

# VIRTUAL ASSISTANT BUSINESS CHECKLIST





# READY TO START YOUR VA BIZ AND MAKE MONEY?

Hey there!

I'm so glad you downloaded the **Start a Virtual Assistant Business Checklist!**

Becoming a virtual assistant is a great way to flex your creative and professional skills while making money from home. This checklist is designed to help you launch your profitable VA business, even if you're starting from scratch!

It covers:

- Setting up the legal part of your business
- How to decide what kind of services to offer as a VA
- How to rate your services
- Building a brand and a network
- How to market your VA business and start getting clients !

Ready to get your VA business up and running? Then let's dive in!

*Rebecca*

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# LAY THE FOUNDATION

- Choose a name for your new VA business.
- Pick a legal structure for your business, i.e. sole proprietor, LLC, corporation.
- Check with your local government to see if you need a business license and register your VA biz if you do.
- Set up an employer identification number (EIN) for your biz with the IRS.
- Open a business bank account to receive payments for your services and pay business expenses.
- Get set up with an invoicing system like [Freshbooks](#) so you can send invoices to your clients once you start landing work.
- Consider purchasing a separate accounting and tax prep software to help you manage the books while running your VA business. (I like [Quickbooks](#)!)
- Mark your calendar for the dates you'll need to pay estimated quarterly taxes.

# CHOOSE YOUR VA SERVICES

- Decide whether to offer general or specialized VA services and which niche you want to work in.
- Make a master list of all the services you plan to offer as a VA.
- Create a mission statement that explains what your business is about.
- Determine who your ideal client is and why your services would be valuable to them.
- Establish your target rate you'd like to make for offering your VA services, hourly and annually.
- Decide whether you'll rate your services hourly or per project and how many hours you'd like to work per week.
- Choose a rate that allows you to net your target rate, while also covering business expenses, including taxes and health insurance.
- Create a rate sheet to offer prospective clients that details which services you offer and how those services are priced.



# ESTABLISH YOUR VA BRAND

- Create social media accounts under your business name.
- Decide whether to set up a static website or start a blog for your business. If you're starting a blog, consider going with a self-hosted one from [Siteground](#).
- Pick three social media channels to focus your marketing and networking efforts on. These should be places your ideal client is most likely to hang out.
- Build connections with business owners that may need your services through Facebook groups and LinkedIn. Answer questions and be helpful to establish your reputation and credibility.
- Fine-tune your elevator pitch. It should be a short (30 seconds or less) statement that explains who you are, what services you offer and how businesses can benefit from those services.

# BUILD YOUR CLIENT LIST

- Ask friends, family, former coworkers -- anyone else you know -- for referrals to businesses who could benefit from your services.
- Canvas traditional and remote job boards for VA job openings. Commit to applying for at least three VA jobs per day.
- Use [AngelList](#) to find startups that may need help from a professional VA.
- Start cold pitching prospective clients, using your elevator pitch as a template. Briefly explain who you are, what you do and how you could potentially help the biz owner you're pitching.
- Connect with other virtual assistants who may have overflow work they need help with or are open to offering referrals.
- Follow up on your initial cold pitches two weeks after sending them and another two weeks after that. If you still don't get a response, file the pitch away then try again in six months.



# 50 SERVICES YOU CAN OFFER

1. Blog post writing
2. Blog post editing
3. Blog management
4. General proofreading
5. Newsletter writing
6. Social media copywriting
7. Social media management
8. Pinterest management
9. Pinterest pin design
10. Customer service
11. Blog commenting
12. Email management
13. Lead generation
14. Event planning
15. Event/calendar management
16. YouTube channel management
17. Book editing
18. Facebook ads management
19. Bookkeeping
20. Landing page creation
21. Blog post/social media graphics creation
22. Logo design
23. Facebook group management
24. Data entry
25. PowerPoint creation
26. Spreadsheet creation
27. Affiliate marketing
28. Technical writing
29. WordPress management
30. SEO services
31. Webinar assistance
32. Online research
33. Editorial calendar management
34. Video editing
35. Podcast production
36. Translation services
37. Transcription services
38. Ebook design
39. Invoice management
40. Branding services
41. Press release writing
42. Tech troubleshooting
43. PR management
44. Project management
45. Community moderation
46. Resume writing
47. Sales funnel creation
48. Lead magnet creation
49. Ghostwriting
50. Ecommerce management

# BIZ-BUILDING RESOURCES

## **HOW TO START A VIRTUAL ASSISTANT BUSINESS WITH ZERO EXPERIENCE**

This in-depth blog post breaks down everything you need to know to start a successful VA biz from scratch!

[READ THE POST!](#)

## **MAKE MONEY AS A VIRTUAL ASSISTANT EBOOK**

Dive into this detailed ebook that covers all of the ins and outs of building a VA biz and making money online.

[GET THE EBOOK!](#)

## **BREAKING INTO VA WORK WEBINAR**

Sign up for this FREE webinar to learn the fastest way to break into VA work and how to get clients quickly so you can make money!

[JOIN THE WEBINAR!](#)

## **JUMPSTART YOUR VA BIZ MINI-COURSE**

Got an hour to spare? Learn the four principles you need to succeed at making money as a VA online!

[TAKE THE COURSE!](#)

## **FULLY-BOOKED VA MEMBERSHIP**

Get expert help to grow and scale your virtual assistant business and start earning 4-, 5- or even 6-figures with VA work!

[BECOME A MEMBER!](#)