



TRAVEL THE WORLD AS A VA: A GUIDE FOR FAMILIES TO LIVE, WORK, AND EXPLORE TOGETHER



Welcome

You've probably downloaded this guide because you're thinking that the conventional life is no longer for you, and you're looking to exit your old life and start a new life of travel and worldschooling. For some, becoming a Virtual Assistant is the perfect pathway to freedom, using the skills you already have to become a freelancer and then build an exciting and thriving business

We can take you from no-idea-what-you-can-offer, to having a solid plan of action with this guide. we'll explain exactly what a VA is, give you ideas for services you can offer and how to track down your first client, explain what you can expect to earn, and give you tips and tricks to make your worldschooling journey a success.

Gone are the days of having to work a 9-5, missing important family time, and having someone else tell you when you can go on holiday. Start your journey here, today.





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ABOUT ME



I'm Emma, one quarter of Two Kids and a Backpack, and I'm here to take you from watching others have all the fun to creating a viable income online, using the skills you already have.

I've done exactly that, and now I travel the world full-time with my husband and 2 children, relying solely on my VA income. This came after years of dreaming of worldschooling, and having no idea how to make it happen!

I'm on a mission to help families turn their worldschooling dreams into a reality, and tick 'sort an online income' off the travel to-do list

BOOK A CALL WITH EMMA

VIRTUAL ASSISTANTS

Picture this: you're working on your laptop, sipping coffee, and ticking off tasks for clients, all from a cosy Airbnb in Portugal. That's the life of a virtual assistant. But what exactly does the role involve? Let's break it down into bite-sized pieces.

What is a VA?

A virtual assistant (VA) is like a remote right-hand person who helps businesses or individuals with day-to-day tasks. It's like being an office assistant, but your "office" is wherever you want it to be—and yes, that includes the beach (though we find it best to avoid sand near your laptop!). VAs commonly support business with a range of admin, marketing, tech, and sales tasks.

Not all VAs do the same tasks—it depends on your skills and interests. Some might specialise in bookkeeping or social media, while others focus on admin duties. The term 'VA' covers a wide spectrum of business support.

What skills do I need to be a VA?

1. Strong Communication:

- You'll be emailing, calling, or chatting with clients. Clear and polite communication is a must.

2. Time Management:

- Balancing work, family, and travel? Learn to prioritise like a boss. Calendars and timers are your best mates.

3. Tech Savviness:

- You don't need to be an IT wizard, but knowing tools like Zoom, Trello, or Google Docs helps.

4. Problem-Solving:

- You'll face surprises, from internet outages to urgent tasks. Stay calm and tackle issues head-on.

5. Organisation:

- Whether it's keeping digital files tidy or making sure everyone on your team knows their tasks, organisation is key.

6. Adaptability:

- Each client is unique. Be ready to switch gears and tackle different industries or needs.

7. Multitasking:

- You might juggle several clients. Staying focused while shifting between tasks is essential.

8. Patience and Positivity:

- Working with clients (and kids!) sometimes requires a calm outlook and a sense of humour.

A TRAVELLING VA

A laptop lifestyle sounds all well and good, but is it really compatible with world travelling as a family? It's a yes from us! We're proof that you can travel as a family AND build a successful business as you go. We recommend setting up your business before you leave home to give you peace of mind on the move, though it's just as easy to get started on the move.

How much could I earn?

Well, that depends.

The average rates for Virtual Assistants are as follows:

- UK: £25-£35 per hour, and £35-£50 per hour for specialist skills
- USA: \$40-\$60 USD in the USA, and \$60-\$90 for specialist skills
- Australia: \$50-\$80 AUD in Australia, and \$70-\$120 per hour for specialist skills

Sound too good to be true? Clients pay a higher hourly rate than they would for employed staff because they get ultimate flexibility. They may only need support for 10 hours per month, and don't have the hassle of the paperwork and taxes that come with employing someone, just one invoice to pay periodically.

You're likely to be finding (and winning!) clients in your home country, so you can charge a decent rate and often live more cheaply other parts of the world. This often means that only one grow-up needs to work to support the family.

As an example, you could work for 25 hours per week on your client work, and reserve 3 hours per week for marketing your services, and admin. At £35 per hour, you'd be bringing in almost £4,000 per month before taxes - more than enough to live a great lifestyle in South East Asia!

Create another income stream

Once you've built up your own client base and found your feet as a VA, it's a good idea to take on Associates. Many VAs follow the associate business model, which is where you subcontract work to other trustworthy VAs and you make money on each hour. For example, you charge your client £35 per hour for 5 hours per week work, and pay your Associate £23 per hour. You'd be making almost £300 per month under the arrangement, without actually doing the client work. This is a popular way to grow a Virtual Assistant business (and it's how Emma has built hers to five-figure months!).

SERVICES YOU CAN OFFER AS A VA

This is not a list of services you should be offering in your VA business (remember that saying 'Jack of all trades...?!'). These are ideas, and we'd recommend starting with just a few services that you're experienced in and/or confident completing for clients. Consider how dependent you want to be on your home country's timezone when thinking about which tasks will be most suited to your travel lifestyle.

Administrative Tasks

- Email Management
- Diary Management
- Creating/amending spreadsheets
- Generating reports
- Completing forms/applications
- PDF Conversions
- Minute-taking
- Updating records
- Data entry
- Booking meetings
- Researching software options
- Creating documents, such as spreadsheets
- Transcription
- Preparing agendas
- Dealing with suppliers
- Creating presentations & proposals
- Arranging gifts
- Researching venues
- Arranging events
- Filing documents
- Onboarding clients
- Updating databases
- Sending letters and emails
- Formatting documents
- Writing SOPs (Standard Operating Procedures)
- Creating reports

Tech Tasks

- Providing tech support during meetings and webinars
- Creating sales funnels
- Creating and running ad campaigns on Facebook, Instagram, and Google
- Sending newsletters & scheduling email campaigns
- Uploading products to an eCommerce website
- Adding new website pages
- Updating plugins
- Setting up automations using software such as Zapier
- Uploading and updating blogs
- Adding new website pages
- Setting up systems, such as CRMs or project management software
- Creating sales pages
- Editing video content
- Technical SEO optimisation

Marketing Tasks

- Creating social media posts
- Creating reels/Tik Toks
- Writing social media captions
- Creating social media graphics
- Responding to DMs
- Scheduling social media posts
- Moderating Facebook groups
- Proofreading and editing content
- Topic research
- Keyword research
- SEO audits and planning
- Cold outreach in DMs
- Setting up new pages and accounts
- Designing leaflets & flyers
- Sourcing podcast interview guests
- Sourcing PR opportunities
- Repurposing content into social posts, blog posts, video scripts etc
- Researching backlink opportunities
- Designing banners for social profiles
- Creating lead magnets
- Replying to messages and mentions on social media
- Engaging on social media channels
- Creating email newsletter templates
- Creating social media templates
- Copywriting – blog posts, profiles, sales emails, newsletters

Finance Tasks

- Creating & sending invoices
- Chasing up unpaid invoices
- Creating reports
- Processing payroll
- Processing payments
- Reconciling accounts
- Inputting invoices into accounting software

Sales Tasks

- Cold email outreach
- Responding to enquiries
- Calling warm leads
- Booking appointments for sales team
- Following up following discovery calls
- Creating proposals
- Sales admin, such as sending proposals
- Updating CRMs
- Lead generation

Customer Service

- Looking after a Live Chat
- Handling income enquiries
- Following up on orders and requests
- Replying to customer queries
- Handling complaints
- Contacting clients with updates
- Monitoring project progress
- Chasing customers for information or payment
- Requesting reviews

Find your first, second and third client:

1

Email Outreach

Send a personalised email to your ideal client

2

Your Hairdresser

And everyone else too! Make sure everyone knows what you do

3

Guest Blog

Make use of someone else's audience and show your expertise

4

Google My Business

Set up and regularly update it with your services and news

5

LinkedIn Connections

Get your profile looking sharp and connect with you ideal clients

6

Send a letter

Old-fashioned and unexpected

7

Lead Magnet

To be downloaded by your ideal client, who then gets added to...

8

Your email list

Have you got one? Make one! Interact! Be present!

9

Pick up the phone

This is SO effective when done well

10

Facebook Ads

When you're established and know EXACTLY who to target

11

Google Ads

Same as Facebook Ads, know your ideal client and services first!

12

Write a testimonial

Good Karma, and your name is seen when they inevitably share it

13

Send personal emails

From your business email account. You never know who needs you!

14

Facebook Group Pt1

Offer to hold training for your ideal clients in a relevant group

15

Facebook Group Pt2

Help your ideal clients in Facebook groups by commenting

16

Write a blog post

Great for SEO and you can get 4-8 posts out of it for socials, such as...

17

Instagram

Research hashtags that your ideal clients are looking at

18

Industry magazines

Offer to write an interesting article that your ideal client would love

19

Your phone book

i.e the builder who did work for you, tell them what you do!

20

Networking events

Write a killer elevator pitch and connect with people

21

Deliver flyers

If you're looking for some local business

22

Pop in!

It helps if you're local too, dive in and tell people how you can help

23

Ask for referrals

From old work colleagues, current clients, and friends

24

Go on a Podcast

Explain to the host why their listeners want to hear from you

25

LinkedIn comments

Seen by your audience and more

26

Follow up

Follow up on previous enquiries to see if they're looking for support

27

Get on camera

Video will help your audience get to know you better

WORLDSCHOOLING AS A VA

Juggling work, family, and travel might sound tricky, but with some smart planning, it's entirely doable. Striking that balance between getting your work done and giving your family the adventure of a lifetime requires effort but also pays off with unforgettable memories. Let's break it down to make it easy and fun.

A flexible schedule

Flexibility is the magic ingredient when working and travelling as a family. The good news? As a virtual assistant, you call the scheduling shots.

Start by identifying everyone's daily needs. Do your kids have specific nap times, or are there key family activities planned? Block off these must-have moments first. This creates a structure where work fits into life rather than life squeezing around work.

Here are a few tips to create a flexible yet effective schedule:

- Set non-negotiables: Prioritise fixed times for family meals, outings, or bedtime routines to maintain stability.
- Work in sprints: Instead of long stretches, break your tasks into 2-3 hour bursts and aim for focus during those times.
- Leverage quiet hours: Early mornings or evenings are often calm, perfect for deep work while the kids sleep or unwind.
- Daily check-ins: Spend 5 minutes as a family each morning, aligning plans for the day so you're all on the same page.

Routines help, but they don't have to be rigid. If there's a chance to go snorkelling or visit a historic spot during work hours, adjust your timeline. That email can wait; the coral reef won't. Balancing consistency with spontaneity will keep everyone happy and make the journey more enjoyable.

The great thing about building your own business is that you can build it around the lifestyle that suits you. Offer services that aren't time zone dependent, target industries who are laid-back regarding location, and only work with the people that you want to. You're in control here!

WORLDSCHOOLING AS A VA

Learning and Fun

One of the best parts about working while travelling? Turning every day into a learning opportunity for your children! You don't need classrooms when the world is your school.

Start by weaving education into your adventures:

- Visit museums and landmarks: Turn a trip to the Louvre into an art and history lesson.
- Learn the local lingo: Practice ordering food or saying hello in the local language—it's education in action!
- Nature-based activities: Explore a rainforest or collect shells on the beach to learn about ecosystems.

There's also room to combine fun with intentional education:

- Online learning tools: Use platforms like Khan Academy or Duolingo to supplement traditional learning while travelling.
- Field journals: Encourage your kids to sketch or write about their adventures, helping them reflect on what they're experiencing.
- Cooking local dishes together: It's maths (measuring ingredients), culture, and a treat, all rolled into one.

As for fun, make it a priority daily. Whether that's playing tag at the park, watching a local festival, or simply goofing off between tasks, these moments make travel unforgettable.

Mixing learning, fun, and work can feel like spinning plates, but with the right mindset, it's more like a joyful dance. Work and adventure don't have to compete—they can complement each other beautifully.

Worldschooling approaches

Here are some popular world schooling strategies:

1. **Unschooling:** This method focuses on child-led learning, allowing children to naturally explore and learn from their environment.
2. **Distance Learning:** Originally designed for families in remote areas, distance learning now serves world-travelling families well. Children can attend school online, following the usual curriculum, but from new and ever-changing locations. This approach is particularly popular in places like Australia, where remote living is common.
3. **Hybrid:** In this model, the parents directly educate their children, often following parts of or all of a set curriculum for key topics. The "classroom" is wherever the family happens to be, making education a part of the travel experience.

WORLDSCHOOLING AS A VA

Building a community

It's easy to find other travelling families – AKA 'your people' – as you navigate the world on this journey. Here are some of our favourite places to stumble across new friends:

Facebook Groups

Start by tapping into local Facebook groups specific to your next destination. These groups are hubs for ex-pats, travellers, and like-minded digital nomads where you can gather valuable insights, ask for advice, and even arrange meetups.

Organising and Attending Meetups

Participating in or organising meetups is a fantastic way to forge new friendships. These gatherings can vary from casual coffee meetups to more structured activities, providing excellent opportunities for you and your children to meet others in similar situations.

Joining Co-working Spaces

Many digital nomads use co-working spaces for work and as a community hub. Look for co-working spaces that are family-friendly or offer community events, which can be great for meeting other travelling professionals.

World Schooling Hubs

If your travels take you to popular digital nomad destinations like Bali, Malaysia, and Mexico, engage with world schooling hubs. These hubs offer educational programs and a built-in community of global families, enriching your children's educational journey and providing social opportunities.

Participating in Local Activities

Enrol your children in local activities or sports, which can help them make friends and integrate more quickly into the local community. This also allows you to connect with other parents and families likely in similar situations.

Encouraging Spontaneous Interactions

The nature of travel means you'll often encounter the same families in different locations. Encourage your children to build on these recurring meetings to develop lasting friendships, mirroring the familiar bonds they would form in a more static community.

Cultivating a Flexible Community Mindset

Finally, embrace the fluidity of nomadic life. Community for nomads isn't static; it's about making connections wherever you are, staying open to new experiences, and maintaining relationships across distances.

TRAVEL TIPS FOR WORLDSCHOOLING VIRTUAL ASSISTANTS

Accommodation

Your accommodation must go beyond a comfortable bed and good Wi-Fi when travelling as a family.

Working remotely means you'll need extra space to ensure your work doesn't disrupt family activities.

Platforms like Airbnb often offer more space and flexibility than traditional hotels. Look for listings with multiple rooms, dedicated workspaces, and family-friendly amenities like kitchens or play areas.

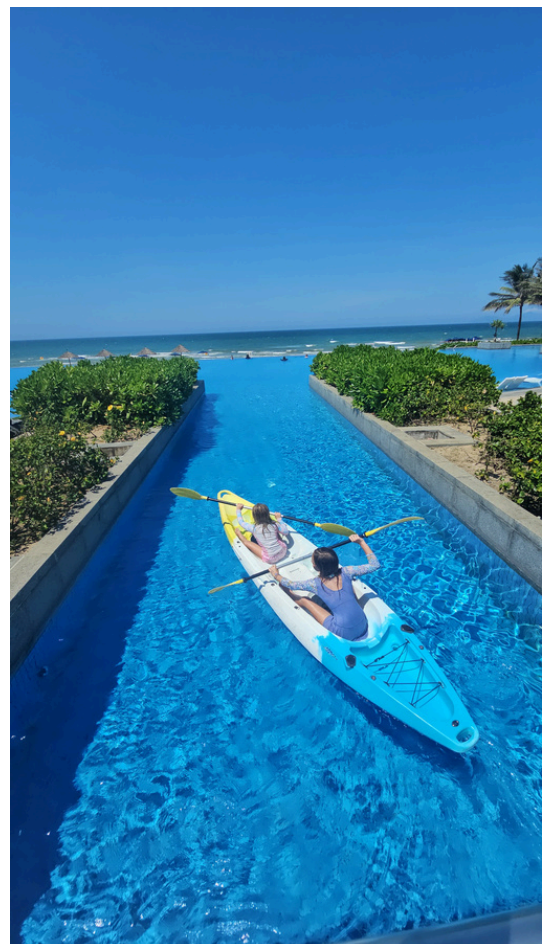
for longer stays and reduced rates, it's easy to find rental properties once you've arrived at a destination.

If your kids need a safe outdoor space to burn off energy, prioritise accommodations with gardens, terraces, nearby parks, or swimming pools.

On days when productivity is key, consider checking into a coworking space. These spaces offer reliable Wi-Fi, a quiet environment for focused work, and the opportunity to network with other remote professionals.

We always recommend finding accommodation that allows you to be in a separate room to work, so that you can concentrate fully and without needing the kids to be quiet!

Of course, internet is going to be fairly high up on your list of must-haves wherever you go. Don't panic, many developing countries have a great internet network, as long as you're not in the middle of the jungle, you're likely to have good enough internet to get by.



TRAVEL TIPS FOR WORLDSCHOOLING VIRTUAL ASSISTANTS

Tech must-haves

Travelling as a VA family requires specialised packing to ensure work and family life run smoothly.

Tech essentials include a laptop, protective cases, and noise-cancelling headphones for client calls. Also, remember backup chargers, battery packs, and extra cables in case something breaks or gets lost. If you're used to using 2 screens to work from, you can carry a small portable screen too!

For connectivity, a portable router like the **Nighthawk** ensures your entire family can stay online, while a power bank can keep everyone's devices charged on long travel days. For kids, pack lightweight entertainment like tablets loaded with educational apps, travel games, and a few of their favourite toys to keep them occupied.

Digital Security

One of the most critical considerations for travelling families is digital security. When you're working remotely and handling sensitive client information, you must ensure your data—and that of your clients and family—is safe. A Virtual Private Network (VPN) is essential in your digital toolkit. We use [Surfshark](#) and love it!

A VPN encrypts your internet connection to protect against hackers and allows you to bypass location-based restrictions. For example, did you know that you can't access Instagram music for your Reels in some countries? A VPN solves that issue. Beyond work, it's a lifesaver for entertainment—imagine streaming your favourite family show from home while unwinding after a long day of travel.

Password protection is equally important. Using a password manager like Keeper can ensure your personal and client information is secure, giving you peace of mind wherever you go.

Another important consideration is not to take on clients with strict data protection, such as lawyers and doctors, where you may be dealing with sensitive information. This type of work is only somewhat suited to moving around different Wi-Fi connections.



Your next steps

Sit yourself down with a pen and piece of paper, and consider which services you could offer as a Virtual Assistant. If you get stuck, reach out and let me know.

Finally, take it from us: making the decision to change your life is the hardest part. Don't let this be part of a dream that never transpires; with a clear vision and a plan of action, you can turn your worldschooling dreams into a plan and make it your reality.