

## What Services Can A Virtual Assistant Offer?

So, you're interested in becoming a Virtual Assistant?

So damn exciting.

One of the popular questions I get asked is; *What services can I offer?*

So, I've put together a list for you, which is by no means exhaustive.

Please note, you shouldn't be offering all of the services because:

- a. There's no way you're able to do them all well
- b. It's really hard to market yourself if your list of services is endless
- c. It's even harder for clients to seek you out if you haven't got a small list of services
- d. It's even harder still to become known as the VA to go to if your services are exhaustive.

### **But wait, who am I to even be giving this advice?**

I'm Catherine Gladwyn, I've been a Virtual Assistant since late 2015 and have now expanded my VA business so I have a team of VA associates. I'm also a multi-award winning #1 bestselling author of two no BS business books (How to be a Virtual Assistant and The 20% Rule), I provide courses and I mentor.

In 2018 The Independent newspaper listed my first book as one of ten best business books written by women and since then I have gone on to be featured in many national publications including The Guardian, Forbes, Cosmopolitan, Business Insider, etc.

Since becoming a business owner I have disrupted the virtual business world by being a huge champion of ensuring people charge what they're worth and not giving too much of themselves away for free.



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**You might feel more reassured knowing that:**

I trained as an FE lecturer in 2001. Training as a lecturer is one of the best ways to learn how to guide people and impart knowledge in such a way that you cater for many different ways of receiving information and being understanding of others lives.

Management – I successfully managed a team of 11 administrators at one of England’s biggest charities. No one died.

Adversity – As well as the recurring brain tumour I also live every day with Addison’s disease. I know that life sometimes gets in the way and also know the importance of ensuring your business is sustainable after having to have months off in 2019, 2021 and 2022 for tumours three, four and five to be removed.

I want to show people - YOU - it is possible to change your direction and build a happier, healthier working life, no matter how impossible it might seem.

Right, let’s crack on...

# What Services Can A Virtual Assistant Offer?

Remember, this list is by no means exhaustive.

## **Traditional PA / EA Support**

- Diary management
- Inbox support (this could be daily, weekly, monthly or just during the client's holidays)
- Travel planning and booking
- Gate keeping
- Call handling
- Typing – transcription and copy typing
- Presentation creation
- File management (Google Drive, OneDrive, etc)
- Sourcing gifts
- Minute taking (yes, virtually!)
- File and folder creation
- Managing client profiles / files

## **Operations**

- Management of client's employees / other freelancers
- Create systems and processes
- Create process manuals
- Management of client onboarding process
- Management of end of client work

## **Events (in person and virtually)**

- Sourcing speakers for events
- Event planning (food, transport, venue, etc)
- Event management
- Creating speaker packs
- Liaising with speakers, attendees and press
- Managing ticket sales
- Supporting the host on the day
- Liaising with all involved (re sound, software, etc)
- Webinar set up and support

## **Documents**

- Spreadsheet creation and maintenance
- Database set up
- Document creation
- Template creation
- Powerpoint presentation
- Database set up
- Database management
- Data Entry
- Creation of surveys and monitoring responses
- PDF creation

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## **Proofreading**

### **Bookkeeping**

- Sending invoices
- Following up on quotes
- Chasing payments
- Monitoring outstanding invoices and keeping client informed
- Reconciling accounts
- Keeping receipts and invoices safe ready for the accountant
- Managing and monitoring expenses

### **Social Media Support**

- Creating social media graphics
- Monitoring comments on social media accounts
- Replying to comments on client's behalf
- Monitoring social media inboxes
- Replying to messages received via social media
- Community management
- Maintaining social media accounts
- Writing posts on behalf of client

### **YouTube**

- Editing videos
- Checking captions and editing where applicable
- Uploading videos
- Creating graphics

### **Podcasts**

- Managing release schedule
- Uploading recordings
- Helping to promote
- Typing show notes

### **Websites (WordPress)**

- Writing blog posts
- Uploading blog posts
- Adding SEO details
- Updating Plugins
- Updating pages
- Creating websites

### **Research**

- Competitor analysis
- Mystery shopping (yes, again, virtually)
- Research on market trends

## **PR**

Sourcing PR opportunities

Liaising with journalists

Keeping a log of PR

## **Call Handling**

### **Email Marketing**

Setting up email marketing software

Maintaining email marketing software

Creating opt in forms

Creating landing pages

Writing newsletters

Scheduling newsletters

Managing subscribers

Creating automated sequences

Editing and proofreading emails

## **Project Management**

Remember, you must have insurance. Don't wait until it's too late. I use and recommend Policy Bee. [Click here to get](#) 10% off - UK Only.

*It is your responsibility to check with your local authority or government whether you need any special licenses for any of the services you provide.*