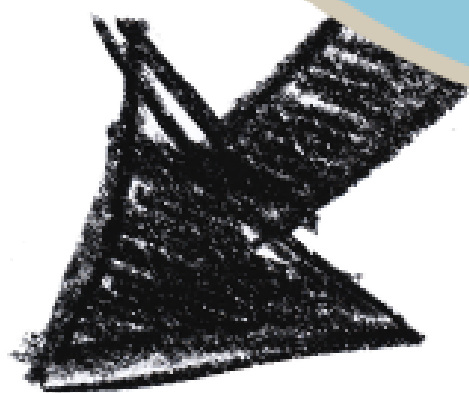
When you follow a:

- routine
- set goals
- exercise
- drink plenty of water
- take breaks

motivation will come naturally.



**OUR MOTIVATION
COMES FROM
OUR INSPIRATION**



OUTSIDE TO INSIDE



6. Creativity



As a virtual assistant you will need to be creative. Everyone has creativity inside them, it's all about finding it. Curiosity will often lead you to creativity. After sometime as a VA it will help to find a niche and via social media you can advertise your expertise. Clients are outsourcing since they need the time to do other tasks that come under their niche rather than simple every day tasks. The idea is not to hold our hands all the time so we need creativity to build upwards and learn to work alone.

While taking on our clients tasks, we as virtual assistants don't want to only produce the work, we want to **wow** the client with our brainstorming and ideas.

Offering the client to go the extra mile is the best practice. Think about the creativity inside you that you can share with your clients to make the work efficient and smoother.



Benefits Of A Virtual Assistant

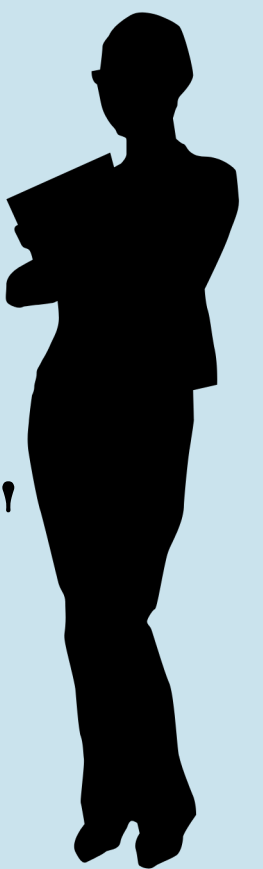
There are many benefits to having a virtual assistant.

We all have the same 24 hours in a day, so using our time wisely is the most important aspect of our lives.

Life can get extremely busy. Outsourcing work is one of the best uses of our funds in most small businesses.

"Find the jobs you have no time for.

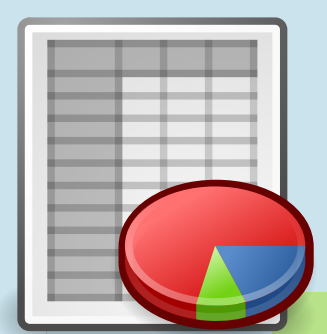
Find the work you have no passion for"



It might be a simple task like **tracking all the daily expenses** in your business. Have a VA set up a spreadsheet and track all the expenses for you.

Maybe it's **social media**. If you don't enjoy spending time online, posting content and engaging with others. No problem!

Find a VA who understands social media and let them help and guide you to reach your full potential online.

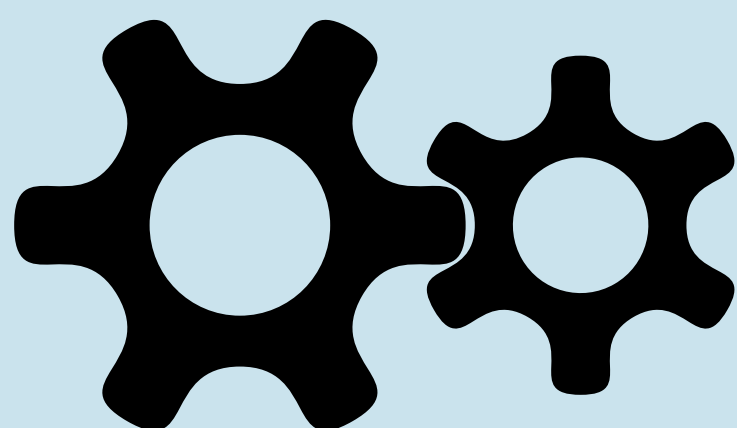


More Benefits Of A Virtual Assistant

VA's do not typically work from an office, they generally work from home or anywhere they like as long as they have high speed internet.

Some of the best benefits include:

- Many VA's only charge hourly or by block payments (discussed under services and charges)
- Hiring a VA allows you to become more productive with the tasks that really need your focus.
- We spend a lot of time on our emails and on small tasks that can be avoided by having an assistant on hand.
- Another advantage of hiring a Virtual Assistant is skill set. Not everyone in your office can do all the skill sets.
- Many virtual assistant speak a second or third language. They can assist with any projects that need translating or where a bilingual speaker becomes useful.
- No Travel Expenses
- No additional costs other than hourly rate.





Your day starts with coffee and a catch up on LinkedIn.

A little later you step into the office.

On arrival three workers approach you with urgent matters.

Three other workers are gathered around a computer screen laughing at the latest tweet on twitter.

Two more awesome colleagues are standing at the coffee machine chatting.

One is scrolling Facebook at their desk, again!

It's a known fact that most in-office employees are averaging approximately 3 hours of productive work time inside the office. It's not rocket science.

Get a VA! **No need to pay** for their on-site amenities, coffee breaks and in-person meetings.

With a VA, you'll be much happier in your business and general life!



How To Hire A Virtual Assistant

Decide What Your VA Will Do



When looking to hire a virtual assistant, write down a list of all the tasks you could outsource yet currently don't.

Keep this *list* in mind when looking for an awesome VA. Try to see if you can find a VA that meets *all your requirements*.

Decide on a budget



VA's range from \$10 an hour to anywhere up to \$100 an hour and more. It depends on the type of skill set(s) you need and the efficiency of the VA.

Looking for a VA



There are many places you can look for a VA.

LinkedIn and other social media apps such as Facebook, Instagram and Twitter have many VA's all with different skill sets, work ethics and offers.

Remember if you have a budget take that into account too.

Do your **research** and find the best one for you!



How To Hire A Virtual Assistant

Consider how many hours you will need a VA THEN:

- Write a job post for social media

Always ask for references from their clients or former employer

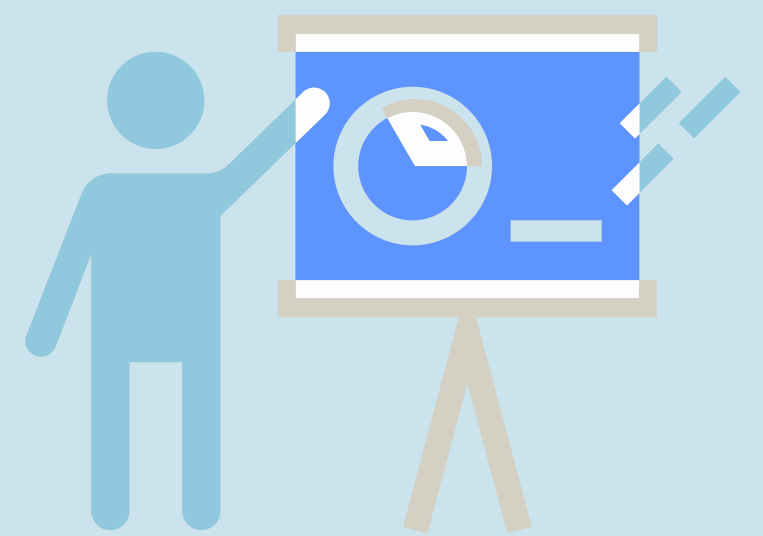
- Ask on social media especially in business groups
- Ask in your community, family and friends.
- You'll find VA's everywhere!

Make sure to have a training program in place

VA's often work with multiple clients.

Each client and VA have a different style.

It's important to really train your VA from the beginning and to ensure they feel comfortable asking questions and getting more information.



Recommended

When you find the VA for you, agree to start off the first month with a **trial period** to ensure you are both happy and meeting each other's expectations.

Be honest and open - respect each other!

Remember just because a VA doesn't sit in your office they

are still a part of your team, so treat them well and they'll stay with you a long time!



How To Find Virtual Assistant Work

There are tons of job postings daily on many sites so once you set up your business and it is open you can go ahead and start looking for employment.

Building a large network on a platform like LinkedIn has proven more than useful for me. I have had non-stop requests for my Virtual Assistant Services.

DISCOVER YOUR NICHE



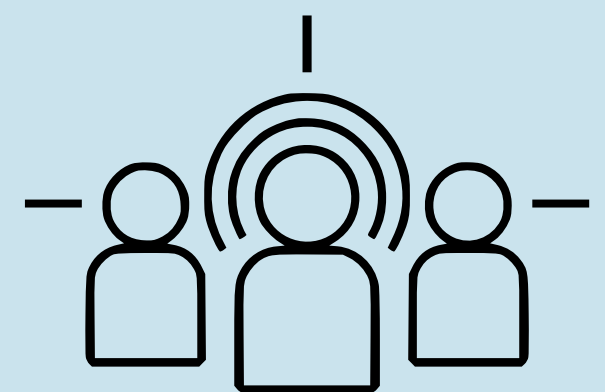
What is it that you really love to do within the VA world?

- Maybe you love numbers?

Find **data work** or bookkeeping work in the VA field.

- If you love **social media** like I do, learn how to write and produce great content. Become a Social Media Virtual Assistant.

All VA's should have a **niche** and while you can serve customers with admin work, it is great if you serve customers **within your niche too, in order to upkeep your passions.**



Discover Your Competition



When you begin it is really helpful to put together a list of your competitors.

Google to start with, can help you with this.

Once you understand who is your competition, it is easier to build your brand and to become the best in your field.

Know what others are charging, who they target, what they offer and more.

Discover Your Way



Building a business is time consuming and at times difficult.

The only way you will know what works and what doesn't is with trial and error.

You have to keep changing it up then switching it around if you want to see things evolve.

It's important to stay visible when you can on social media.

You have no idea how many people are actually watching you.

Stay On Your Game

Keep your eyes and ears open all the time. Connect and network in the right places, with the right people at the right time. Don't forget to follow us on social media, we would love to follow you!





Do I Need A Website?



Most Frequent question asked!

The simple answer is *YES*.

Let's look at some of the **advantages** of having a website.

1. When you have a website, your **online presence** is always there, 24/7.
2. Having a website shows **credibility** and **trust**.
3. A website is a great place for all your **information to be easily read**.
4. **Target and market audience** gets a wider range since the **entire world** can see your information.



IMPORTANT NOTE

While it is important to have a website it doesn't have to be the first thing you do as it can be costly to set up.

Helpful Website Tips

- Be Clear and precise
- Include at least 5 CTA's (call to action) on each page
- Make sure you have a contact page
- Testimonials are golden

For more tips: [Contact me](#) (see what I did there?)

Pricing & Payment Plans

Pricing is always a difficult one!

What Helps Is To **KNOW YOUR WORTH**
Only when you know your worth can you answer this question with **confidence**. Being a VA requires you to answer with **confidence** about what it is **you do and why your costs** are what they are.

When asked what your prices are, answer with more information. Explain to the potential customer what **value** they will receive.

Pricing is one of the key decisions of setting up a business. By doing a **competitive analysis** of similar companies in your field you can get a better idea. You can also start out by experimenting. The first client you get might not be the one who pays much although it will be a great experience!



Many VA's **charge by the hour** whereas many have **pricing packages** too. Some offer a block of 10 hours for a lesser price than each of the hours you charge which is a more convenient and ideal way to price your offer.

Remember to only offer a roll over for the block for an extended period of time.



? **Business Owners Ask Yourself: What work do you do that has the biggest impact on your business?**

All your energy needs to be focused here, within what you do that has the biggest impact on your business.

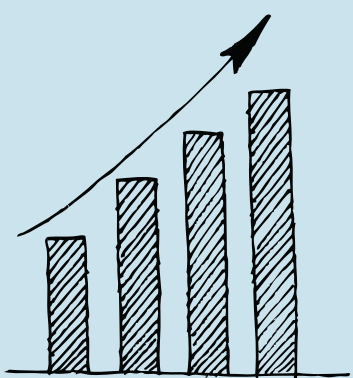
In order to **grow an innovative business** you have to be working on your niche and not wasting time on tasks that are simple and others can be doing for you.

That is where a team is able to step in and help you.



? **Virtual Assistants Ask Yourself: What solution can I offer to my client?**

Start with offering simple VA tasks then as your business **grows** you will **grow** too. Your skill set will change, you will learn more and your knowledge will keep growing.



Let The GROWTH Begin!



Ready To Learn More About How We Can Help You?



FOR A POSITIVE, SUCCESSFUL FUTURE

Business Mentor & Virtual Assistant Services

- Jo Rothchild www.makingitwork4u.net

