AB

THE VA WAY · SCRIPT PACK

First Client Script Pack

The exact words to land your first VA client, without feeling salesy.

By Sam Beasley · VA since 2014

ASSISTED BY BEASLEY · EST 2014

Assisted by Beasley

WELCOME

You don't need to be salesy to land a client

Hey, I'm Sam. I've been a VA since 2014 and I've worked for myself since 2019. My first clients didn't come from a clever marketing plan. They came from simple, honest conversations with people I already knew.
This pack gives you the exact words to start those conversations, so you're never staring at a blank message wondering what to say.

INSIDE

- Scripts for your warm network (friends, family, ex-colleagues, the school gate)
- Follow-ups that don't feel pushy
- A simple proposal template
- DMs for Facebook groups and Instagram
- A discovery call outline
- What to say when someone asks "how much?"

HOW TO USE IT

Copy a script, swap in the bits in [square brackets], and make it sound like you. Read it out loud before you send it. If it doesn't sound like something you'd say in the playground, change it until it does.

5 a day
messages, for 2 weeks

15 mins
a day, around school runs, tea time and everything else

BEFORE YOU START

The 3 golden rules before you message anyone

1 **Start a conversation, not a sale.**
Your first message asks a question or offers something useful. You mention your services only once they've shown interest.

2 **Make it about them.**
Mention something real, like their latest post, their business or something you have in common. One personal line beats a perfect script.

3 **Be specific about what you do.**
"I'm a VA, let me know if you need anything" gets ignored. "I help busy tradespeople keep on top of their emails and invoicing" gets remembered, and passed on.

Before you start, fill in your one-liner

I help [who] with [what]
so they can [result].

For example: *I help mums running small businesses with their admin and inbox, so they can get their evenings back.*

You'll use this line in almost every script below.

SECTION 01

Warm network scripts

Your first client is most likely one or two steps away from someone you already know. These scripts help you ask for introductions without feeling awkward about it.

SCRIPT 1

The "I've started something" message (friends and family)

COPY & PASTE

Hiya [name]! Bit of news, I've started my own business as a Virtual Assistant 😊 I help [who] with [what].

I'm not asking you to hire me, don't worry! But if you know anyone who's drowning in admin or always says they need "another pair of hands", would you mind thinking of me? A quick intro would mean the world.

SCRIPT 2

The ex-colleague

COPY & PASTE

Hi [name], hope you're well! It's been ages since [shared job/memory].

I've recently set up as a Virtual Assistant, supporting [who] with [what]. I remember how stretched [manager/team] used to get with [task], and it made me think of you.

Do you know anyone (at your place or elsewhere) who could do with some reliable remote support? I'd really appreciate a nudge in the right direction.

HOW I LANDED MY FIRST CLIENT

My friend Tash ran (and still runs) a wedding hair and makeup business. Her passion is getting out there, meeting her brides and getting them ready for their big day, not doing admin and emails. She's also dyslexic, so admin was a real struggle. I'd always had an admin role, so she asked if I could help. Then we realised I could offer the same thing to other businesses... and that's how I began.

My early clients came the same way, through friends on Facebook. You know when someone asks a question in a group you're not in, and a friend who knows what you do tags you in it? That's exactly how I landed my massage client. Your people are your best marketing, so start with them.

SCRIPT 3

The school gate or local business

For someone you know runs a business: the hairdresser, the dog groomer, the mum who does the cake stall.

COPY & PASTE

Hi [name]! I've always wondered how you keep on top of everything with [their business]. Do you do all your own bookings, emails and invoicing?

If they say yes, or "don't get me started":

COPY & PASTE

Honestly, that's exactly what I do now. I've just started as a VA and I help [who] take that stuff off their plate. Would it help if I sent you a little bit of info? No pressure at all.

SCRIPT 4

The Facebook or WhatsApp status announcement

COPY & PASTE

Big news (well, big for me!) 💛 After [X years in / time at home with the kids / your story], I've started my own business as a Virtual Assistant.

I help [who] with [what], all done remotely, so I can [your why: be there for school pick-ups / work around the family].

If you know a business owner who's stretched thin, I'd love an introduction. A share of this post would help loads too!

TIP

Add a photo of you at your laptop, at the kitchen table, in the car at pick-up, wherever you actually work. People buy from people.

SECTION 02

Facebook group and Instagram DM scripts

The golden rule online: **comment first, DM second.** Leave a genuine comment on a post or two before you message, so your name is familiar when it lands in their inbox.

SCRIPT 5

Replying to a "looking for a VA" post

Comment on the post:

> COMMENT
> Hi [name], I'd love to help with this! I support [who] with [exactly what they asked for]. I've sent you a message 😊

Then DM:

> DM
> Hi [name], I just saw your post in [group] about needing help with [task]. That's right up my street. I [one line on relevant experience, e.g. spent 8 years managing diaries in an office].
>
> Could we have a quick 15-minute chat this week so I can understand what you need? I'm free [two options].

SCRIPT 6

A business owner who's clearly overwhelmed

For when they've posted about being busy, behind on emails or working late.

> COPY & PASTE
> Hi [name], I saw your post about [what they said] and felt that! Hope you get a breather soon.
> I'm a VA and this is exactly the kind of thing I help with. No hard sell, but if you ever want to chat about getting some of it off your plate, I'm here. Either way, love what you're doing with [their business] 💛

SCRIPT 7

Instagram, after they've engaged with your content

For someone who has liked, commented on or replied to your stories a few times.

> COPY & PASTE
>
> Hey [name]! Thanks so much for [commenting / replying to my story], you made my day 😊 I had a nosy at your page. [Genuine compliment about their business].
>
> How's business at the moment? Busy season?

Let the conversation flow. If they mention being busy or stretched, use Script 6's second paragraph.

SCRIPT 8

The "useful thing" opener

For when you've got nothing to reply to but want to open a door.

> COPY & PASTE
>
> Hi [name], I came across [article / free tool / tip] and thought of you after your post about [topic]. Here it is: [link]. Hope it helps!

No pitch. You're building goodwill, and people remember who helped them.

SECTION 03

Follow-ups that don't feel pushy

Most clients say yes on the second or third message, not the first. Busy people forget to reply. They're not ignoring you. A follow-up is a kindness, not nagging.

WHEN	WHAT TO SEND
3–4 days, no reply	Follow-up 1
1 week after a chat, no decision	Follow-up 2
2–3 weeks later	Follow-up 3
A month or more on	Follow-up 4

FOLLOW-UP 1

The gentle nudge

> COPY & PASTE
>
> Hi [name], just floating this back to the top in case it got buried! No worries at all if now's not the right time 😊

FOLLOW-UP 2

After a call or chat

> COPY & PASTE
>
> Hi [name], it was lovely chatting on [day]. I've been thinking about what you said about [their problem], and I really think [one specific way you'd help] would free up a good chunk of your week.
>
> Do you have any questions I can answer? Happy to jump on another quick call if that helps.

FOLLOW-UP 3

The value add

> COPY & PASTE
>
> Hi [name], I thought of you when I saw [tip / tool / idea related to their problem]. [One line on how it helps.] Hope things are a bit calmer your end!

FOLLOW-UP 4

The door-open

COPY & PASTE

Hi [name], just checking in. How are things with [business]? If you ever need a hand with [task], my door's always open 💛

THEN STOP

Four touches, spaced out, is plenty. Keep a simple list of who you messaged and when, so no one slips through the cracks.

SECTION 04

Discovery call outline (20 minutes)

A discovery call is a friendly chat to see if you're a good fit. It isn't an interview. You're finding out whether *you* want to work with *them* too. Listen more than you talk: aim for them speaking about 70% of the time.

MINUTES	STAGE	WHAT TO SAY
0–2	Warm welcome	"Thanks so much for making time. How's your week going?"
2–10	Their world	Questions below
10–15	How you'd help	Link what they said to what you do
15–18	Next steps	Price, how it works, what happens next
18–20	Close	"I'll send a short proposal by [day]."

Questions to ask

- Tell me a bit about your business. What does a typical week look like?
- What's taking up time that you wish it wasn't?
- If you had an extra 5 hours a week, what would you do with them?
- Have you worked with a VA before? What went well, and what didn't?
- What would make this a success for you in 3 months' time?
- Which tools do you use? (email, calendar, CRM, accounts software)

Linking it back

SAY SOMETHING LIKE

So from what you've said, [task 1] and [task 2] are eating up your evenings. That's exactly what I'd take off your plate. I'd suggest starting with [X hours a month / a package] and seeing how we go.

IF YOU'RE NERVOUS

I used to hate discovery calls. I'd be so anxious beforehand, thinking I had to say yes to everything and have all the answers. Now I go in thinking how lucky they'll be to work with me, because I know I can make their life easier. You can too.

Have this outline open next to you. Nobody minds you checking notes, and it shows you're organised. That's exactly what they're paying for.

SECTION 05

Proposal template

Send it within 24–48 hours of the call, while you're still fresh in their mind. Keep it to one page. A simple email works perfectly well.

Subject: Your VA support proposal, [their business name]

Hi [name],

Thanks again for our chat on [day]. It was lovely hearing about [something specific they shared].

What you told me you need help with

- [Problem 1, in their words]
- [Problem 2]
- [Problem 3]

How I'll help

- [Task 1, e.g. manage your inbox daily and flag anything urgent]
- [Task 2, e.g. send invoices and chase late payments every Friday]
- [Task 3, e.g. schedule 3 social posts a week]

Investment

[Package name]: [X] hours a month, £[price] per month, billed on [date]. Any extra hours are £[rate] per hour, agreed with you first.

How we'll work together

- Communication by [email / WhatsApp / Slack], with replies within [timeframe]
- Working hours: [e.g. Monday–Friday, 9:30am–2:30pm]
- A quick check-in call [monthly]

Next steps

1. Reply to say you're happy to go ahead
2. I'll send over my contract and first invoice
3. We'll book a short onboarding call and I'll get started on [start date]

Any questions at all, just shout. I'm really excited about the idea of working together!

[Your name]

BEFORE YOU START ANY WORK, HAVE

- [ ] A signed contract KoffeeKlatch templates (use code SAM for money off) →
- [ ] Professional indemnity insurance Get a quote from PolicyBee →
- [ ] The first invoice paid (or a clear agreement on payment terms)

SECTION 06

Answering "how much?" and common objections

Say your price, then stop talking. The silence feels awful, but hold it. Don't rush in with a discount.

"How much do you charge?"

> COPY & PASTE
> My packages start at £[price] a month for [X] hours. For what you've described, I'd suggest [package], which is £[price]. That covers [the main tasks they mentioned].

If you don't know enough yet:

> COPY & PASTE
> It depends on what you need, so I don't want to guess and get it wrong! Can I ask a couple of quick questions, and then I'll give you an exact figure?

"That's more than I expected"

> COPY & PASTE
> I completely understand. Can I ask what you had in mind? We could start smaller, say [fewer hours / just the most urgent task], and build up once you've seen the difference.

Reduce what you do, not your rate.

"I need to think about it"

> COPY & PASTE
> Of course, it's a big decision. Is there anything I can clear up for you now? And would it be OK if I checked back in on [day]?

"I'm not sure I can hand things over"

> COPY & PASTE
> That's really common, and it makes sense. It's your baby! Lots of my clients start with one small task so they can see how I work before handing over more. What's one thing you'd happily never do again?

"Can you do a free trial?"

COPY & PASTE

I don't do free trials, but I do offer [a small starter package / a one-off project] so you can try working with me without committing to anything long-term.

"You're new, aren't you?"

COPY & PASTE

I'm new to running my own VA business, but not to [the skills]. I spent [X years] doing [relevant experience]. I'm organised, reliable and I care about doing a proper job, which is really what you're looking for.

THE BIGGEST OBJECTION IS THE ONE IN YOUR HEAD

The objection I hear most isn't from clients at all. It's from new VAs who feel they're not good enough, or not "worthy" of being paid yet. But here's the reality: you already have the knowledge and the skillset. You've been using it for years, at work and at home. What you need is the self-belief to match.

So before you send any of these scripts, remind yourself: you're not asking for a favour. You're offering help that someone out there really needs.

YOUR NEXT STEP

A Power Hour with me (£20 off)

Scripts get you started. Having someone in your corner gets you there faster.

In a Power Hour, we'll spend 60 minutes on *your* business. We'll tailor these scripts to your niche, work out who to message first, check your pricing and leave you with a clear plan for landing that first client.

£79 ~~£99~~

As a Script Pack buyer, you get £20 off. Use this code at checkout:

GUIDE20

Book your Power Hour →

You don't need to feel ready. You just need someone beside you while you start. 💛

Sam x

Want more support? Join us in **The VA Way** Facebook group: facebook.com/groups/thevaway