

A VA'S GUIDE TO

*writing stand  
out job  
responses*

(THAT DON'T SUCK AND ARE WRITTEN  
FOR HUMANS BY HUMANS)

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## A VA's guide to writing stand out job responses (That don't suck and are written for humans by humans)

This guide will cover:

- A quick rundown on the VYVA joblead process
- VAs don't have resumes
- How to respond to jobs in the business world and forget about your corporate days
- How doing some research will help you write a humanised response
- The elements of an application email
- Examples of jobleads with responses the client wanted to respond to

Lovingly created for you by  
Mumma Duck, Rosie Shilo and  
her cute little Copywriting Chameleon, Mon Eddy.



### Guess what – you rock!

Did you know what happened when you purchased this guide? Besides the obvious stuff (you entered your details, got the download etc.), you showed how serious you are about giving this VA gig a real shot.

From a couple of 'old' VAs who have been running businesses for over 20 years combined, we want you to know that we're here to help.

Have we stuffed sh\*t up? Of course – we're human too.

But with Rosie's business savvy, and Mon's word savvy, we've got this job response thing down pact.

We've worked together for many, many years, with Rosie at the helm of VYVA and Mon being a sidekick, so we both cherish all the members. It's due to wanting to see you all succeed that we've teamed up to help you win more jobleads.

The only thing is – all the smart VAs will purchase this guide, so competition will be tough! It'll come down to who the client relates to. But you'll have the head start of being able to communicate who you are better than ever before.

Over the years, we've seen many VAs who wonder why they don't get a response to their joblead application.

Honestly, sometimes it's as simple as people just being damn rude and not answering your joblead response! They are busy business owners who are in desperate need of a VA, and therefore don't have time to respond to each joblead – at least most of the time!

We're working on educating clients on 'joblead etiquette' as we believe everyone at least deserves a 'thanks for your application' email.

Quick note – never be discouraged by a non-response. It may not be you. Some people have no manners and others have things going on we don't know about – you'll learn this in business. So long as you're following this guide, personalising each email to the client, and writing human to human, you're doing the right thing. As Rosie always says, 'unpleasant or non-existent communication from a prospect is a great indicator that they weren't right for you anyway'.

For some VAs, it's simply because they aren't doing what we outline in this book. Making a connection is huge in business. It's more than a simple transaction. And in service-based businesses this is more important than ever.

We now live in a global economy so rather than just 'competing' with people within driving distance, you're needing to stand out nationally or even internationally.

And finally, if you haven't outsourced anything for your own business – something service based – you'd really benefit from doing so.

This is putting yourself in your client's shoes. You'll be in their position, communicating what help you need, filtering responses, letting people know if you'd pick them (and why you wouldn't), introducing the selected provider to your business, putting your trust in them and giving them your hard earned money. It's not easy!

Understand the position your potential client is in. Be kind to them and help them on that journey.

Now, let's get you clients.

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## The VYVA joblead process

If you're not a VYVA member (you're a tad nuts) or you already know the process, please do a super quick skim of this section. Or skip it altogether – we won't be offended.

Clients are welcome to put a joblead through our online system, either free or as a paid ad. The paid ads go out to reference checked members only.

We ask them to fill in as much information as possible but as you may have seen, this isn't always the case. Sometimes, you'll have to do a little digging of your own – which is part of being a great VA.

The client's info is then sent out in an email to VYVA members.

From here, it's up to you to respond as you see fit.

We have set some guidelines for clients who are placing jobleads in the hope that they read them and at least respond to you. And if they don't, we're sorry – we can't guarantee how client's will respond.

You should also be aware that we have just as much information as you do. What you receive on the joblead is exactly what we have. So please don't ask us for more information as we don't have it! Be a little proactive and do your own research.

Let's show you how to respond.





## Making a Connection

Part of the process of getting new clients is understanding personality types.

Anyone running a successful business knows that working with the right type of client is one of the vital ingredients. When reading a joblead and doing any subsequent research, evaluate whether their personality appears to be a good match for yours.

You can base your response technique on their personality type.

For example, if you respond to a joblead posted by Mon, you would be fun, professional, clever and patient. If you were responding to Rosie you would be fun, clever, and proactive. If being fun and clever are not your thing, you wouldn't want to work with either of us!

## VAs don't have resumes

Have you ever been asked for your resume? Please, please, please don't say yes and then tell us you have one...

This is an indication that the client is a 'VA Virgin' as they don't realise how we operate. And it also indicates that you, as the VA, have not escaped the 'corporate mindset'. A resume is for an employee, to apply for a job where they answer to a boss...

Let's look at it in a different light:

You've asked a plumber to come to your house to fix your leaking taps. When he arrives, do you trust that he is qualified, or do you ask to see his resume?

Seems pretty silly right? Odds are, you've found the plumber through a reputable sourcing service, Google or via word of mouth. If you ask them for testimonials they will most likely be more than happy to provide them. But not a resume.

You are providing a service, just like a plumber is.

So how do you tackle a client asking you for a resume?

The first thing you can do is direct them to your website or LinkedIn profile, letting them know that it's your 'online resume'. Here, they can read all about you and see testimonials from past clients.

On a side note here – make sure you ask your clients for testimonials and put them on your website, get legitimate recommendations on LinkedIn, and reviews on Facebook and Google.

This is really the best way for clients to see who you are and what you can do. So, make sure your website and social media profiles are up to date!

Most business people are on LinkedIn these days and I expect they would have already secretly stalked your LinkedIn (or even Facebook) profile.

And if they're still not satisfied, you could offer to email them a brochure of your services that outlines your previous experience and what you do (if you have one that is).

So, be strong as a VA! If you're ever asked for a resume, rather than quickly pulling together all your information into a document, be a teacher... Inform your client about the virtual world and how a VA operates as a fellow business owner rather than as an employee.

## What we've seen over the years...

If you're not a Virtually Yours VA, please feel free to visit Virtually Yours and look at the numerous membership benefits (including jobleads) that are on offer ([www.virtuallyyours.com.au](http://www.virtuallyyours.com.au)). The jobleads are merely one of the many reasons you should consider when looking at membership options.

If you're a Virtually Yours VA, you'll know how sought after some jobleads can be. Unless there is a cut-off date or a limited number of VAs who are invited to respond, I encourage you to just go for it – if you're suitably qualified to do what they want that is.

## So here are some quick hints:

1. Your email subject header should make the client want to read your email (more on this later).
2. If the client has asked for you to have any specific skills, please address this in your email to the client. You'll see some good vs bad examples later.
3. If you've had experience, spell it out clearly. Simply stating you've done it in the past won't really cut it. Anyone can say they've done things in the past and it may not necessarily be true. For example, Mon could tell you that she used to be a ballerina and had the lead role in a local production and it would be up to you to decide whether that's real or not! Rosie swears she is the real Wonder Woman part-time but is yet to provide hard evidence.
4. If you think you're an expert in a certain area the client is looking for, say so!

Here are some examples of BAD responses to clients:

- "I have loads of experience and have done this in the past".
- "Can I please contact you to discuss your joblead?"
- "I am proficient in Excel so can do your job."
- "If you haven't found anyone else, can I please talk to you about your job?"
- "I'd LOVE to help you and I know I'd do the best job."
- "I'd love to contact you as I'm the most organised person I know."

- "I have had experience right across the board when it comes to describing this position."
- "I would really like to apply as it's right up my alley."

There's so much enthusiasm, but no reason WHY you should be selected over others.

Some of the responses we've seen (VAs previously applied to us, and now, clients occasionally send us responses for feedback) make us realise that this may be why some VAs struggle to find work.

It's all to do with wording. You're a VA so we're assuming you're awesome at what you offer as a service or you wouldn't be in business.

## Here are some examples of GREAT responses we've seen from VAs:

NB: Some of these are condensed so it gives you some idea of how thorough some VAs are when responding to a joblead.

- "I would like to respond to the joblead for a Virtual PA with Customer Service Skills. I have read your post and believe I have all the requirements needed for this joblead. Please see my response notes below": (This VA then went on to meet the criteria for the 3 Key Service Areas with 3 bullet points, the Main Tasks with 3 bullet points, the CRM requirement, the Phone Answering requirement, and the Hours requirement).
- "I absolutely love the sound of this joblead and would love to be considered as a candidate. My niche is administration so all things EA/PA including: (long list of bulleted items included here). Here are the answers to your questions (listed question and detailed answer)."
- "Having worked with high level executives, and in the Financial Industry as an Executive Assistant, I understand the complexities of the Financial Industry. I am adept at keeping offices running smoothly and ensuring all correspondence/phone calls are dealt with in a timely manner. In response to your questions (lists the questions and answers)".

So, as you can see, there's a bit of difference between the very general responses, to the very detailed responses.

Those who respond with so much detail, especially answering the client's questions, simply had to add a quick blurb about themselves and email the client.

### How to write an email subject header to a potential client

There are a few different rules when writing a catchy email subject header, but let's just focus on how to create an email subject header when you respond to a client joblead.

When sending a potential client an email with a subject header such as 'Virtually Yours Joblead: name of job' can be a tad boring! Plus, while we may call them a joblead – the client may not even recognise that term.

Business people are busy. You know this for yourself. You're not only running a business, but many of you are also running a household, running a taxi service for your kids, juggling another job...

Imagine your potential client at the end of the day scanning through his/her inbox to see the responses from VAs. I'm sure all the emails which say Joblead or Virtually Yours will be read, but they may all blend together and not stand out.

So, let's put some of the email subject header theories into practice here.

For example, let's try to keep to the 50 character theory in case your potential clients are skimming emails at the end of the day on their phone...

Here are a sample of email subject headers you could try and adapt to suit you and your circumstances:

**NB:** For Virtually Yours jobleads, the client may be looking for 'Virtually Yours' so you may consider using this in your email subject header.

- 'The Only Virtually Yours VA You Need To Hear From' – 36 characters
- 'A VA with desirable skills, knowledge & commitment' – 50 characters
- 'Ignore the other emails, I'm the VA you really need' – 51 characters, and a tad cheeky

- 'A sought-after VA who wants to work with you' – 44 characters
- 'A VAs promise to look after your business as my own' – 51 characters
- 'Your small business expert | A VA with your required skills' – 59 characters
- 'A Virtually Yours VA you've got to meet. Here's why' – 51 characters

These are just some examples you could try. Be a tad creative and have a play with them and adapt them to suit yourself. If they've mentioned something in the joblead that stands out – use that in the email header. Stay tuned for a real-life example later coming up soon!

A little note from Mon: If you have a feel that your potential client is super business minded with no sense of humour or fun (run, run, run – joking!), perhaps stick to the traditional 'Joblead: name of job' type of email header. Personally, it's in my nature to be a bit fun and unique so I use my words to win clients. You can usually get a feel for their personality from the email and any online stalking you may do.

Although your response should be personalised, following is a template you can use to help you set out your email.

### Template for the body of your email to a potential client

"Let's start from the very beginning, a very good place to start" – Sound of Music reference for those of you who didn't know...

Salutation

Your salutation should be personalised: Dear (name).

If you're ever sending an email, it's always best to find out who you're emailing. If not, these are usually fine:

- Hi there
- To the ... manager
- Hello
- Dear Head of ...

‘To whom it may concern’ and ‘Dear Sir/Madam’ are terrible! Feel free to use these, but they scream – ‘I’ve made absolutely NO attempt to find out who I’m emailing’.

NB: It is pretty rare not to have a name with a Virtually Yours joblead so this applies more if you’ve seen a joblead advertised elsewhere that you wish to apply for (such as through Facebook groups, Seek, online forums etc.). Opening paragraph

Most of the time, you probably won’t know the client who’s put through the joblead. So please, please, please – go stalking. Check out their website and their social media profiles.

It’s super important that you get a feel for the client. You’re going to be working with them, so you need to have some common ground.

If there’s something you don’t like, or they’re selling products that you may not agree with, you’re not going to want to work with them. It makes sense to work this out upfront.

Never be so desperate for work that you forget this important stage – getting to know who you’ll be working with. If you jump into working with a client who you’re not compatible with, you’ll end up miserable and asking us all how to terminate working with a client!

Also remember that if you start following someone on social media they’ll see your name – they’ll see you are doing your homework and that could get you some bonus points.

Read their joblead a few times. What’s their language like? Are they chillaxed (which makes it so much easier to respond – although remember they still want someone highly skilled), or are they uber professional?

Once you’ve worked them out, start your email with a little bit of flattery.

If you take away one thing from this guide, make it this – IT’S NEVER ABOUT YOU AND ALWAYS ABOUT THEM.

Here’s an example:

‘Firstly, what an amazingly awesome business idea (insert name) and well done to you for seeing it come to life. And to get to the point where you need a VA - that shows you’ve made it in my books! I’ve just liked you on Facebook and followed you on Instagram, so I can see examples of what you’ve been doing in the past. I’ve also checked out your website and I loved reading about your business journey to date’.

Or how about this:

‘I’ve done a bit of (non-creepy) online stalking and I have to say that I’m loving your products, especially the VA guide for responding to jobleads, that looks amazing’.

### Introductory paragraph

As the name suggests, this is where you introduce yourself to the client. If you’ve previously spoken to the client, you would have given them a little bit of background information already.

Think about the client’s joblead and tell them details about yourself that would be relevant to the joblead. But please don’t do this in a self-praising way where you’re rabbiting on about yourself. Remember – IT’S NOT REALLY ABOUT YOU!

Try to be creative to relate your skills to what they’re needing. We’ll show you an example soon.

You will often find it easy to relate to clients who are similar, or in similar situations to yourself. For example, if your client sells products to children, and you have children, you can relate your experience to the joblead.

### Meeting the client’s criteria

Potential jobleads should list a set of criteria they want the VA to cover. The best way to do this is to insert some bullet points with their criteria, and how you meet this.

But don’t do this!

1. Criteria: Social Media Posting – I do my own social media, so I can do yours. I use Facebook every day.

That is way too general and will leave your client saying, ‘...andddd?’. Tell your client exactly what you’ll do that will save them time and cover their needs.

So be as specific and detailed as possible.



Here's an example for a request for blog & Facebook posts:

'The beauty of blog posts is that we can pick out the golden nuggets to create Facebook posts. Can I suggest that rather than randomly coming up with Facebook posts each week that we should create a content calendar? If you have the blogs written in advance, I can pick out golden nuggets for Facebook posts and add in other posts such as funny pictures, events, competitions, and so on. That way, we can make 5 posts per week quite easily, giving you more 'voice' on Facebook. I'll also take care of posting these (I'll just need admin rights to your page) at my admin hourly rate (or as part of the package rate).'

You would then go on to address all the criteria.

## Discussing Costs

Often, one of the trickiest things to do is discuss your costs.

It's totally up to you how you charge, whether you package, charge by the hour, or offer special deals. If you need help with this side of things, you really should chat to Rosie about her course or her mentoring. (Yep, shameless plug but so worth it).

But please, never ever feel like you need to drop your rate to be 'competitive' with other VAs. We've heard about a case where a VA was asked to drop her rate to be on equal par as the other VAs who had responded to the joblead. The client wanted her for her experience, but the lower rates the others had offered him. That is totally not cool. Stick to your rates and your ideal client will be happy to pay you what you're worth. Rosie Ranty Pants over...

Remember the value of what you offer. Are you cheap and fast? But not high quality? Are you fast and high quality? But not cheap? How much pain does your service ease?

You'd use wording such as:

'So, looking at the how to best meet the above job criteria, I suggest that you take up my ...package OR that you book in at least ....hours a week OR that this one-off job will cost \$...'

It's up to you how you handle this section. Money is money, there's no real way to make it sound sexy!

## Your conclusion

It's now time to wrap it all up and leave the information in your potential client's hands to mull over and decide.

When you write a conclusion, you can direct the potential client to your website for further information about you and your business. They can find testimonials and if you've got a portfolio, they can check that out.

But please don't send them to your website to find information about specific questions they've asked. Address all their criteria first and use your website as a backup 'showcase' of your skills and experience. Make sure you always value their time.

You also need to put in a 'call to action' (CTA), like you do with all copywriting. A CTA for a joblead would be to let the client know what you're going to do next. For example, you'll contact them again later in the week, you'll leave it with them etc.

Here's an example of a wrap up:

'I know this is a lot to digest and think about, so please feel free to have a look at my website should you want any further information we haven't covered: [www.avirtualcopywritingmonster.com.au](http://www.avirtualcopywritingmonster.com.au). Here you'll find testimonials from my past clients, so you can hear what other business owners think of me! You'll also notice that I'm reference checked by the Virtually Yours Network which means that 3 of my clients have been personally contacted and given suitable feedback for me to receive the accolade. You can also view a portfolio of my previous work to see if you think I'd be a great fit for your business.

I'll follow up with you within the next couple of days. I'm looking forward to hearing back from you and I hope to be working together soon.'

You would then sign off with your business email signature.

You could even provide them with a link to your email calendar booking system (Rosie uses Calendly and swears by it) and invite them to book in a Skype or Zoom meeting with you.

And now you wait for their response...



## The follow up

Your ultimate hope and aim is to have the client respond to you and say, 'You are totally perfect, and I HAVE to work with you'. There is no waiting time, it happens instantly.

But that's perhaps fairy tale land...

Follow ups can be tricky. You don't want to come across as overly eager and desperate for business, but you also don't want to be too under-keen.

Again, you'll have to use your instincts. Some clients will WANT you to be proactive and follow up with them. Others may need more gentle direction.

Your best bet is to be proactive and keen and follow up (make sure you've mentioned in your email conclusion that you're going to do this).

Please remember too – if they haven't responded after your follow up, it may be for a valid reason. It's not always personal, so don't freak out.

Here's an example of a simple, yet effective follow up:

Hi (name),

I hope you've had some time to read my recent email and see if you think I'd be the perfect fit for your business. I know you've had a few responses to go through and I don't envy you for that! If you've got any further questions about my expertise or want any information on how to start a virtual relationship, please let me know.

I know working virtually takes a little bit of getting used to, so I'm here to help in any way I can to make the transition easy and seamless for you.

I'm looking forward to hearing back from you when you're ready.

(Sign off with business email signature).

And now you've put the ball in their court. Unfortunately, you now must play the waiting game again and cross everything (one talented VA can cross their toes – just a side note!).

Of course, if appropriate (and they haven't said a big NO to phone calls) you could skip the waiting game and give them a call. Try to get the ball rolling and make it easy for them. The phone call would effectively say the same sort of thing, but it will provide an opportunity for a quicker response and more conversation.

## A real-life example:

If you're a VYVA member, you would have seen the Facebook Live Rosie did about Hannah's joblead response.

Well now you're going to learn a little secret.

After Hannah had posted her joblead, she found she wasn't getting the responses she was expecting. Team VYVA did a little experiment. Rosie asked Mon to respond to Hannah's joblead in her usual manner, using the strategies we've outlined in this book.

The result? Hannah wanted Mon to do the work – but of course, Mon wasn't really going to work with Hannah (not on policies anyway).

Here's how it all went down.

### Hannah's joblead:

**Name: Hannah**

**Biz: Effortless Eco**

**Email: provided**

About Biz: My business specialises in Eco friendly products, I design and manufacture products but totally suck at the formal policies required.

Support Needed: I need serious help with writing a carbon neutral policy and an environmental policy.

I need the VA to be self motivated and happy to kick my arse if I get slack in providing the answers you need.

You must have experience in policy writing.

Communication Style: Email, Text Messages

Specific Software or Hardware?: No

Location Specific?: No

How many hours all up or per week do you expect the VA to work?5

Do you have a budget scope you'd like to include?

No- I do require a quote for each policy separately.

Have you used a VA before?: Yes

Is this a subcontracting position?: No

Let's have a quick look at it:

**Her language:** 'totally suck' and 'kick my arse if I get slack' shows that she is relaxed enough to be honest. If she was being uber professional, she would have said something along the lines of 'but I'm not good at formal policies', and 'happy to constantly remind me'.

**Her company:** Effortless Eco – Google it, look through her products and find something you like.

**Her requirements:** Writing a carbon neutral and environmental policy (she mentions NOTHING else).

**Her communication method: Email or text message only.**

**The experience you need:** Writing policies.

These are all the important factors that you should note down BEFORE you start writing your response. Here's Mon's response to Hannah's joblead which she'll then break down and explain to you:

**Subject Header: Great news Hannah – I don't suck at writing policies**

Dear Hannah,

I was going to say I'm sorry to hear that you suck at writing formal policies, but that would be a lie. In fact, I'm super pleased that you suck because that means you need me!

I don't suck at writing formal policies. Maybe it's a little sad to admit, but I thrive on strict, regimented writing where I must make sure every detail is spot on. I know you won't hold that against me (as I promise I'm also a bit of fun to work with).

It comes from my boring corporate background where I worked for a local council (Bass Coast), helping them write policies and procedures for various departments (including the environmental & parks dept). I now run my own business, A Virtual Copywriting Monstar and help clients with all their business writing, from websites and blogs right through to policies and procedures.

I hope you don't mind, but I've done a little bit of stalking. I love the Eco products you're selling, especially that cutlery set – super cool.

Quick confession: Although I'm an amazing (non-sucky) policy writer, I did have to do some quick research into 'carbon neutral'. If you get someone who's highly experienced in this field, please work with them. BUT, as a writer, I am adaptable and can write for several industries (and we'll make it fun!). One of my last projects for the council was the Environmentally Sustainable Design Policy which enabled the Council to provide a clear direction regarding the sustainable development outcomes expected from Council building projects. I won't bore you by asking you to read it, but if you'd like a copy, I'd be happy to send it through for you. It'll give you some idea of my flexibility to write policies.

For your reference, here's a picture of my pointy boots. These are the boots that I prefer to wear when I need to kick arse. I believe the pointy end really gets attention. I'm also a great whip cracker if you'd prefer that kind of thing...



Oh, and I'm also a phone snob and more than happy to chat via email or text message. I love your communication style Hannah.

Let's awkwardly chat about the money part... Once we've worked out all the finer details (the length of the policies, the amount of research etc.), I'll tailor

a quote just for you and we'll go from there. Please do let me know if you had a budget in mind so I can see if I can work in with that.

If you'd like to do some stalking of your own, here's my LinkedIn, Instagram, Facebook and website links for you to scroll through if you have time. I'm also happy to have a quick chat if you'd like to hear that I'm a real person.

Since you put your joblead through the Virtually Yours network, I know you'll be hearing from a few very talented VAs so I'll leave it with you for a couple of days. I hope you don't mind, but I'll set a reminder to follow up with you early next week if I haven't heard back from you (but I won't wear my pointy boots just yet).

Thanks for your time today Hannah. Over to you!

Email signature

Now let's break it down:

**Subject Header:** Great news Hannah – I don't suck at writing policies

This not only immediately goes for the ego (it's all about her), but it also mimics what she said in her joblead about 'sucking at policies'. It's giving her peace of mind straight up that she's found someone who doesn't suck and could possibly help her.

The body parts:

**Intro:** I was going to say I'm sorry to hear that you suck at writing formal policies, but that would be a lie. In fact, I'm super pleased that you suck because that means you need me!

I don't suck at writing formal policies. Maybe it's a little sad to admit, but I thrive on strict, regimented writing where I must make sure every detail is spot on. I know you won't hold that against me (as I promise I'm also a bit of fun to work with).

It comes from my boring corporate background where I worked for a local council (Bass Coast), helping them write policies and procedures for various departments (including the environmental & parks dept). I now run my own business, A Virtual Copywriting Monstar and help clients with all their business writing, from websites and blogs right through to policies and procedures.

I hope you don't mind, but I've done a little bit of stalking. I love the Eco products you're selling, especially that cutlery set – super cool.

Here I'm using her language about 'sucking at policies' and having a bit of fun with her. Without going into super boring background details, I related my past work history with her current policy writing requirement. I didn't mention EVERYTHING I did for past clients or in my business but kept it short and to the point. I dropped in there that I've checked her out and gave her ego a bit of a stroke by saying her cutlery set was super cool (which it is by the way!).

**Addressing her job criteria:** Quick confession: Although I'm an amazing (non-sucky) policy writer, I did have to do some quick research into 'carbon neutral'.

If you get someone who's highly experienced in this field, please work with them. BUT, as a writer, I am adaptable and can write for several industries (and we'll make it fun!). One of my last projects for the council was the Environmentally Sustainable Design Policy which enabled the Council to provide a clear direction regarding the sustainable development outcomes expected from Council building projects. I won't bore you by asking you to read it, but if you'd like a copy, I'd be happy to send it through for you. It'll give you some idea of my flexibility to write policies.

In this section, I address her criteria on policy writing, keeping it relevant. I was honest and let her know that although I can write policies, that I wasn't sure about the 'carbon neutral' part. But I went on to explain how as a writer, I am adaptable, showing her that I will do research and I'm capable of learning new things. I told her about another project I did that was very similar (relevancy is the key here) and offered to send her a copy only if she wanted it. I didn't merely attach it as that's 'work' for the client to do!

**Addressing what she needed in a VA:** For your reference, here's a picture of my pointy boots. These are the boots that I prefer to wear when I need to kick arse. I believe the pointy end really gets attention. I'm also a great whip cracker if you'd prefer that kind of thing...

Having mentioned that she needed a VA to 'kick her arse', I opted for some humour, showing her that I'd read her entire joblead and had the skills to sufficiently 'kick arse' should I need to.

**Addressing her communication style:** Oh, and I'm also a phone snob and more than happy to chat via email or text message. I love your communication style Hannah.

Hannah said she ONLY wanted to be contacted by email or text message. It's important that you pick up on this. Many people don't like phone calls (that's why VYVA have a reception service!) or they may have a day job and not be able to respond while they are at work, so you need to respect their preferred communication method. If the client hasn't included a phone number, chances are it's because they don't want phone calls, so always start with an email in these cases.



**Addressing money:** Let's awkwardly chat about the money part... Once we've worked out all the finer details (the length of the policies, the amount of research etc.), I'll tailor a quote just for you and we'll go from there. Please do let me know if you had a budget in mind so I can see if I can work in with that.

Money talk isn't sexy but needs to be addressed. Keeping up the humour, I addressed it as 'let's awkwardly chat about the money part'. There's no point giving a firm quote until you've worked out the finer details with the client, so mention how you charge, without giving a final costing.

**Directing the client to more info:** If you'd like to do some stalking of your own, here's my LinkedIn, Instagram, Facebook and website links for you to scroll through if you have time. I'm also happy to have a quick chat if you'd like to hear that I'm a real person.

This is where I directed Hannah to my website and socials and invited her to do her own stalking. This leaves it with her to check me out if she wants to. Now I know that Hannah didn't mention phone calls, but I gave her the option to call me if she wanted to so that she could hear I'm a real person. That gave her complete control over that decision. I didn't scare her off by saying, 'I'll call you'.

**The important next steps (a Call To Action):** Since you put your joblead through the Virtually Yours network, I know you'll be hearing from a few very talented VAs so I'll leave it with you for a couple of days. I hope you don't mind, but I'll set a reminder to follow up with you early next week if I haven't heard back from you (but I won't wear my pointy boots just yet).

Thanks for your time today Hannah. Over to you!

Here I acknowledged that Hannah will be receiving multiple emails and that I'd give her some space to go through them. I told her exactly what I was going to do next ('follow up with you early next week') and injected the humour again about the pointy boots. I then signed off with my email signature.

And that my dear VAs is how you wow a client with a job response. Hannah

emailed me to ask if I could do the work for her which I needed to decline at the time for a few reasons.

### Solid feedback from Hannah following the above joblead:

Here's the real-life feedback from Hannah to all the VAs who applied for the job she posted. This is coming from a potential client and we're so excited that Hannah took the time to give us this feedback for your benefit.

I found the VA applications received quite dry. This was actually surprising given that I managed to include the phrases "totally suck" and "kick my arse" in my job lead.

I would have thought that those applying would have been able to take a breath and realise I don't actually take myself that seriously. Obviously, I expect the job to be done well, and by someone who has the skills. But I need to relate to you as a VA.

Coming from a strict corporate customer service focused background I know that in order to make some connection with you, you need to mirror language. For those VAs who are not comfortable in using the same language as me, that's okay, but you need to be personable. I don't want a robot, and I don't want to work with someone who I can't relate to and can't relate to me. We are self-employed because we want to choose who we work with, so make sure that you are projecting the real you, you are a business owner, not an employee.

I think every single application (except one) asked for a time to speak with me on the phone - despite the fact that I put my preferred methods of contact as email and sms.

I hate talking on the phone, I have two small children and it seems like the second someone calls they turn into monsters (hell they're already monsters - they're like monsters on steroids).

Talking on the phone about business things adds a whole new level of stress and it's not something I want to do. Plus - I (stupidly) have returned to my high pressure corporate job and work three days a week, I cannot take personal calls at work, especially those that are effectively helping me escape my corporate life.

Again, only one application took the time to head on over to website and check



out what I actually sell. That time taken to pop over and do a little cyber stalking will pay off in the long run. If you are in such a rush to get your application in that you don't check out the business you will potentially working with, you don't deserve the work. I am pitching my products to a great number of businesses on a daily basis. When I pitch to those businesses I ensure that I have done a little stalking of my own. This is for two reasons - to check that it's a brand that I want to represent me, and secondly so I can find common ground with the person I talk to. It shows a level of understanding of someone's business, and a level of respect for what they do. If you can't commit to stalking a business for five minutes before sending your application, then you can't commit to working with them.

It doesn't need to be excessive, just proof that you took the time to do a little research.

It's all about me! The most important person in your application is me. You need to start your pitch with what you know about me, what you know about my business, and then marry it up with your super awesome VA skills. If you don't get my attention in the first line or two then I've scrolled down to the next application.

I received one application and here is a little from it:

Dear Hannah,

I was going to say I'm sorry to hear that you suck at writing formal policies, but that would be a lie. In fact, I'm super pleased that you suck because that means you need me!

I don't suck at writing formal policies. Maybe it's a little sad to admit, but I thrive on strict, regimented writing where I must make sure every detail is spot on. I know you won't hold that against me (as I promise I'm also a bit of fun to work with).

This VA - one day I will convince her to leave her husband and marry me. These two lines are the reason why she can make a full time wage from her VA business.

Her email subject was: Hannah, great news - I don't suck at policies

This made me want to open it!

You know what doesn't make me want to open your applications? The following subjects...

Policy writing

Policy writing

VA role

If you're a VA who specialises in writing, please ensure that your spelling and grammar is correct.

I am obviously interested in the experience that you have, but it shouldn't be the first thing you talk about in your application. I can do my own cyber stalking if you give me your social media links. That's all I need. I don't need to be told about every single service you offer, because I don't want to think of you as a jack of all trades, no one is good at everything. You need to work out your niche and advertise that, and that only. Then if you do have other skills, once you have secured a client you can drop the hints "did you know I also offer..."

Finally...the follow up:

As I said, I have two kids, I work three days a week in the city, I'm lucky to have the time to wash my hair every second day, please don't continuously email me follow ups. I will get back to you. It might not be straight away, but I will respond to you, I'm not an arse.

One of the applications had the following which was perfect regarding follow ups - it sets a time frame for follow up from you.

Since you put your joblead through the Virtually Yours network, I know you'll be hearing from a few very talented VAs so I'll leave it with you for a couple of days. I hope you don't mind, but I'll set a reminder to follow up with you early next week if I haven't heard back from you.

You need to make it yours - make it fit your personality.

## In Conclusion

We hope this has given you some insight on how your words can win you a client. You may have never considered how vital communication is for a virtual business.

Networking builds your business group, communication keeps them interested.

And please, never give up. If you don't 'win' a client, they weren't meant to be your client. We all know how easy it is at the start to simply say, 'I want any client', but after you've drilled down your ideal client and have a clear vision of them in your head, you'll find that you'll start to attract the clients who you'll win.

Apply for as many jobleads as you feel qualified for, but please don't be too disappointed if they don't 'pay off'.

One thing we've seen is that a client may give an 'end date', however, is often so eager that they select a VA quickly. So, we know it's hard for those of you who still work, but a high-quality, quick response will usually get noticed and that VA is more likely to land the joblead.

And if you ever need any help with wording, Mon's here to offer you copywriting services: <http://www.avirtualcopywritingmonstar.com.au>.

Or if you ever need mentoring to discuss how to win more clients, find your ideal client etc., you've got to book a call with Rosie: <https://www.virtuallyyours.com.au/discovery-session/>



## About the authors

Rosie Shilo is a VA advocate, the VYVA Mumma duck, an author of VA training courses and books, a presenter, a mentor and a fun-loving vegan gardener who loves a good soy latte, tattoos and pretty little green frogs. For over 10 years' Rosie has run Virtually Yours, providing a safe haven for VAs around Australia.

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Mon Eddy is the SEO copywriting chameleon, a business sidekick, an eBook writer, a pizza maker, and an always smiling, giraffe loving short arse who can balance a spoon on her nose. For almost 10 years' Mon has run A Virtual Copywriting Monstar, providing super star clients with words that sell.

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## What we have to say for brand protection

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Thank you,

Rosie  
Virtually Yours

Monique  
A Virtual Copywriting Monstar