

THE VIRTUAL ASSISTANT

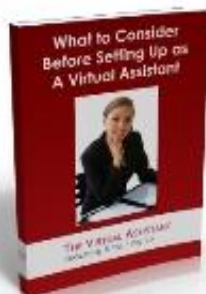
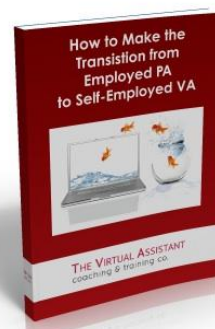
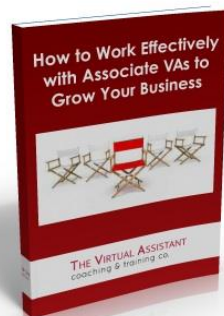
coaching & training co.



The VA Mastery Course

Helping VAs to create excellence in their business

5 modules, 5 stages, 5 methods
Everything you need to succeed



The VA Business Mastery Programme is a flexible, INTENSIVE training course in 5 stages which is designed to fit around you, your current circumstances, your ideas for the future and your budget.

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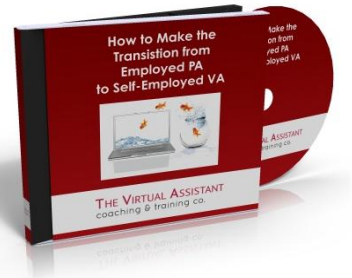
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What does this course offer you?

You'll develop personal skills and business skills; these two skill sets will ensure you're on the fast track to success.

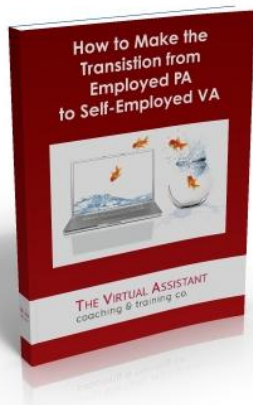
For you:

- Gain focus and direction to set you on the right path.
- Develop confidence in your own abilities and the business you've established
- Know how to stay motivated and enthusiastic about your clients and the results you deliver



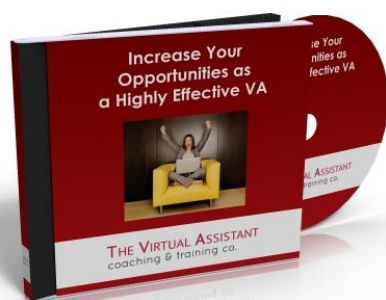
For setting up your business:

- The knowledge to make the most of your skills and experience to create a successful VA business;
- The understanding of the technology involved in virtual working: equipment, software;
- The tools to gain clients through effective marketing and accomplished networking;
- The tools to deliver great client management and retain a client base; and



For making your business successful

- Essential and highly effective sales and marketing skills to win business and gain fee paying clients fast
- How to pitch your business to the right type of client whether in your first client meeting or at a presentation
- Learn the financial essentials of running a business
- Discover how to charge what you are worth and increase your earning potential



What's in the course?

The programme follows a structured process that starts with:

Creating a Solid Foundation

Building the foundations are essential for a successful business. This programme really does start at the beginning.

Even if you are already running a VA business - or any other business - you'll find going back to basics will give you a sound footing to create a strong and successful business.



- *What a VA is, who uses a VA and the skills required*
- *The logistics of setting up a VA business*
- *Focusing on short and long term desired outcomes and strategic planning to achieve them*
- *Contingency planning*
- *How to build confidence, motivation, focus and direction*
- *Making the transition from employed to self-employed*

Marketing - How to get the clients

Marketing underpins everything in your business from understanding your marketplace, what your potential clients want, what your competition are doing and how to reach your target market effectively.



- *How to attract people and get clients on board*
- *What will make you stand out from other VAs*
- *Understanding marketing and how to create a strategy*
- *Creating a niche market for increased exposure*
- *What to say in your marketing material*
- *How to effectively use a variety of marketing tools: websites, articles, social media, etc.*

Networking - Building a business community

Using networking well will bring you a flow of clients who have 'got to know' you either at a regular offline meeting or through online interaction.



- *How to expand your profile through networking*
- *How to create and build a successful business community for mutual support*
- *Social networking with traditional networking*
- *How to give effective and confident presentations*
- *Confident networking with great conversations.*

The Secrets to Managing and Retaining Clients

Long term clients depend on your relationships. Your ability to get and keep good clients is all about the service they get and how it's delivered, right from the very first meeting.



- *Effective consultations with prospective and new clients*
- *Client inductions and contractual agreements*
- *Client care service and management on a virtual basis*
- *Client reviews, and how to ensure a business mindset*
- *Client boundaries and handling difficult situations.*

The Essentials to Money

Money is the lifeblood of any business and having a clear focus on what you're worth, what you want to earn and what the business needs to grow will ensure your business is profitable.



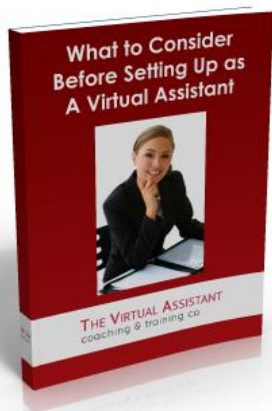
- *Understanding financial management*
- *Fee structures and retainers*
- *Invoicing and time tracking*
- *Developing skills to increase earning potential*
- *Working with other VAs to build a team*
- *How to work part-time and boost your income*

Who is the course for?

You!

If you want to make a career as a VA it doesn't matter what your background is. You might be:

- A PA or secretary thinking about you can earn a sustainable income that will surpass your salary as a PA.
- Looking at (or just been through) redundancy and don't want to be at risk of this again.
- Taking maternity leave and looking at a career that will fit around your parenting so you can enjoy your children.
- Having already made the decision to be self-employed and looking at opportunities.
- Be already in the VA business for up to 2.5 years, but it's not as successful as you'd like it to be.



If any of these issues are worrying you ...

How am I going to get clients?

What should I charge?

Will I be taken seriously?

How can I avoid the feast and famine problem?

How do I create a business plan that is more than a few numbers?

How do I present myself to new clients?

Where can I get the skills I need to run a business that are not in my current portfolio?

What can I do to take my VA business up a level?

How can ensure long term success?

What tools are essential - and what other tools might be useful?

What do I do to be competitive?

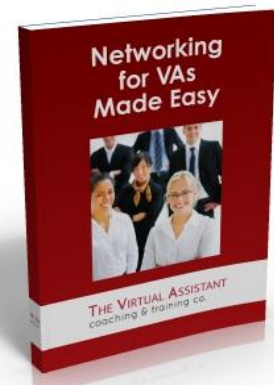
What range of services should I be offering?

The course will give you all the answers, the tools and techniques and ensure you're completely ready for action!

Five stages to a successful VA business

The programme is structured to take you from wherever your personal starting place is through a range of knowledge acquisition and learning activities to achieve your goals.

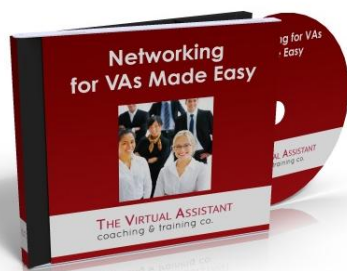
- Stage 1** Pre-course material to do at home so you're all ready prepared for the next stage.
- Stage 2** This stage provides you with interactive training with 5 options which include the following:
- Attend a 2 day workshop in person
 - Join a series of 10 webinar group sessions
 - Have one-to-one training for two days as a face-to-face session
 - Have one-to-one training via 10 webinars
 - Online study in your own time
- See the next section for more about Stage 2 options.*
- You can look at Stage 2 calendar on the website here <http://vact.co.uk/the-training/calendar-of-va-training-programmes>*
- Stage 3** Study modules and Business Strategy preparation with feedback
- Stage 4** Business coaching and mentoring
- Stage 5** Ongoing group mentoring support



"I was truly inspired and actually spent the Sunday evening with the feeling of a Christmas morning – very excited! I thought that the content of the course was very detailed and allowed a lot of questions to be answered. The tips to be successful will definitely be remembered, I feel that I know have many seeds and it's up to me to make them grow."

I felt completely inspired during and after attending the course. Carmen was a brilliant trainer because she has such a pleasant manner and is very easy to listen to and understand. The course is extremely thought provoking and you walk away with a great big smile and warm feeling that the future is going to be very rosy!"

L. Quick, Banbury



"I knew that Carmen would change my life from our first telephone call. She made the time not simply to tell me about the VACT course, but to find out my goals, what I wanted to change in my career .

From the first minute you're invited to participate and to encourage each other. You can state your aspirations without feeling embarrassed.

What motivated me was Carmen's quiet smiling confidence that I could achieve whatever I decided to. She has continued to nurture and support me with her intuitive approach. By asking seemingly endless questions she takes you to the roots of your personal beliefs or business strategies and enables you to identify what restricts you or simply isn't working. Then she kindly but determinedly helps you to find alternatives.

This is not a course is to churn out identical Virtual Assistants, it is about finding fulfillment for individuals."

Vicki Harris, PA247

Designed for you with 5 methods of learning

Remember that the VA Business Mastery System is conducted over 5 stages over an approximate period of 12 to 14 weeks.

This page describes the STAGE 2 options so you can choose how you would like to take part in the interactive training to suit your time and budget. Therefore, Stage 1, 3-5 still takes place yet you choose how you want to be trained for Stage 2.

You can view the training calendar to see dates of the Stage 2 interactive training whether as a group or on your own, in person or via webinar.

Option 1: Group Training x 2 days (maximum ten delegates only)

A truly energetic and inspiring atmosphere with everyone supporting and interacting with one another, sharing ideas and learning from one another's questions.

It is intensive yet very rewarding and certainly one of the most popular Stage 2 training options.

This is a great opportunity to build valuable relationships with other VAs and received positive feedback from past participants.

Aimed at: anyone who wants to feel part of the VA community and enjoys the energy of interaction.



Option 2: Group Training via Webinar x 11 weeks approx

If attending the group training is not possible for you, or you want to be able to dial in via your PC onto a webinar from the comfort of your own home over a period of time, then this is still a very effective way of learning. Group sessions mean you are able to interact with other delegates in a very managed environment.

You have the chance to interact with the trainer, ask questions and learn from others on this training.

Your Stage 3 materials are normally provided to you after each relevant session covered.

Aimed at: anyone who wants to feel part of the VA community, with the benefits of a group environment, in the comfort of your own home. Gain the support of a trainer, share ideas with other VAs and build your communication skills.

Option 3: Private 1-2-1 Training Via Webinar for 10 weeks

If you want focused and bespoke attention on your business this is ideal whether you are just starting out or need a boost to your business.

Very focused consultation and training support provides in-depth business mentoring with tailored outcomes based on your specific requirements.

Aimed at: anyone that prefers in-depth one to one focus for private consultation and training, from the comfort of their own home, at a pace spread over a timescale that suits their current situation, in order to achieve your own advanced specific outcomes and if you have particular areas that need more attention.



Option 4: Private 1-2-1 Training Over 2 Days

This is exactly the same as Option 3 however this is conducted over two days in person instead of via webinar. This allows more in-depth coverage of the modules, brainstorming ideas and flexibility over the structure.

Aimed at: people who prefer the face-to-face interaction and would like to work at a slightly faster pace, great for those with confidence issues as face-to-face NLP techniques can be used to overcome confidence barriers.

B&B included.



Option 5: Online Self-Study (with interactive support)

This online study allows you to work at your own pace around your own schedule from an interactive site, however, you still have access to forums with other delegates so that you can 'virtually meet' other VAs, still take part in group mentoring as well as have online interaction with your trainer. So you almost have the best of both worlds.

This does include all stages 1, 3-5 as outline and your stage 2 includes a telephone tutorial of your choice of subject which you need the most support on.

Aimed at: anyone that prefers to work at their own pace around their schedule and enjoys the interaction online.



Do you require something more bespoke?

Contact carmen@vact.co.uk to book a consultation about your current situation and the outcome you want.

Five modules - the details

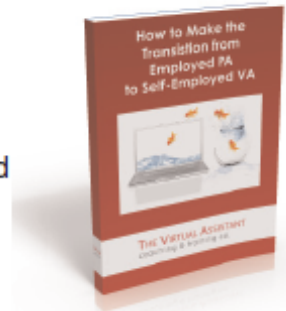
Stage 1 - Pre-Course

What's Involved: Home Study Online and Interactive Webinar

Material:

- A one-hour interactive webinar 'Ignite Your Business' which takes place once a month, ensures that you are getting focussed on your vision. This teaches you how to create an empowering and inspiring vision and how to attract it. Exploring the exact way to ensure you know how to work effectively towards goal setting and planning.
- A 30-page Ebook 'What it Takes to Become a Remarkable VA' which looks at the first stages of setting up and starting to think about the outcome you want and how to attract opportunities to make it all happen when starting out on this exciting journey as a VA.
- A two-part series podcast on 'How to Create Confidence and Attract Success' - this is based on Carmen's years of experience coaching people, as a renowned coach and NLP Master, to regain their confidence, refocus on their goals and start to turn their lives around and achieve positive results.

Time Required: 6-7 hours approx.



Stage 2 - Interactive Training

What's Involved: Interactive Training dependent on choice of training method

(See Stage 2 explained and options)

Stage 2 is your springboard. It is very intensive and highly interactive, covering 10 very comprehensive modules (this is a MUST read). It gives you all the essential information on getting your business started, how to run it, how to find and manage your clients, fee structures, marketing, networking and much, much more.

It offers tremendous flexibility so that whatever your circumstances, wherever in the world you are, and whatever your budget, you can get the best possible start for your new VA business. See the Timetable & Fees page for more detailed information about the options available.

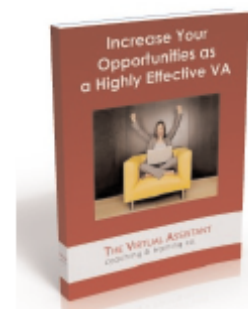
Attending the group training is a fantastic opportunity to meet other like-minded individuals at the same stage as yourself. The atmosphere and energy in the room are always amazing as everyone is excited about their new venture. All delegates share and support one another as part of their new VA community.

If you can't attend group training, or would prefer one-to-one training in person or by phone, check out the Calendar page to see whether any of the options listed there is suitable for you. If not, contact va@vact.co.uk to discuss alternative dates and locations as well as bespoke training opportunities.

Material:

- Business strategy assignments to complete, with examples and templates, to ensure you have created a unique strategy for your business success
- The VA Toolkit - your ongoing guide to your business review to ensure ongoing growth long-term of your business operations
- Social Media handbook

Time Required: Dependent on choice of training - 10-14 hours approx.



Stage 3 -Business Strategy Preparation (online) with Feedback and Support

What's Involved: Business strategy preparation and launching your business

By the end of Stage 2 you'll be raring to go with your new business. However, it is essential that you have a business strategy, especially if you want to prepare any documentation for banks or investors.

Stage 3 helps you do just that. Based on our own business experiences, we present you with a model (covered in the VA Business Mastery System Business Bible x 10 modules) that we've developed over the years. Using this model together with the templates and marketing material (as stated in Stage 2) presented at this stage, you'll be able to build your own strong business strategy. This is your blueprint; the foundation on which to build your business and achieve your goals.

You will have time to put together the strategies working at your own pace, using the guidelines and examples provided to you, and then we give you the feedback.

This can be completed whether you are still at work full-time or working around children, or you may be fortunate to have more time on your hands to complete this stage far quicker.

Material:

Your VA Business Bible covering x 10 VERY comprehensive modules of information which cover getting started, planning and strategies, client management, getting the clients, charging the right fees, working with other VAs, marketing, networking, contingency plans etc including the list below. Each module contains a business strategy section for you to complete (which includes examples and guidelines to support you and keep you on the right track). You are provided with feedback and telephone/email support.

- VA Business Templates to include:
 - Client confidentiality and relationship contract
 - Retainer contract
 - Associate contract
 - Non Disclosure agreement
 - Client proposal

VIP BONUS MATERIAL

- Two additional months complimentary membership to the VA Business Club
- Complimentary audios from the 2010 National VA Conference
- New client welcome pack templates which include:
 - Prospective client questionnaire
 - New client questionnaire
 - New client welcome pack
 - Client review questionnaire
- Marketing templates to include:
 - Newsletter copy/press release
 - PowerPoint presentation to present your VA business
 - Social media guide
- Audios to listen to which cover many of the topics covered in the modules:
 - Essential Client Management
 - Creating Your Marketing Message
 - How to prepare for your first networking event and creating your pitch
 - How to choose an associate VA and how to delegate
 - How to charge what you are worth and overcome fee objections

Time required: 6 - 8 hours per module approx. x 10

Stage 4 - Business Coaching and Mentoring

What's Involved: Business coaching and mentoring support to keep you on track.

The support continues. You're raring to go. You've got your business plan ready. You just need the confidence to go out there and do it, which is where Carmen - as a qualified Neuro Linguistic Programming (NLP) coach - comes in.

NLP uses techniques to boost your self-belief:

- Boost self confidence
- Create the mindset of a business owner
- Create the ability to communicate confidently and successfully

This could help you to take that final step and leave work to become a full time VA. It could prepare you for your first ever networking event. It could help you to present your business to a new client.

This coaching takes place [either online or by telephone] and is tailored specifically to you and your business. You can undertake this stage at any time within a year of completing Stage 2 - so you can make sure you're well and truly ready to continue.

Time required: 1 to 3 hours approx. dependent on choice of stage 2 training

Stage 5 - Ongoing Group Mentoring & Your VA Community

What's Involved: Online, by telephone & via Teleseminars

(complimentary for three months)

By now your business should be up and running. However, we all learn through experience - and sometimes things don't go according to plan. That's why we believe it's important to be part of a community of like-minded people who can give you advice, support and the benefit of their own experience. So, we have created a network of Regional X-Change Groups, connecting you with other VAs around the country.

You'll also have free access to our monthly mentoring Teleseminars. We choose a topic (for instance, "Charging what you are worth") and run a Teleseminar giving you information, tips and advice. You also have the chance to ask questions or share your own experiences with the other delegates on the conference call.

Stage 5 is a very important part of the VA Business Mastery Programme. We make sure that you have continued and ongoing support so that you can make the most out of your business. We want you to be a success!

Go to the [Course Calendar](#) to book your choice of Stage 2 training NOW!

If you have any questions, suggestions or just want to find out more, please get in touch with Carmen MacDougall on

0844 669 8624

or email her on

carmen@vact.co.uk

