

*Learn What It Takes To Become
An Effective Virtual Assistant*

Virtual Brilliance

Katherine Curry

A FEW WORDS FROM KATHERINE

Picture this:

You work a regular nine-to-five job. Your wage is decent, as long as it pays the bills.

Then an unexpected Pandemic arises.

The world is in turmoil, rushing around for supplies, closing down stores and restaurants, locking themselves at home to stay safe...

No one knows when the pandemic will end. The likelihood of going back to work is limited. You are left without a job and therefore no means to pay for bills, buy supplies or put food on the table.

I'm sure many of you can relate to this scenario. The pandemic has washed away all the hard work we have done and continues to take from us.

I cannot stress how important it is to find something online, where you can earn revenue. Whether it be learning a new skill or pursuing one you are already confident in, it's possible to earn from the comforts of your home. However, it requires a lot of work and preparation of the mindset. If you are not sure what job you can do online, why not consider becoming a virtual assistant?

I became a virtual assistant before this pandemic occurred. Having worked 15 years in different sectors, such as Health, Fitness and Hospitality, I decided to change my work lifestyle, when I fell pregnant.

It was not an easy transition. I had to learn new skills, gain contacts and juggle my work schedule around looking after my family and being a new mum. I guess you could say it made sense that I became a virtual assistant.

Just because I became a VA well ahead of the pandemic, does not mean that you cannot make a great virtual assistant now. Many people are re-adjusting their lives due to the pandemic and you could be that person to make the transition easier.

If you are passionate about:

- 1. Creating and organising schedules.*
- 2. Helping others in their time of need.*
- 3. Learning new skills to adapt to different clients.*

Then, you could become a virtual assistant.

I hope this book not only encourages you to pursue the profession of a virtual assistant, but also grows your confidence in building your own online venture, in whatever skill you want to exploit.

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CHAPTER 1: QUALITY VS QUANTITY

It's easy to assume that virtual assistants only do administrative tasks, such as booking appointments and travel arrangements, bookkeeping, Data entry, etc, but becoming a virtual assistant is more than just organising or shifting meetings here and there in schedules. There are many other services virtual assistants offer, such as the following:

- Email Management (writing and organising emails, etc).
- Customer support (resolving customer enquiries).
- Social Media management (creating and scheduling daily or weekly posts).
- Website design or WordPress maintenance.
- Marketing (creating sale pages, funnels, lead generation).
- Video editing.
- Project Management.

And many more.

Our job is to make our clients' lives easier. The more tasks you can complete for a client, the more they will appreciate your services and keep a long-term relationship with you. With that being said, it's not always necessary to have all these skills at your disposal.

When I first started out, I offered everything, including tasks I had completed in previous roles. But I did not actually enjoy most of them. After spending about 12 months advertising all my services and sending out mixed messaging, I realised that what I loved, was Social Media and Project Management. Even though I continued growing my skills to offer a full and rounded service to my clients, I focused primarily on these two services. Additional skills were learnt to compliment them rather than just "add-ons" to fill out my list of services.

If you are not familiar with some of these services, that's OK. You get to choose which services you want to offer. It's better to excel in 2-3 skills you love rather than offer a range that you are not confident with. If you want to build your skill set, there are many courses and books that will teach you the skills listed.

Using the services listed above as a guide, make two lists; the first list should be for the skills you currently have. The second list should be for the skills you wish to learn. Whenever you have learnt a new skill or gained some new experience, keep adding to the first list. If you are completely new to this, it's OK to leave the first list blank. It will just motivate you to gain more skills to attract your clients. I have created a template for you to fill in on the next page.

“Skills I Have vs Skills To Learn” Template:

In the table below, fill in the skills you have and the skills you wish to learn:

| Skills I Have: | Skills To Learn: |
|----------------|------------------|
| | |

CHAPTER 2: THE IMPORTANCE OF ORGANISING

If you ask any business owner, none of them enjoy organising. It's understandable, considering the million things they need to accomplish for their business, which is why outsourcing their admin tasks to virtual assistants is such a huge advantage for us.

If you have a knack for organising, then becoming a virtual assistant is perfect for you. It's a big task in itself to organise different aspects within businesses, so even if you simply stuck with organising a client's business, you will still do extremely well.

It's ideal that you excel in this kind of skill. This will showcase to your client how reliable you are as a potential middleman / woman in their company. Your clients will heavily rely on you as a virtual assistant, so you need to make sure that you can provide them with the support that they need. Hit every deadline and do every task to the best of your ability, so you can build trust and rapport with your client.

What if you are the kind of person, who can organise a client's business, but can hardly schedule your own life, especially if you are a working mum or cannot say no to helping others?

Before I became a VA, I spent my life being told when to work, what to work on and how to complete it. It gave me a false sense of security in my abilities to be organised – especially when trying to work around two kids under 2. I quickly realised that there was no shame in asking for help and mimicking the organisational skills of others. I sought out childcare and wrote myself a “rota” for working hours, family time and time to myself. The essential thing is that however you decide to divide up your time, be strict on yourself and stick to it. Hold yourself accountable to that schedule.

I would also highly recommend reading my e-book, [“Top 7 Tips for getting organised in Life and Business”](#). This will help you set up your VA schedule.

Although it's commonly believed that virtual assistants are simply organisers, they are not limited to that skill, as we will touch on later.

CHAPTER 3: HOW TO CALCULATE YOUR WORTH

How does one calculate their worth? It's a simple question but not a lot of people know how to answer it. Do not feel embarrassed if you do not know how to value yourself. The problem is that we have not been taught how to value ourselves in the first place. But do not worry, I have created a simple formula you can always use to calculate your ideal worth.

The Simple Formula:

$$\text{Your Ideal Earnings} \div \text{Your Ideal Hours} = \text{Your Ideal Price per Hour}$$

Below is a set of scenarios you can follow if you are pursuing VA full-time or part-time.

Scenario 1: Starting your VA Journey as a Side Hustle

If you are already working nine to five and looking for an extra income, the first question to ask yourself should be, "How much do I want to earn part-time that will make me feel comfortable?"

If your answer is an extra £1,000 per month, you should then ask yourself, "How many hours can I guarantee to work every month part-time?"

If you can work an extra 15 hours per week (i.e. a total of 60 hours per month), you can then perform the simple calculation above ($1,000 \div 60 = £16.66$ is your hourly rate).

Scenario 2: Starting your VA Journey Full-Time

Before we get into any calculation, it's important for me to help you understand why you need to justify what you want to earn every month. There is a big difference between how much you *need* to earn to survive and how much you *want* to earn to feel relaxed. If you earn enough to cover your expenses and leave enough to live on for the month, it will not only give you a breather, but allow you to perform your best, week in and week out, without stressing about not having enough funds.

Firstly, you must calculate how much bills you have every month, including all regularly-occurring expenses to give yourself the approximate total. Once you have that number, double it and you will now have a figure you want to earn.

For example, if your bills and expenses comes to £1,000 a month, double it to £2,000. This is the figure you should aim towards. How do we apply this to our simple Formula above? Easy! Let's work it out:

If you want to earn £2,000 per month and work 22 hours per week (i.e. 88 hours per month), you can conclude the simple calculation above ($2,000 \div 88 = £22.72$ is your hourly rate).

When creating a contract, always start high and never drop below your lower figure. Price your projects accordingly with room to negotiate if necessary, but bear in mind, your ideal client will never question your pricing because they will never undervalue the work you do or the impact you have on their lives.

A word of warning; Do not accept any jobs that pay far less than the average wage. It's hard to say no to money, especially in desperate situations but it will save you from being trapped and will increase your confidence to make better decisions. If your client does not appreciate you and your time, move on. You will find someone better.

CHAPTER 4: WHERE TO ADVERTISE YOUR SERVICES

Once you have got the mindset and skills ready at hand, you can advertise your services.

It's always best to advertise locally. Ask other family members, friends and acquaintances you may know, whether it be a business owner or another parent who is trying to juggle their home and workload, etc. Visit virtual or in-person events such as BNI, Chamber of Commerce and MIBA. Starting locally will help you gain some experience and see what tasks you can handle.

When you have got the hang of it, try messaging others through social media, such as Facebook, Instagram or LinkedIn (we will be touching on this later). Join other Facebook groups or virtual assistant networks to learn and gain contacts. Consider your strengths as well as where your ideal client hangs out. For example, if you love going live, focus on building your reputation and image on FB. If you are more into visual with great graphics, look towards Instagram and LinkedIn. Other options include starting a YouTube Channel, a Podcast, a Blog or even getting air-time on your local radio stations.

To figure out who your ideal client is, there are four points you need to consider; what industry they work in, what tasks they need done, what kind of personality do they have and where would you find them, either online or in real life.

By answering these four points, you will have figured out so far, the niche industries you will want to target, the service you will provide with the wage you desire and the hours you want to invest in.

Remember It's important to conduct market research. It will save you a lot of time and help you find clients who you can work best with.

Figuring out your ideal client:

Fill in this worksheet with as much detail as you can.

- Which Industries would I find my ideal client in?

(e.g. Banking, Health, Fitness, Fashion etc. It would be good to pick an industry you have an interest in.)

- What are their pain points and how can your services resolve that?

(e.g. A retailer may need someone to do Data entry, such as sales and stock checks or further market their brand on social media.)

- What kind of personality or mindset should my ideal client have?

(e.g. open-minded, easy to communicate with at any time, respects your value, etc.)

- Where would I find my ideal client?

(e.g. local networking events, LinkedIn, social media groups, etc.)

CHAPTER 5: BELIEVE IN YOURSELF

It's intimidating to network with new people and convince them to hire you, especially when you have little to no experience. But those who have the experience, are not always the better candidate for the job. There are many people who still mess up, regardless of how well put their portfolios are.

Your defining factor is your work ethic; how well you listen and take onboard your client's tasks and how accessible you are when they need you. If you can look after a client, adapt to their needs and get the job done, you are already on your way to being a great VA.

All you have to do is start. If your clients are reliant on the fact that you need to show some experience, then go out and get it. You could help people for free or become an associate where you can earn whilst building your experience.

You can negotiate your package, but never adjust your pricing. For example, if you offer a Social Media Management package, which includes daily posts at £500 per month, and your client feels it's too expensive, consider offering 3 posts per week for £250 per month.

You would only make the mistake of offering big discounts, if you did not believe you are capable. Always remember that the right client will pay your worth without asking.

There may be a lot of virtual assistants, but there is only one "you". One kind of work ethic. You do not have to know everything in the book, but you do need to develop the skill to network and get clients to pick you.

CHAPTER 6: THE EFFECTIVENESS OF FREE TRIALS

Think of all those companies who offer free trials. They understand that a lot of customers are sceptical and are not always interested in trying something new, so it makes sense that they would offer a free trial to lure people in.

Why not offer your potential client a free trial for your services?

This is the simplest way of promoting or advertising your services and to gain some experience to add to your portfolio. Organise your services into categories, such as websites, social media, admin work, customer support, sales package, video editing, etc.

Then, decide on what services you want to provide and the time period during this free trial, for example, you can offer an admin package for 7 days/ 14 days/ a month. Make sure you include the hours you will work to give the client an idea of your work ethic. After your trial, offer them your services at your actual price.

Do not book yourself out with free trials. Keep them limited to a certain number of hours per week, so you always have room to take paying clients. Keep a record of your free trials, so you know who has had them, otherwise you will get repeat offenders, who will push the offer.

Most importantly, if your trial ends and your client does not want to continue, thank them and move on. Always get a testimonial from them, even if they do not convert into a paying client.

Alternatively, if you want to build on your experience, why not offer your services as an associate to virtual assistants? You could offer your services at £15 an hour. It will build your confidence and give you a chance to adjust to the environment.

CHAPTER 7: BUILD RAPPORT

As we touched on previously, building a rapport with your client will go a long way in scaling your VA business. Being open-minded and easy to collaborate with, should work both ways between you and your client. You should also be able to adapt to whatever environment you work in.

It's important to come across as credible and reliable. The best way to do so, is to compile a portfolio of your work. Your portfolio will be your vital asset. This means that every day, you need to practice your skill set and be consistent in your work standard. Never be careless. Always be on your game. That's how you will attract success.

When you create a contract between yourself and the client, make sure to include that, although any work completed will belong to the client, you hold the rights to use any work within your advertising, so that you can use it as examples of your portfolio.

Gathering testimonials (especially video testimonials as they are more powerful and catch the eye) is another way to boost your portfolio. This plays a big part in convincing people on whether or not to choose your services. This cements your reputation as a professional, so make sure you serve your clients to the best of your ability and make them feel compelled to sing praises on your behalf.

CHAPTER 8: MANAGING YOUR FINANCES

Once you have started getting clients, you need to know how to invoice them for the work.

A tool I like to use is called Invoicely. It's brilliant for creating and tracking invoices. They even have a free plan, so you can get started straight away!

The screenshot displays the Invoicely 'New Invoice' interface. On the left is a dark sidebar with the 'Juice Factory' logo and navigation menu items: Dashboard, Invoices, Bills, Estimates, Track, Connections, Files, and Trash. The main content area is titled 'New Invoice' and features a 'DUE Invoice' header. Below the header is a greeting: 'Hi Paul! Thank you for shopping at our store. Here's your invoice. Enjoy!'. The interface includes several form fields: 'Invoice No.' (INV-716), 'Language' (English (US)), 'Currency' (Euro - EUR), 'From' (empty), 'Date' (2016-04-16), 'Invoice Due' (Due on Receipt), and 'Purchase Order Number' (JF 90). A table lists items with columns for Name, Quantity, Rate, and Amount. The table contains one item: 'Iron Lady Juice' with a quantity of 10, a rate of 4.50, and an amount of 45.00. Below the table is a 'New Line' button. A summary table at the bottom shows: 'Sub Total' (45.00), 'Happy Hour Discount (15%)' (-6.75), 'Total (EUR)' (38.25), and 'Total Due' (38.25). The 'Total Due' is highlighted with a red border. At the bottom, there is contact information: 'Email: example@company.com' and 'Phone: +49 739 476262', along with an 'Invoice Settings, Payment & Delivery' button.

Copyright Invoicely

Invoicely does have some cool paid features, such as tracking the time you work and adding team members too. Make sure to check it out, especially if you are new to invoicing.

When a client requests for work, I make sure they pay me upfront. We decide on the amount of hours I will be working, what tasks they need me to do, etc. It's not that I do not trust my client, but the last thing you want is to not be paid for the work you have done. There are people who will try to dupe you by not paying you (or paying you less than expected), so if they are truly in need of your services, they should not have any problem paying you upfront. This just saves you from having to deal with that kind of hassle.

For any product you buy online, you would have to pay upfront before delivery. So, at the very least, secure a deposit as you would expect to pay any service provider. It secures your time for the client, while protecting your bottom line, if they do a runner without paying.

Once paid, always set aside 25% of any income to cover your taxes at the end of the financial year. This will save you a huge shock, when you are hit with your tax bill. Personally, I like to keep a separate bank account for this, so I do not accidentally spend it.

When first starting out, expenses are minimal, so tracking your income and expenses can be done on a simple spreadsheet. This will be a huge help to you, when you have to declare your income. As you grow, you can move onto highly recommended software, like QuickBooks or Xero.

CHAPTER 9: WITHOUT CONFIDENCE, THERE IS ALWAYS FEAR

As a virtual assistant, we automatically think of the skills we can use to benefit our clients, but we do not think about the skills that benefit us personally.

Confidence is a big factor in running your VA business. There's no point pursuing this field, if you are not confident in yourself and your abilities. People can easily read that kind of vibe from you and it will put them off for good reason.

A term that you may be familiar with, is Imposter Syndrome. This is when you doubt yourself or believe that you are not the right person to do the job, but that is the illusion your subconscious is feeding you. It's OK to be fearful. But do not let it control or stop you from either achieving your dreams or changing your situation. Learn to accept that you are capable of whatever you put your mind to.

Always remember this. No one is perfect. Everyone makes mistakes. What makes you different is how you handle or work around the mistake. Clients will appreciate the time and effort you put into keeping their business under control. Even if your client decides to let you go, take it on the chin. Make sure their last memory of you is not of the mistake itself, but how you resolved it.

CHAPTER 10: LEARN TO VALUE YOURSELF

When I made the decision to become a virtual assistant whilst being a mother, the thought terrified me. I knew it would not be easy, but I had an idea of the workload I would be taking on, both at home and for my VA business. If I planned it carefully, I knew I could handle both.

Whether you are a work-at-home mum or juggling other jobs, it's important that you do not let your personal responsibilities interfere with your VA business. Avoid making excuses if you could not complete a task. If you have a good working relationship with your client, they may be forgiving or sympathetic. But they will expect that you can handle your life and theirs as a virtual assistant.

If you do find yourself in a pickle, do not put yourself down. I understand how tricky it can be to allocate time to your work. Sometimes kids have their own moods or they do not fall asleep when they are supposed to. Obstacles will come at you from all angles, regardless of how well your time management system is.

This is why you need to adapt. Sometimes, our own personal schedules will change due to unforeseen circumstances, but as long as you find a way to block out time and resolve your client's issue, they should not have any problems.

Take a deep breath and keep going. If no one has told you already, you are doing amazing and I applaud for you for your efforts.

CHAPTER 11: TAKE ON WHAT YOU CAN HANDLE

Again, this links to my previous point about handling your home and workload. Even though you have become a master of your lifestyle, you still need to be mindful of the workload you are taking on. If it falls into the time you have set for your own luxury or family, then you need to reconsider.

I cannot stress how vital it is to have time set aside for you to cool down. Taking on too much work will cause you to burn out, feel agitated or tired and prevent you from focusing on anything else. The last thing you want, is to take on more work and end up doing it half-heartedly or leaving it incomplete.

Open communication is key and being honest with your clients will earn you more trust and respect in the long run. If time is tight or the unexpected pops up, tell them. If the extra work is going to put you over agreed hours, discuss this with them prior to completing it. Do not just invoice the extra time out of the blue. Give them the choice to wait or go elsewhere.

Keep your wellbeing at the forefront of your mind. Whenever you feel like things are spiralling out of control or your schedule is in shreds, take a moment to reflect and see what you can cut back on.

Do not just take on a task that requires a skill you are not familiar with, in the hopes of earning more revenue. Unless you are a fast learner or have an inkling as to how to do it, that's fine, but do not add that extra pressure on yourself. Stick to what you know, excel in it and then think about broadening your skill set.

It may not seem ideal to turn down a client's request, but if you want to accept or give it a try, you can respond to your client by saying "I'll see what I can do." In this way, you are not outright making a promise, but you will try to do your best.

CHAPTER 12: THE ART OF COMMUNICATION

Communication is a necessity as a virtual assistant, given that you have to be communicating with your client in order to determine what they need assistance with. Having a good relationship with your client is key. Take the lead from the client and ask them what they want.

Once you have been given tasks, make sure to always update your client. It's always a good idea to set up regular meetings between yourself and your client (at this time, it would make sense to have a video conference call, especially through Zoom), so that you can run through the tasks you have done, any questions that have been passed onto you that need answering, any other enquiries, etc. Weekly keep-in-touch sessions are the best course of action.



Copyright Zoom

Not only would they appreciate your services, but this will give them a sense of relief or accomplishment, knowing that something that bothered the living daylights out of them, is now handled and out of the way.

This may sound obvious, but you and your client need to communicate in the same language, whether it be English or another, to ensure that you understand each other and the tasks set to you.

If you are someone who has English as their second language, but can accomplish the necessary tasks as a virtual assistant, make sure you improve on your English fluency, unless you are targeting people who speak your native language.

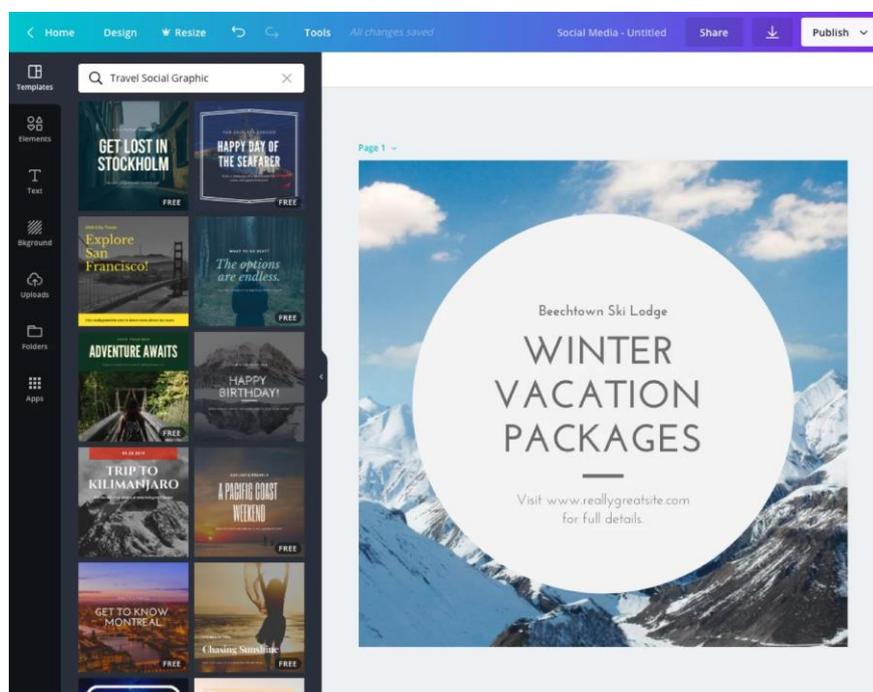
CHAPTER 13: CREATING YOUR BRAND

After trialling and testing out your services, if you feel that being a virtual assistant is your bread and butter, then it's time to build and design your online brand. If you cannot afford a designer to do that for you, that's OK. Because you are going to be the designer. There are plenty of free services you can use to create your brand design. Here are two of my favourites:

Canva:

Canva is the best tool to use when promoting a client's or your own social media. The design templates are flawless and the process is as simple as picking a template, filling in the details you want for your VA business and downloading it in whatever size you need. There are templates for everything, from social media platforms (posts and banners), logos, flyers, leaflets and many more.

With Canva, you can build up your brand kit, by choosing your favourite fonts, colour palettes etc. Make sure to pick a colour palette you like or would suit your business and use this for every template you make. It gives you a professional feel and allows others to recognise your brand.



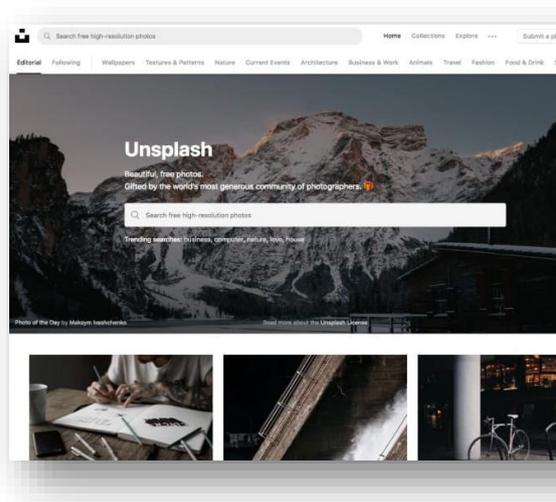
Copyright Canva

Unsplash / Pexels:

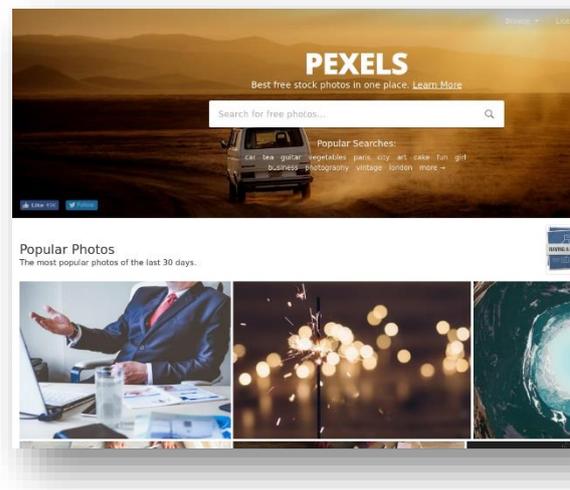
When it comes to designing any template, it's important to use commercially free images. It saves you a lot of time from encountering unnecessary copyright issues.

There are many sites that offer free images, but I personally like to use Unsplash and Pexels. By choosing a selection of images from Unsplash, you are supporting the artists or photographers who contribute to the site. There are a lot of eye-catching images on both sites, so let your creativity do the talking.

Remember to have fun whilst creating your brand. It has to represent you. This is your baby, so make it stand out.



Copyright Unsplash



Copyright Pexels

Once you have your branding in place, it's time to get out in front of your audience. Networking on several social media platforms is a great way to gain new clients. Remember, at this stage, it's all about the client. Highlight your skills and expertise by giving value and providing solutions. Do not pitch in every post/ live; the content should not be about you. Be gentle in your approach and attract your clients by speaking directly to them. Use their language and experiences and answer their questions. Utilise these skills as you step into the world of Social Media.

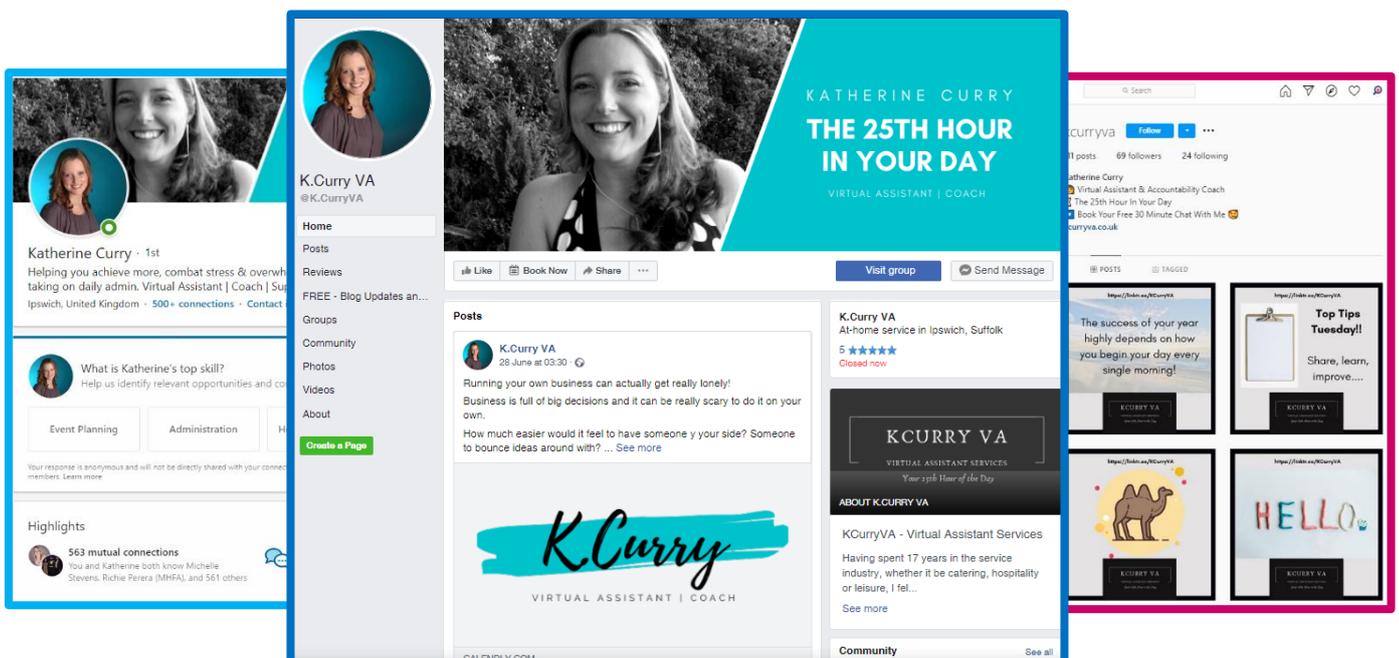
CHAPTER 14: THE POWER OF SOCIAL MEDIA:

Do not be afraid to connect with other VAs and ask for their advice. It's easy to believe that you are in a competitive playing field, but you can actually benefit from other VAs and learn from each other. I currently write a blog series called Collaboration vs Competition, where I interview other VAs or businesses about their own experiences and promote them. Join other groups and engage. Connect with other VAs you can relate to, like work-at-home mothers.

Follow industry leaders within the niche you are appealing to, so you know the pain points, trends, language used etc. Follow successful people in your field of work and learn from their experiences. Utilise all the features available, i.e. profile / business page / groups to showcase you and your business.

Many people create social media accounts to connect with others, but use the platform to your advantage. If you want to help other people become virtual assistants too, then be the voice they need and use your social media to educate others. If you bring value to people, you will be given so much more value in return.

If you need any assistance on which social media platforms to try out and how to conquer them, make sure to read my [Social Media Guide](#).



LinkedIn, Facebook & Instagram

CHAPTER 15: THE MAGIC OF LINKEDIN:

If you do not know what LinkedIn is, it's a social media platform for business owners, employers, employees, etc. This platform is used to network with many other businesses, build collaborations, earn new jobs and experiences, provide services and many more. This is the holy grail for your VA business.

When setting up your profile, again, make it all about your clients – who are they? How can you help them? It's not a job application where you fill in your entire work history. It's an opportunity to showcase why you do what you do and how you will improve their business, as well as their lives.

You can only get 30,000 connections, so do not waste them on people that will never be your ideal client. You should regularly go through your connections and remove any people who do not engage, support or show interest in what you are posting.

This is a great place to find many clients, however, that's if you network in an appropriate manner. Once you connect with someone, it's a no-no to message them straightaway with a sales pitch. Save yourself the trouble of getting a not-so-nice message back. You will come to realise that many people opt into aggressive sales networking in LinkedIn, which is what you want to avoid.

The best way to become successful on LinkedIn, is to build a genuine interest in the people you follow. Congratulate them on their work anniversaries or comment on their posts. Make them feel familiar and comfortable with you, so when you do message them about your services, it does not feel like it has come out of nowhere.

Also, do not be afraid of writing your own content, whether it be to inspire people to become virtual assistants or convince them to outsource tasks to one. If someone happens to like or comment on your post, you can message them to build a relationship. Always promote yourself as someone who wants to help others.

There is plenty of advice out there on how to approach potential clients through LinkedIn. But make sure that you are valuing the person rather than their wallet.

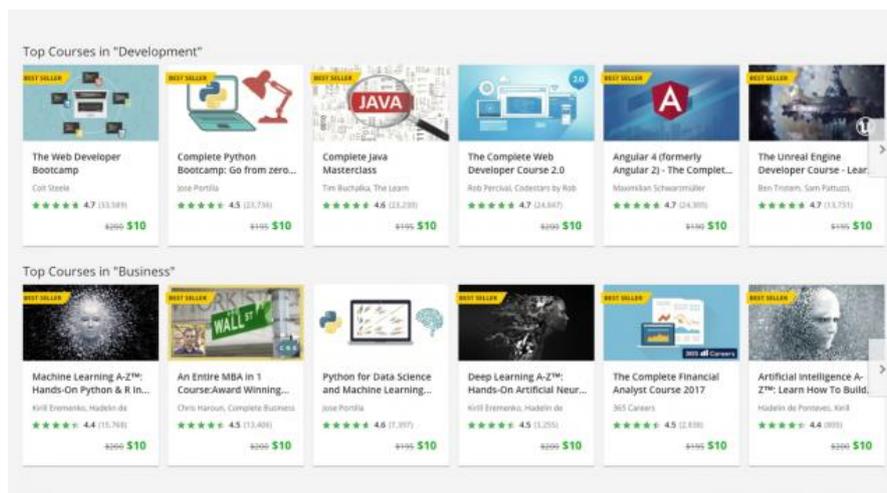
CHAPTER 16: CONTINUE TO GROW

So, you have taken the plunge, got some clients under your belt and have your social media sorted out. You are starting to get this VA Business all figured out.

Just remember, never get too comfortable. The future is as unpredictable as it is, so always make sure you keep getting more clients.

Also, never settle for the ordinary. Always keep improving your skill set, as well learning new skills. You cannot grow if you stop developing yourself as a person and virtual assistant.

Every week, for a minimum of two hours at least, study courses, read books or watch How-To videos on learning different skills. One platform I would recommend, is Udemy. It is a brilliant academy, where you can invest and learn as many courses as you wish from the comforts of your own home.



Copyright Udemy

If you study the most successful people in the world, they are always trying to learn something new or better their skills. They never stay still. Knowledge is power. The more you grow your skill set, the more variety of clients you attract.

Test yourself in the arena. Put yourself up for local business awards, so you can test your skills against the required criteria. Learn from the best and be proud of what you accomplish. The opportunities are endless, if you continue to stay dedicated to your work and humble to your clients.

FINAL CHAPTER: FAST-TRACK YOUR VA CAREER WITH KATHERINE 🥰

I hope you found this book valuable and beneficial, in teaching you how to become an effective virtual assistant.

However, with your permission, I would like to offer you a chance to work with me directly, so we can fast-track your VA career.

By signing up to my 1:1 coaching, not only can I speed the process for you, but you will get a wonderful taste of my 18 years of experience, knowledge and expertise in the VA industry.

My coaching starts from £199 a month, so if you want to accelerate your career as a VA, then book your consultation by clicking the button below.



JOIN MY FREE FACEBOOK GROUP



FINAL NOTE

I know this pandemic has hit us all hard and left us lost and desperate to earn amidst the online world, but it's now more than ever that we need to be there for each other. As frustrating as it may be that you are not earning as much as you want to, your first thought should always be, "how can I help this client?", not how much you can earn from them. Stay true to yourself and your character.

My final advice to you is patience. Abandon that "earn money quick" mindset, because you will not hit the jackpot online. Whether becoming a VA is a side hustle or a potential career for you, you have to learn to be patient. Promote yourself and be consistent with your content. Sooner or later, you will attract the right people. Always communicate with new people and help them in whatever way you can, even if it's for free. Provide so much value to your client that they feel compelled to pay you for your time.

Being a virtual assistant has personally been fulfilling for me. My aim has always been to help others and I'm achieving that through my VA business. It makes me feel proud every time I'm appreciated and trusted by my clients. I have met some brilliant people throughout the course of my business journey. And I know that becoming a virtual assistant will be fulfilling for you too.

If you have any questions or need a VA friend to keep you going, please do not hesitate to reach out to me. I know how terrifying it can be to start working in a different field of work, but soon you will find yourself settling down and getting comfortable.

If you have not done so already, make sure to read my other e-books to fuel your virtual assistant journey. Let me know how you do. I would love to hear your VA stories.

Thank you for reading.

ABOUT KATHERINE



Having spent over 15 years working in the Service Industry, whether it be catering, hospitality or leisure, I fell pregnant with my first baby.

This was a real eye opener for me and made me realise that I just couldn't go back to working 50-60 hours per week for someone else.

I had to find a way to spend more time at home with my little princess whilst still bringing in the required income for my family. And so began KCurryVA - Virtual Assistant Services - Helping other mums in business to achieve that time and financial freedom they dreamt about when starting their business.

I realised I had a passion for organisation and what better way to utilise my skills than to dedicate myself to helping others with their 'boring' and 'mundane' admin tasks, freeing them up to also focus on what they are passionate about.

6 months in and I fell pregnant again. Following a major 'I can't do this' moment, the birth of my baby boy reinforced that I had made the right decision.

My children are my driving force every day to do better and be better.



