

CHECKLIST

VA Checklist

This checklist will help you identify which VA niche suits you best based on your skills, interests, and experience.

Instructions:

- ✓ Read each statement carefully.
- ✓ Mark (✓) if the statement applies to you.
- ✓ Count your ✓ marks in each section.
- ✓ The section with the most ✓ marks is your strongest VA niche!

GENERAL ADMIN & EXECUTIVE ASSISTANCE

- | | |
|--|--|
| I am highly organized and love managing schedules, emails, and documents. | |
| I enjoy making to-do lists and keeping things structured. | |
| I have experience using Google Workspace or Microsoft Office. | |
| I am good at writing professional emails and handling customer inquiries. | |
| I can handle data entry, file organization, and other admin tasks efficiently. | |
| I pay close attention to detail and can follow instructions well. | |
| I can multitask and prioritize work with minimal supervision. | |
| I enjoy problem-solving and assisting clients with their daily operations. | |

TOTAL: _____

SOCIAL MEDIA MANAGEMENT

- | | |
|--|--|
| I love scrolling through IG, TikTok, FB, or LinkedIn and analyzing content trends. | |
| I have experience creating social media posts, captions, or graphics. | |
| I can edit short-form videos using CapCut, InShot, or Adobe Express. | |
| I understand the basics of engagement, hashtags, and social media algorithms. | |
| I enjoy interacting with people online and building relationships with followers. | |
| I can create and schedule content using Meta Business Suite, Later, or Buffer. | |
| I love brainstorming creative content ideas for businesses. | |
| I have experience or interest in running Facebook or Instagram ads. | |

TOTAL: _____

E-COMMERCE & AMAZON VA	
I am detail-oriented and can manage product listings on Amazon, Shopify, or Etsy.	
I enjoy researching products, trends, and keywords to optimize sales.	
I have experience or interest in using tools like Helium 10, Jungle Scout, or Keepa.	
I can assist with order processing, tracking shipments, and handling returns.	
I understand the importance of product descriptions, reviews, and images.	
I can assist in responding to customer inquiries and resolving complaints.	
I like working with spreadsheets and analyzing sales reports.	
I can manage inventory, restocking, and supplier coordination.	

TOTAL: _____

EMAIL MARKETING & CONTENT WRITING	
I enjoy writing blog posts, newsletters, or marketing emails.	
I have experience using email platforms like Mailchimp, ActiveCampaign, etc.	
I can create compelling ad copy, subject lines, and email sequences.	
I understand email automation, segmentation, and analytics.	
I have strong proofreading and grammar skills.	
I enjoy researching and writing engaging content for different audiences.	
I can manage WordPress, Wix, or other CMS platforms for content updates.	
I am familiar with SEO principles and keyword optimization.	

TOTAL: _____

CUSTOMER SUPPORT & TECHNICAL SUPPORT VA	
I have strong communication skills & can handle customer inquiries professionally.	
I am patient and can deal with complaints, refunds, and customer issues.	
I have experience using chat support tools like Zendesk, Freshdesk, or Gorgias.	
I can respond to emails, live chats, and social media messages efficiently.	
I enjoy solving problems and finding solutions for customers.	
I am tech-savvy and can troubleshoot basic website or software issues.	
I can handle customer database management and order processing.	
I am comfortable making or receiving phone calls as part of customer service.	

TOTAL: _____

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What's Your VA Niche?

◆ **Highest Score (Your Best Fit!)** → This is your strongest VA niche and where you should focus.

◆ **Second Highest Score** → Consider this as your secondary niche to upskill or explore further.

Not sure? Start with General Admin VA—it's the most versatile niche!

Want to learn more about how to start with your Virtual Assistant career? Sign up to get the latest updates on courses and other VA resources.

Sign up now!