

GETTING
STARTED AS A
VIRTUAL
ASSISTANT

Starter Pack



getting started

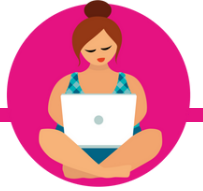
- Get your MIND right
- Decide WHO you want to work with
- Decide WHAT you want to do for them
- Get the MONEY side sorted
- Get SETUP online
- Go get some CLIENTS
- Basic biz setup
- Tech you NEED to know
- Daily Routine





MINDSET NOTES

who do you want to work with?



What skills and experience have you acquired over your career up until now?

What do you LOVE to do? What are your interests, passions and hobbies? What kind of things do you follow on social media?

Is there a sweet spot you can find?



who do you want to work with?



Do some research, and considering what you are going to be offering and to who, decide on your hourly rate and create your packages (10 hours, 20 hours, etc)

Decide now on your terms of payment. Remember as a VA, getting paid in advance is essential.

If you need to work on your money mindset do this now. Remember you will be a valuable asset to someone's business and once you start gaining experience your confidence will increase so don't sell yourself short by charging less than \$25/hour to begin with.



Decide on a name for your business

Get going and create a simple brand for your business if you cannot afford to hire a brand designer. Make sure you have a logo and brand guidelines which include fonts, colours and your icons

What platforms will you use to market your business? To avoid overwhelm begin with 3. I recommend Facebook, Instagram and LinkedIn, but it all depends on who you are going to be working with and what you are going to be offering

Now, optimise these profiles. Include the about section, your contact information and cover photos that include your branding

Make sure you have a clear and professional profile photo for these platforms

Go and check your personal profiles and make sure your photo is clearly you, and there is nothing offensive or derogatory on your profiles.

getting clients



Once you are all setup, it is time to announce to everyone what you do. If they don't know you exist, they cant work with you.

Make a list of everyone in your existing network and reach out letting them know about your new business and what services you are offering

Join 3 Facebook groups that you know your ideal client hangs out in. Aim to be hanging out in these groups every day to learn, help where you can and build relationships. Go out of your way to serve and learn.

Search for job posts in these groups daily, and apply. Remember to do your homework and stand out in the comments and ALWAYS follow instructions.





Time to start creating content. Go and research your ideal client, find out everything you can about them. What are their pain points? What keeps them up at night? What can you help them with that will solve these problems?

Use the above questions as a basis to start creating content that you can start posting regularly on your platforms. This is a good opportunity for you to start learning CANVA and META to create posts and schedule them. Create a list of content pillars or topics you could use to start creating some content. Think to yourself - is this valuable to my ideal client?

**Remember post testimonials when you receive them as it is social proof of your work as a VA*



COMPANY SETUP

Get your company setup and registered. This process will depend what country you are in. Go and do the research and get it done!

BRANDING

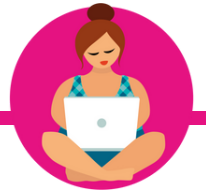
Make sure you now have your logo and brand guidelines sorted, if not, get that done! For tips on branding I highly recommend [Logolady's Youtube channel](#) with loads of videos on how to create an amazing brand

PORTFOLIO PAGE / LINKTR.EE

If you would like to create a portfolio page or something even more simple like a [Linktr.ee](#) page, go and set that up. Be sure to include your contact details, [calendly meeting link](#), and social profile links. Also include your list of services

PAYMENT GATEWAY SOLUTION

Make sure you have your payment gateway solution setup and ready to bill clients and receive money. [Paypal](#), [Stripe](#) and [wise.com](#) are good ones and commonly used.



CONTRACTS

Have a basic VA contract in place and include your branding on it. I have attached one in this training for you.

INVOICE TEMPLATE AND BILLING PROCESS

Make sure your invoice template and a basic billing process is ready to go! In the beginning you can use Google sheets for your invoices and tracking. Just convert to PDF before sending to your clients and be sure to include a clickable payment link. Included in this training is an invoice template for you to use.

GET ON GOOGLE

You need to get yourself setup with a Google account, this must include you getting to know: Gmail, Google Calendar, Google drive, Google sheets, Google docs, Google slides and Google forms.

When setting up your email, go ahead and setup your email signature to include your branding.

MEETING BOOKING LINK

It is important for you to have a meeting booking link that integrates with your google calendar so clients can book a meeting with you. I recommend [Calendly](#) but other options are [Doodle](#) and [Acuity](#).



TIME TRACKING SOFTWARE

When you first start out you will be tracking your time for clients hourly so its best to get software that tracks your time professionally and can generate reports for your clients. I highly recommend toggl!

Remember all these softwares you are getting setup is just giving you more and more skills for your VA journey because most of the clients you are going to work with have these softwares in place or at least similar ones!

ADDITIONAL NOTES

tech skills for you to learn



BEFORE YOU GO ON, READ THIS!

There are so many different types of tools in the online space and each of your clients will probably use different ones.

I don't want this to overwhelm you and you don't have to have all of these tools in your own business. This is just meant to give you an idea of what kind of software is used in this space.

It is okay to tell a client that you don't know the software that they are using, but you will learn it. Clients are looking for people to support their business and someone they can build a relationship with so most are very happy for you to still be learning.

Also know that once you know what type of software (and really they are easy and so many tutorials are available on Youtube for all of them!) such as Mailchimp for email marketing, you will know all email marketing softwares because they are all very similar.

The ones that you need to get up and running in YOUR business I have highlighted in blue.



tech skills for you to learn



TASK MANAGEMENT SOFTWARE

Research the different platforms available for this. The most common are: [Asana](#), [Trello](#), [Monday.com](#), [Click Up](#) and [Basecamp](#)

GOOGLE SUITE

Google suite is ESSENTIAL for you to learn, this includes Gmail, Google Drive, Google Calendar, Google Sheets, Docs, Slides and Forms. Start by creating a new [Gmail](#) account and the rest will be available to you to start setting up and learning.

DESIGN TOOLS

[Canva](#) is one of the best tools to use to help create your logo, branding, social media designs for you and your clients.

SOCIAL MEDIA SCHEDULING TOOLS

Facebook has their own META built in to help you schedule Facebook and Instagram posts, reels and stories. LinkedIn also has a built in one. However there are also other tools like [Hootsuite](#), [Meet Edgar](#) and [Buffer](#) that clients may use that you may want to check out.



tech skills for you to learn



COMMUNICATION TOOLS

Common tools for business communication are [Monday.com](#), [Click Up](#), [Slack](#) and of course good old Whatsapp. I personally love Slack!

EMAIL MARKETING

Good and common email marketing tools are: [Mailchimp](#), [Active Campaign](#), [Mailerlite](#), [Hubspot](#) and [ConvertKit](#). Personally the best free one I think is [ConvertKit](#) where you can set your own up and start learning.

SALES PAGES AND FUNNELS

Common software for sales pages and funnels are [ClickFunnels](#), [Leadpages](#) and [UnBounce](#) as well as most email marketing platforms previously mentioned also offer sales pages functionality. I would recommend you practise using the email marketing software you have chosen. Most of the common sales page softwares also have free trials allowing you to practise if needed.

COURSE AND MEMBERSHIP PLATFORMS

Alot of clients may have courses and memberships that they offer. These could be on hybrid platforms such as [Kartra](#), [Kajabi](#) or [Systeme.io](#), or course specific platforms such as [Teachable](#) and [Thinkific](#)





This what you should be scheduling to work on EVERY day in your business

- ✓ Creating content for your business
- ✓ Facebook groups and social media networking and building relationships
- ✓ Following up with potential clients
- ✓ Client work
- ✓ Admin in your own business
- ✓ Taking the time learn and sharpen your skills
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NOTES

WHATS NEXT?



Thank you for trusting me to teach, inspire and educate you about the wonderful world of becoming a Virtual Assistant! I hope you have loved this workshop, learned a lot but most importantly made huge leaps and bounds in terms of the progress of your VA business.

Sam x

**JOIN THE
FACEBOOK
COMMUNITY**

**BOOK A CALL TO
WORK 1:1 WITH
ME**





Get up, Show up and Do the Work