



123 VA TASKS

A Virtual Assistant is someone who can assist you with business related tasks as a contractor.

They work offsite and, when you hire a self-employed VA, they understand what it means to really run a business.

So you can work on what you want to work on, while the LSTs* are handled by someone else!

As you can see from the list below, there are many services that can be provided by Virtual Assistants. As with any industry, it's important to find a VA who suits your style and your business brand.

Look for VAs who are constantly working on improving their skills and services, and ask your VA if they outsource any of their own business tasks - it's great if they do!

A self-employed Virtual Assistant, who is a member of Virtually Yours, has been Virtually Yours "reference checked" or recommended through word of mouth is a great place to start when looking for a great VA.

If you have any questions, just ask us

Rosie Shilo



*LSTs = Life Sapping Tasks! Tasks which drain you of energy, money and/or time!



TO DO LIST



ADMINISTRATION

1. Internet Research
2. Minute taking (onsite or virtual)
3. Reminder Services
4. Reporting
5. Sourcing Quotes
6. Print Management



AUDIO & VIDEO

7. Editing videos
8. Editing audio files
9. Recording audios
10. Uploading audios
11. Uploading videos

There are a number of programs VAs can use to support you with your video and audio files. Make sure the VA knows the program you want them to use.



AUTHOR SUPPORT

12. Creating eBooks from existing documents
13. eBook creation
14. eBook promotion
15. Amazon management
16. Book editing
17. Publishing support

Some VAs specialise in supporting Authors - both digital and print. The process of publishing (both online and off) is not simple, so make sure your VA knows what is involved and has the appropriate contacts.



TO DO LIST



CUSTOMER SERVICE

- 18. Website support tickets
 - 19. Website chat enquiries
 - 20. Sending cards/gifts to clients
 - 21. Responding to email enquiries
- A VA with sales skills is really useful for this type of work.



BOOKKEEPING

- 22. Bookkeeping Data Entry
 - 23. Invoicing
 - 24. Payment of Accounts
 - 25. Debt Collection
- Make sure you and your VA know what certifications they need to be providing bookkeeping support.
- For example BAS registered.



DATABASES

- 26. Cleaning up, managing & updating databases
 - 27. CRM support
 - 28. Data Entry
- There are so many CRMs to choose from these days and they can be quite involved, so a VA who knows CRMs can be worth their weight in gold!



DIARY MANAGEMENT

- 29. Appointment booking
 - 30. Booking travel, accommodation & flights
 - 31. Travel management
- Flexibility and ability to problem solve are important here, and the right VA can make your schedule much more satisfying and stress free (as stress free as running a business can be!).



TO DO LIST



DOCUMENTATION

- 32. Business template creation
- 33. File management (Dropbox, Google Drive etc)
- 34. Formatting documents
- 35. PDF conversion
- 36. PDF creation
- 37. Policy development and maintenance
- 38. PowerPoint/Keynote presentations
- 39. Preparing minutes
- 40. Procedure development and maintenance

Some VAs have excellent skills in microsoft/gsuite or programs like the Adobe Suites - they can make impressive documents which ensure consistent standards across your business. Policies and Procedures are really important if you want to hire staff, take a break or even sell your business one day.



EMAIL MANAGEMENT

- 41. e-Newsletter mail outs
 - 42. Setting up autoresponders
 - 43. Syncing calendars and making appointments
 - 44. Subscriber Management
- Never underestimate the importance of maintaining contact with your community.



EVENTS

- 45. Conference registrations
- 46. Setup of webinars
- 47. Taking payments for events
- 48. Webinar recording
- 49. Booking speaking gigs
- 50. Following up new contacts
- 51. Event promotions
- 52. Event follow ups

Events are a big deal! A VA can show their value in the follow up stages when everyone else has gone home and there are leads to follow up.



TO DO LIST



GRAPHIC DESIGN

- 53. Desktop publishing
 - 54. Logo design and development
 - 55. Photoshop and image editing
 - 56. Creating Infographics
 - 57. Social Media graphics
 - 58. Banners
 - 59. Magazines
 - 60. Advertisements
 - 61. eBook and Book Covers
- Not everyone can do graphic design - this is a highly skilled area and your VA should have a good understanding of not only marketing, but YOUR market.



MARKETING

- 62. Blog posting
 - 63. Arranging promotions
 - 64. Arranging partnerships
 - 65. Marketing Strategies
- A background in sales is a really valuable asset and a VA with these skills can take the stress out of your business marketing.



PHONE MANAGEMENT

- 66. Outbound phone calls
 - 67. Reception services
 - 68. Lead follow up
- With Skype, VoIP and other reception programs you can now handball your reception and call tasks - yay! Don't forget to let your VA know what your objectives are and the brand/personality of your business



SALES

- 69. Lead generation
 - 70. Participate in forums online on your behalf
 - 71. Follow up contacts
 - 72. Reporting
- Many VAs simply don't know how to manage and increase leads - so a VA with sales experience and skills can make a huge difference.



TO DO LIST



SEO SUPPORT

73. Directory Submissions

74. Tag management

75. Keyword Setup

76. Keyword Research

SEO (Search Engine

Optimisation) takes time, so you

will need to allow at least a few

months for your VA to really make

a difference to your SEO and then

be able to maintain it.



SOCIAL MEDIA

77. Social Media Strategies

78. Creating and managing

Facebook groups

79. Managing and utilising

Facebook Insights

80. Creating and managing

LinkedIn groups

81. Creating and managing

LinkedIn accounts

82. Creating and managing

Facebook accounts

83. Creating and managing

Pinterest accounts

84. Creating and managing

Twitter accounts

85. Creating and managing

Youtube accounts

If you don't have time to manage

social media accounts, your VA

can be your voice, can post

notices about your webinars,

events, products, blog updates etc

and answer questions on your

behalf.



TO DO LIST

- SPECIALTY SUPPORT
 - 86. HR Support & Recruitment
 - 87. Real Estate Support
 - 88. Project Management
 - 89. Mortgage Broker Support
 - 90. Team Management
 - 91. Training

- TRANSCRIPTION
 - 92. Legal Transcription
 - 93. Medical Transcription
 - 94. Transcription of video and audio files
 - 95. Typing up hand written notes
 - 96. Dictation
 - 97. Lecture Transcription
 - 98. Focus Group Transcription
 - 99. Interview Transcription

Transcription is not just typing - it's a complicated service! Ask your VA if they've done Transcription training, like the training provided by Virtually Yours.

- WEBSITES
 - 100. eBay listings
 - 101. Filter and respond to comments
 - 102. Updating online shops
 - 103. Updating websites of all kinds
 - 104. Uploading videos
 - 105. Website creation and maintenance
 - 106. Website writing
 - 107. Landing pages
 - 108. Setting up opt-ins
 - 109. Social Media Integration
 - 110. Website Security
 - 111. CRM Integration

Websites have become much easier to manage lately but there are still heaps of things about websites that should be left to the professionals. VAs with web development skills are incredibly useful for business owners who have or want a strong online presence.



TO DO LIST



WRITING

- 112. Blog writing
- 113. Business tender writing
- 114. Editing
- 115. Proofreading
- 116. Resume Writing
- 117. Writing of emailers
- 118. Writing of newsletters
- 119. Writing product descriptions
- 120. Editing and Proofreading
- Blogs
- 121. Editing and Proofreading E-newsletters
- 122. Writing Press Releases
- 123. Guest blogging/management

Writing is a specialised skill, so find someone who is trained and who writes in the style that best reflects your business brand.



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What I have to say for brand protection!

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