

# 7 STEPS TO BOOST YOUR VA BUSINESS

Quick and Easy Strategies to  
grow your VA Business



[www.vact.co.uk](http://www.vact.co.uk)



# Welcome to the 7 Steps to Boost Your VA Business



This system has been designed to support you in the process of launching and growing your own Virtual Assistant business.

It has been designed to provide you with an overview of what you need to consider in the early stages of your business or indeed ideas to help you to boost your existing business.

Actions have been divided into 7 steps which forms just an introduction to what you can experience as part of the highly acclaimed VA Mastery Course in which you can experience the full, 12-part system to becoming a successful VA with an in-demand, sustainable business.

I want you to enjoy the next 7 steps and enjoy the journey. Whilst on this journey, certain questions will arise for you, which is why I offer you a half hour, complimentary consultation.

In order to benefit from this, all you need to do is arrange by booking direct through <https://amandajohnson.youcanbook.me> by emailing [info@vact.co.uk](mailto:info@vact.co.uk) and using the subject header FREE CONSULTATION. There is nothing else to action, as you will be guided through the next steps to arrange your session and to support you with your strategy and desired results.

Do ensure that you interact with me on social media, via Twitter and Facebook, to share your comments and questions relating to this system.

Enjoy!

**Amanda**  
**The VA Coaching and Training Company**

**Step 1**  
Start with the End in Mind - Vision

**Step 2**  
Clarify your Ideal Clients and Niche Market

**Step 3**  
Create a Compelling Marketing Message to position you as an Expert VA

**Step 4**  
Master the Art of Sales and Boost Your Self Confidence when Selling

**Step 5**  
Master the Art of Finance and Charge Your Worth

**Step 6**  
Raise Your Profile from Networking Smartly and The Creation of Strategic Alliances

**Step 7**  
How to use Social Media and Online Marketing to Boost Your Business

**BONUS Step 8**  
Create an effective Action Plan to achieve Results



# 7 Steps

## to Boost Your VA Business



### Start With The End in Mind - Your Vision

If you don't know where you're going, how are you going to get there? You've probably heard this many times BUT have you applied this wisdom to your business lately?

With the need to bring in business, keep clients happy, chase invoices and keep the wheels of business turning, it's really easy to forget why you're doing it and what you're aiming for. The simplest way to re-energise your business is to work out what you're aiming to achieve and GO FOR IT with laser focus!!

How do you want your business to look in a year, two years, five years? What are you aiming for? How many hours do you want to work? Who would you like to be working with? How will your business fit into your life, going forward? What's your exit strategy for your business? Will you sell it, shut it down, get someone else to run it, franchise it? Have you even thought about it?

And once you get clear on how you want your business and life to look, you can make decisions based on it. You can decide what is 'good business' (ie takes you closer to your vision) or 'bad business' (takes you further away from your vision).

But if you don't know how you want your business to look, how can you make decisions? How will you know if something is just a distraction?

Get really clear on how you want your life to look – how much you want to earn, how many hours you want to work, how many holidays/ vacations you'd like, when you'd like to give up work – in as much detail as you can. Then see how your business can help you achieve that.





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### Clarify Your Ideal Client

Marketing your VA business is based on relationship building to allow people to get to know, like and trust you. As part of your brand awareness you are allowing businesses to witness what you are all about, what you can do, what you help businesses to achieve and where you add value. Marketing is also about ATTRACTING the IDEAL client who has a NEED and WANTS your services.

#### Who needs or wants your services?

Well, you may believe, as many do, that any business will want and need a VA!!!! However, it's important to close the net and start to focus on specific businesses so that you have more of an opportunity to stand out from other VAs. This is where having a niche comes in.

As many of the leaders in marketing will also tell you, it is better to communicate a very clear message which is direct to certain businesses and which connects with what their particular needs or concerns are, so that you can actually provide the solutions for those particular needs and concerns. Can you see how that makes sense? In addition, it can cost you a lot of money trying to market yourself to every business, however, by having a niche, it means your marketing efforts can be much more cost effective, more targeted and consistent and achieve better results.

Start to identify your ideal client – the WHO needs what you do. Explore where you have experience, credibility and contacts, as this is a great place to start. If you have not enjoyed working within the industries you have experience of, then, which ones would inspire you? Who motivates you? Who could offer you the opportunity to learn and stretch your skills?

#### What exactly does your ideal client want and need?

For a moment, step into the shoes of your potential clients and think like them. What support would you find useful? What would you want your VA to know about you? What challenges and concerns do you have that a VA could create solutions and results to?

You could also do some research and find out from them what they actually want and need, because, once you have identified these points, you can then create the service that fits as well as a marketing campaign that creates awareness that you are the solution to those needs.





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### Create A Compelling Marketing Message To Position Yourself As An Expert VA

#### What's in it for your clients?

Now that you have identified your niche clients' needs, what is it about your VA business that will make the business owner want to do business with you? Much of it is based on the fact that people like to do business with people they know, like and trust. You want to find an opportunity to grab their attention first and the opportunity to keep them interested long enough to build that trust and demonstrate the value of using your services. The first place to start is with your marketing message. This is what people will be reading about you or hearing from you.

People want to know what you DO, how it WORKS and what's in it for them.

If you are to stand out as a sought after VA, then you need to be very clear about what you can do for your clients, and how you help them with areas where they are struggling so that you can identify the benefits you can bring to the working partnership.

Discover what it is that your ideal client would really love to achieve in their business and communicate how you understand how that's important to them and how your business can help to get them to that point in their business.

You will come across as having created a service that has the solution, then they will want you.

In your communication message, you must be able to demonstrate how you would solve their challenges and how you intend supporting them to achieve their goals. By telling them that you can do their admin and secretarial tasks, or that you can help them save time and money is NOT attractive or a big pull. In any case, this will NOT enable you to stand out.

A message needs to convey the benefits, to be able to demonstrate clearly how you will support them and detail the results of that support over a long term period. You will also need to put across what that means to them and their business, the positive consequences of working with you.

Your Unique Selling Points (USPs) are what make people choose you over your competitors, ie relevant experience, non-traditional PA skills, knowledgeable about the niche market's industry and trends, great track-record, taking time to understand your clients etc.





## Master The Art Of Sales And Boost Your Self Confidence When Selling

### What's your impression of someone in sales?

If it's a negative one, you need to change that now, because this can affect the way you do sales for your own business. You might be thinking "I hate selling!" or "I'm no good at selling myself". When you're passionate about what you do, people will generally buy into you, and, by the way, you are not selling you, you're selling what your business has to offer and the benefits to people working with your business. What I will cover in this step is how to refine your sales process so that you increase your opportunities.

Bear in mind that there are people out there who have a need for what you do. Therefore, think about why they would want to work with you as opposed to another VA business. Instead of thinking that it's hard to get clients on board because they're hard to please, or they won't want what you have to offer, that they may prefer your competitors or indeed that they won't pay for your services - start thinking about the opposite, as what you think becomes you. What if they love what you have to offer, what if they see you as a great fit for their company, what if they see value in what you have to offer which another VA can't etc.

Step into the mind of the prospect client and imagine what they're thinking.

They may have some resistance or hesitation on their part, in fact this may not be the first contact you are having with them.

Therefore, think about the following...

1. What objectives could they have about working with a VA?
2. They may have a number of challenges they need solving in their business and they want to understand what solutions you can create.
3. They may be conscious about money and therefore, your fees.

Your prospective client wants to know that you can deliver amazing value, an excellent service with great support, that you have (in some cases) relevant experience or at least understand what their challenges in business are, that you're forward thinking, proactive instead of reactive and at the end of the day, above all else, what will really sell it to them, is that you can help them to become more productive too, so that they can focus on achieving those very important goals. Those important goals will determine for them their business success and the impact on their personal life too.





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### Master The Art Of Finance And Charge Your Worth

#### Finance

Finance is a topic many new VAs are perplexed by, yet it's one area that, if you get right, can make a massive difference to the effectiveness and success of your VA business.

It's very important that you keep your cash under control. Ensure you have an efficient system to keep very accurate records on what goes out and what comes in, so that you can keep the finance in the black and forecast it's growth:

1. **Cash flow forecasts** will show the expected receipts of money coming into the business and payments of cash going out. The forecast will then indicate how much cash will be available in the business.
2. **Balance sheet forecasts** show fixed assets, such as equipment and stock. These should also show how your assets are financed such as via leasing or loans.
3. **Profit and loss forecasts** give an indication of your predicted income as a result of sales and the likely expenditure on a month-by-month basis.
4. **Breaking even** is the first financial target of any business, to cover all the costs incurred by the business. The second target, which is the real objective, is to make a profit.

#### Fees and Charging

Do you have a figure in mind of how much you want to earn? There are some VAs who will charge an extremely low hourly rate in order to be competitive then, you have some VAs charging higher rates charging their worth.

It is very important that you avoid comparing yourself to other VAs and focus on the value that you are helping your clients to achieve. If you have mastered your marketing and sales techniques then you are on to a winner because you will win the higher paying clients who want the results.

You also have to bear in mind that part of your income is being re-invested into your business for training, networking, marketing and other business development. You also have to account for your tax, your own administration, marketing and other business costs.

In order to achieve the income you want, it is important you charge your worth or you will end up working very long hours and become a self-employed employee!





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### Raise Your Profile From Networking Smartly

Ivan Misner who is considered one of the world's master networkers says '*Networking is more than shaking hands and passing out business cards. It's about building your 'social capital'.*

#### Would you do business with someone you don't know?

NO! So in turn how can you expect people to do business with you if they don't know you? Building relationships with people is important because, not only do you see whether your first judgments were correct, you grow to like, trust and respect that person and want to support them, as well as the fact that you want that person to get to know you – so they can support you also. It all goes hand-in-hand doesn't it?

As part of your networking strategy become clear about the type of contacts you want to start generating. If you have a niche, start to investigate where your niche do their networking. There could be industry related organisations, which hold events such as exhibitions or conferences. There could be meetups around the country. Source them and then attend as a visitor to get a feel for them.

When working for yourself, time is of the essence, however, sparing the time to go to networking meetings every month would help to put your business on the map,

help you develop your presentation skills; build your confidence in presenting your business to prospective clients and in yourself. Put the time in your diary and say NO to anything that will stop you from going, be committed to yourself and respect your business.

#### What do you do?

Get clear about what you're offering! When promoting your expertise at a networking meeting, you need to be clear about the benefits of using your VA services, not the features, so that you are answering the question "What's in it for me?". What people want to know is, who you work with, what services you provide and how your clients benefit from all of this so that they can make quality referrals for you or use your services for themselves!

The key to any good networking is in the follow up and in getting to know each of the members more in-depth via 1-2-1 meetings. The more you get to understand about one another's businesses, the more likely the trust builds and referrals are generated.

This is not an overnight success, but like your business, nurture it and be proactive.







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### How To Use Social Media To Boost Interest In Your Business

A lot of people think Social Media is a waste of time, or they say “I don’t have time to get round to doing it”. However, if you think about how many people you could get exposed to, online, it’s actually far greater than what you would be able to achieve in terms of the number of people you would meet if you were going to your local networking. The good thing is that with local networking, you’re meeting people who will know other people anywhere in the world. Indeed, many of those people will be online as well, so they would be talking about you... wouldn’t they!

#### Be Consistent

If you are doing it on a consistent basis, never stop. You must create a timetable that allows you to do that every day.

So when someone, who you are targeting, thinks that they are overwhelmed then they think of you and your solutions! This is because you have been consistent!!! Platforms you should be fully utilizing (and are free) include:

#### Facebook

Facebook is the new way to find businesses; it allows customers to leave feedback, it helps you to build a database by attracting page ‘likes’, it’s a great way to showcase your

expertise, link to helpful articles and build relationships with potential clients. Although it is getting harder to get organic reach and you should be prepared to consider Facebook ads as a way of getting your posts seen if your ideal client is a Facebook user.

#### Twitter

This can act as a signpost to new blog posts or Facebook post.

It can be great for networking. You can ask advice, give advice and share articles. Watch and learn how others promote their business – what can you take and use for your business?

#### LinkedIn

This online networking community It’s regarded as more formal than other social media networks and is used by professionals in all fields. It encompasses the ability to give and receive recommendations. LinkedIn works really well for relationship building.

Finally if you plan to use Social Media to build and grow your VA business, ensure you accept that you need to be playing the long game and not the short game. Social Media takes time but its incredibly valuable to your VA business





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### Creating an Effective Action Plan to Achieve Results

OK now let's look at your way forward and planning for the next few months whilst you set up and launch your VA business. Do make sure you see some options I have for you at the end of this document, as there will be an offer to support you towards your success easily.

First of all, what two things are you going to commit to and by when to ensure you launch and grow your VA business within your desired timeframe?

Where do you want to be this time next year? How would it make you feel if you knew, because you didn't make time or invest in support, you had not achieved your important goals? What would be the negative consequence of that?

#### Here are some actions I would like you to take

For your business to grow, you have to become very aware of what could get in the way of growing. What is your contingency plan to prevent these from acting as a barrier or how to effectively handle them if they happen?

If you knew that you could make that leap of faith, who do you have to support you who really understands business and even better, the VA business?

What two opportunities do you have available to you that you can take advantage of to help you to achieve your goals?

What two strengths do you have available to you right now that you can develop into an opportunity of to help you to achieve your goals?

What two weaknesses and two threats do you have at the moment that you know, that in order to succeed, you must work on to fix or develop into a strength so that it does not threaten your business growth?

#### What will you do now to commit to your business success?

If the answer is you are looking for someone to inspire, challenge and support you in establishing your VA business or looking to build and grow an already established VA business then visit [www.vact.co.uk](http://www.vact.co.uk) to see how our CPD accredited training fits your needs.



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## What's Next....?

### Sensible Questions that you might need some answers to:

- Where do I start?
- How can I ensure success?
- What services do I offer?
- What do I charge?
- How can I find clients?
- Will I make enough to replace my employed income?
- Can I manage to work both jobs for a while?
- How can I find out about marketing my business?
- Will I be able to work alone?

### How I can help you



- Offer a free 30-minute consultation to see if this is for you; (no hard sell, I promise!)
- Deliver specific targeted training, designed to speed your success;
- Answer all those questions (listed above).
- Offer several levels of accredited VA training, so you know it's right for you;
- Help you learn to sell yourself and market your business;
- De-mystify the Social Media maze;
- Guide you through setting up a new business;
- Stand beside you, offering continued support on your journey;
- Provide certified CPD so you'll always be up to date;
- Provide access to a huge VA network, your safety net of information and support.

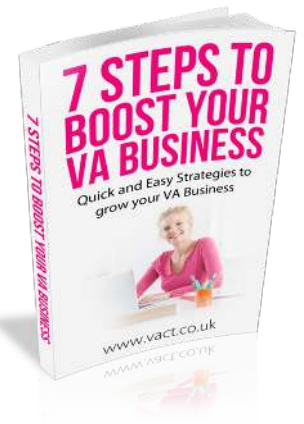
### Can I just have a call with you first?

I am passionate about Inspiring, Challenging and Supporting Virtual Assistants if you think a discovery call might help you then please book one at <https://amandajohnson.youcanbook.me> - its complimentary and I can assure you I don't give you a sales pitch but will offer you 30 minutes coaching and mentoring to build and grow your VA business.

**Be Awesome**  
**Amanda**



# Now The Legal Stuff



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