

# **The 7 Things You Must Know *Before* Starting Your Successful Virtual Assistant Business!**

by Lisa Taliga, Virtual PA

**virtualPA**

<http://www.virtualpabusiness.com>

## Introduction



Thank you for taking the time to download this eBook. You're on the right track, wanting to find out as much information as you can about becoming a Virtual Assistant. As they say, knowledge is power. Learning from other people's successes and experience is definitely the best way to go.

Setting up my own Virtual Assistant (VA) business has got to be one of the best things I've ever done.

I've been a successful VA for several years now. If you're thinking of going down the same path, I can assure you that nothing will beat the sensation of running your own show, not having to commute into work and setting your own hours. The variety, the freedom and the flexibility is second to none!

Not that it's all been smooth sailing. I would have loved to discover helpful tips before I set up my Virtual Assistant business. But when I was starting out, there wasn't that much information available. Being a relatively new industry, I had to find my own way.

There is more than enough room for others to become Virtual Assistants. It's a booming industry - there is so much work out there, if you go about things the right way.

So I've put together what I believe are the 7 Things You Must Know BEFORE starting a successful Virtual Assistant business. If I can help other people become successful and earn a full-time income from home, then I'll have achieved one of my goals!

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**Visit Lisa Taliga's website:**

**Freelance from the comfort of your own home**

Learn the secrets of successfully working from home!

<http://www.virtualpabusiness.com>

## **No. #1: What Is A Virtual Assistant?**

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Virtual Assistance is one of the fastest growing industries on the internet. The George Washington University predicted that the Virtual Assistance industry will be worth \$130 billion.

However, the concept is still relatively new and many people still don't quite understand what a Virtual Assistant is.

A Virtual Assistant carries out a range of different secretarial and admin tasks from their own home with a variety of clients, using their own computer and equipment.

Rather than being an employee, a Virtual Assistant is an independent contractor and business owner in their own right. Clients enjoy the flexibility of using a Virtual Assistant as and when they require, without having to pay a regular wage. This means huge cost savings for clients, as they are only paying by the hour for actual work done.

There is an increasing demand for Virtual Assistants, as more and more people realize their true benefits. The future of Virtual Assistance is certainly looking bright.

## **No. #2: Know What You Can Offer**

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Look at your current and previous work experience and write down all your skills.

Most office jobs involve tasks using a computer, so you've probably developed skills that you take for granted.

Think about skills that don't always appear on resumes, such as being able to multi-task or being a good communicator. Don't underestimate the value you can offer your clients.

You need to be fully aware of all your skills before you can market yourself effectively.

Once you've had a look at your skills and interests, you'll know what services you should be offering now, and what services you could be offering later, with some training.

At a minimum, you need to know how to use Microsoft Office. If you need to improve your skills in Word, Excel and Powerpoint, [click here](#) for a very reasonably priced training course that you can download and use at home.

## **No. #3: The Essential Step To Success**

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Have you heard of the saying: 'If you fail to plan, you plan to fail?' This especially applies in business. At the moment, all you have is an *idea*. What you need now is a written roadmap (also known as a business plan) of how you're going to make that idea a reality.

Traditional approaches to business planning make the whole process seem a little tedious. It doesn't have to be that way - it should be a fun, creative process. It shouldn't be about slaving over a boring old document from a sense of duty, and then shoving it into the back of a drawer.

Look upon the business plan as an evolving, exciting, integral part of a business, where you're free to brainstorm ideas on an ongoing basis.

If you're wondering where to start, visit:

<http://www.virtualpabusiness.com>

with my step-by-step Toolkit 'Freelance From Home! Five Key Steps to Your Successful Virtual Assistant Business', you get a free VA Business Plan Workbook and a fresh approach to planning.

## **No. #4: The Number One Key To Getting Clients**

As part of your roadmap to success you'll need a marketing plan which includes who you will be marketing to and how you're going to reach your target market.

Your marketing plan will get you thinking about how you're going to get your message across and convince prospects that they need you.

When talking to potential clients, don't just reel off a list of your services. You need to communicate the actual benefits of your services to your target market.

**Find out more at:** <http://www.virtualpabusiness.com>

You'll get more information which will help you find clients. You'll also get a **free VA Marketing Plan Template**.

I also go into a lot of detail about how you can effectively market your VA business. I don't just suggest ***what*** to do, I actually describe ***how*** to do it, based on my years of experience as a VA.



## **No. #5: How To Set Your Hourly Rate**

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You must charge a reasonable hourly rate so that you can cover your overheads and earn a reasonable amount of money.

Even though you're working from home and not paying for office rental, you'll have costs for marketing, equipment, stationery and so on.

Therefore, as a rule of thumb, you must charge roughly two and a half to three times the hourly rate you would earn as an office worker. Some VAs post their hourly rates on their websites, so do some research and get a feel for current market rates.

With my Toolkit ['Freelance From Home! The Five Key Steps to Your Successful Virtual Assistant Business'](#), you get a detailed Workbook which calculates your average hourly rate, plus invaluable tips on persuading clients to pay you what you are worth!

**If you're interested in OTHER WAYS of making an income from home, see the EXTRA BONUS PAGE I've included at the end of this ebook.**

## No. #6: How To Get Clients Without Leaving Your House

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Can you really get clients without leaving your house?

Thanks to the internet, you can. With your own website, people all over the world can find you 24 hours a day.

But how do you set up your own website? How do you go about getting a domain name? I can highly recommend Bluehost, which is a great webhosting service. It's only \$6.95 per month, and also includes a free wizard to help you design your web site, a free domain name, free blog, online support 24 hours a day 7 days a week, PLUS \$100 in free online advertising for your business. Click on the banner below to find out more:

A promotional banner for Bluehost web hosting. The banner has a blue header with the Bluehost logo on the left and the text "\$6.95 a Month Web Hosting" on the right, followed by a "Click Here Now!" button. Below the header, on the left, is a photo of a woman looking at a laptop, with the text "Hosting Includes: Free SHELL access!!" and "Shell Power" next to it. To the right of the photo is a list of features in two columns. At the bottom right of the banner, it says "FREE Set-up and Domain!".

<b>Hosting Includes:</b> <b>Free SHELL access!!</b> Shell Power		<a href="#">Click Here Now!</a>
<ul style="list-style-type: none"><li>• 1,500 GB of Space</li><li>• 15,000 GB of Transfer</li><li>• 2,500 POP E-Mails</li><li>• SSL, FTP, Stats</li><li>• CGI, PHP, MySQL</li></ul>	<ul style="list-style-type: none"><li>• FREE Domain &amp; Set-up</li><li>• Frontpage Extensions</li><li>• 99% Uptime Guarantee</li><li>• Toll Free 24/7 Support</li><li>• And much, much more!</li></ul>	
<b>FREE Set-up and Domain!</b>		

<http://www.virtualpabusiness.com/likes/bluehost.html>

## **No. #7: Your Mindset Is Vitally Important**

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Running your own business is one of the most rewarding and challenging things you'll ever do. To be truly successful, you need to make sure you have the right **mindset** for success.

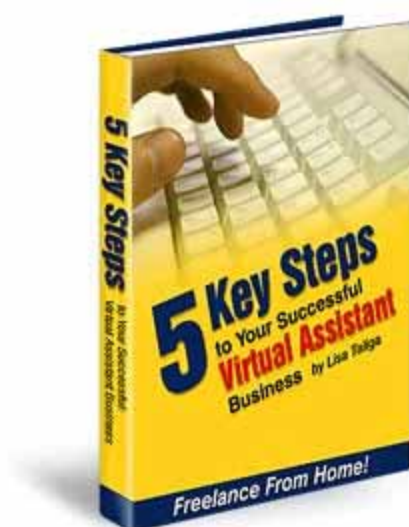
When I was first thinking about setting up my own business, I had doubts and a lack of confidence. I knew that other people had been successful in becoming Virtual Assistants but there was a nagging sense of 'But what if it doesn't work for me? What if I don't get clients?'

I knew that my negative attitude would affect my chances of success. If I doubted myself, how could I expect clients to have faith in me? If I didn't have the confidence, how could I market my services well?

Do whatever it takes to create and nurture a positive mindset. Read self help books, visit inspirational websites. Have true faith in yourself and your abilities. **Develop an unshakeable belief that you will be successful and YOU WILL BE.**

I wish you all the best in your journey to becoming your own boss!

**“Who Else Wants To Stay At Home And  
Still Earn A Full-Time Income?  
Say **Goodbye to The Boss** –  
Make The Most of Your Admin and  
Secretarial Skills In A Real Home  
Business”**



**‘Freelance From Home! The 5 Key Steps to Your  
Successful Virtual Assistant Business’  
By Lisa Taliga, Virtual PA**

Inside this Toolkit, you'll find **tons of insider strategies** that are **not readily available** on the internet or local bookstore. Get access to my **step-by-step Toolkit** to starting, running and building a Virtual Assistant business. **Save yourself precious hours** trying to learn how to do it yourself. Don't let those **valuable opportunities** pass you by. Immediate download available from:

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