



# 75 SERVICES YOU CAN OFFER AS A VIRTUAL ASSISTANT

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It is a myth that every VA can offer every service possible. It's just not possible in the real or the virtual world. In fact, when a VA says they can do everything I panic!

However; I am often asked what were the most popular services that my company had been asked to perform, so I have collated the top 75 things we delivered to clients.

The observant reader will have noticed that I said “we delivered to clients” and that's because after 18 months in business I built a team of Virtual Assistants around me, allowing clients to hire us for the role they were filling and it was my responsibility as the Lead VA to determine who within the team was the most appropriate to deliver the services requested.

Remember this list is not actually an exhaustive list and in some areas I have merged bigger tasks into an overarching heading to give you the best description of the work done.

To help you – I have broken this list down into key areas / specialisations:

- Traditional Administrative Support
- Social Media and Content Marketing
- Customer Services Support
- Marketing Support
- Financial / Bookkeeping support
- Website and Technical Support

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## Traditional Administrative Support

Traditional Administrative support is often about making the clients lives easier - and it is fundamental to a VA business.

If this is all you can offer - offer this! It is a great starting point.

1. Diary and Calendar Management
2. Email Management including daily inbox support and email Inbox detox
3. Appointment Management
4. Travel Planning and Booking
5. CRM Management
6. Data Entry
7. Typing – audio transcription
8. Typing – copy
9. Presentation creation
10. Spreadsheet creation, maintenance and management
11. File Management including Dropbox, Google Drive, One Drive etc)
12. Report, Forms, Templates creation
13. PDF conversions, merging or splitting
14. Sourcing Speaker Events
15. Personal errands and reminder services
16. Proofreading
17. Minute taking
18. Creation of systems and processes to manage internal administration
19. Sourcing book editors and publishers
20. Event Planning
21. Event Management

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- 22. Document creation including mail merges (there is a story there that I will share with you another time!)
- 23. Online Shopping (yes we got paid to shop!)

## Social Media and Content Marketing

- 24. Social Media Management tasks
- 25. Creation of social media accounts / profiles
- 26. Moderation of social media groups
- 27. Creation and scheduling of social media content
- 28. Interpreting social media analytics
- 29. Creation of social media graphics including banners, headers and backgrounds and sourcing images
- 30. Monitoring of social media accounts and responding to enquiries and interactions
- 31. Uploading video to YouTube
- 32. Transcribing YouTube videos and repurposing content
- 33. Social Media Marketing Ads
- 34. Writing blog posts
- 35. Uploading blog posts to websites
- 36. Adding SEO to blog posts and graphics
- 37. Researching keywords and long tail keywords
- 38. Competitor analysis
- 39. Podcast support
- 40. Basic editing of video
- 41. Basic editing of audio files
- 42. Adding intro's and outros to video
- 43. PR support
- 44. Maintaining Speaker and Media Packs
- 45. Arranging celebration gifts / cards on client key dates

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## Customer Services Support

- 46. Responding to customer service tickets
- 47. Processing refunds, chasing payments
- 48. Monitoring Customer Service Channels
- 49. Receptionist duties
- 50. Respond to initial enquiries including sending canned responses
- 51. Cold calling
- 52. Warm prospecting of leads
- 53. Management of client onboarding process
- 54. Management of client termination process (and no we did not kill them for our clients)

## Marketing Support

- 55. Maintaining email marketing software
- 56. Database cleansing including adding and removing subscribers from lists
- 57. Creating and scheduling broadcast emails
- 58. Set up email autoresponder series
- 59. Editing and proofreading emails

## Financial and Bookkeeping Support

- 60. General Bookkeeping – including creation of invoices
- 61. VAT Returns
- 62. Credit Control

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## Website and Technical Support

63. Creation of websites
64. Making SEO improvements (headlines, titles, images etc)
65. Creation of opt in pages for lead magnets
66. Installation of plug ins
67. Website maintenance including tracking errors
68. Social Media integration
69. Set up of online learning portals
70. Set up of online membership communities
71. Maintenance of online learning portals
72. Maintenance of online membership communities
73. Webinar set up
74. Webinar technical support

Finally, but probably the most important role was:

75. Being a "Confidant" and "Sounding Board" to clients.

I hope you find this list useful, it is as a result of members of my VA Training Academy® asking for more personal content about what I did in my VA business and how I served clients. It is worth reminding you that this list is built up over a number of years, and I did not offer all 75 items on day one of business and actually I had a small team of VAs around me to offer it. But it might inspire you to think laterally and literally on how you can support your clients.

If you have additional technical skills or experience with a particular software then it goes without saying - offer this and target clients who need this service. Consider niching in it.

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## About Amanda and VACT

Amanda Johnson is a Virtual Assistant Coach, Trainer and Mentor and Managing Director of **VACT Limited**, a company dedicated to helping both aspiring, new and experienced Virtual Assistants to launch, create and grow their own successful VA business.



VACT Limited were voted as the “The Best UK VA Training Provider – 2016 and 2017”. A firm believer in inspiring, supporting and challenging Virtual Assistants to have authentic and awesome VA businesses that integrate into their lives.

So if you have questions about launching a VA business, [click here](#) to learn more about our primary course - the VA Mastery Course which hand holds you through the whole process.

Or if you are looking to growing an existing VA business then you might want to consider the [VA Help Desk Programme](#).

Amanda is a military veteran, having served 23 years in the Royal Navy as a Logistics Officer, has a degree in Business and Management and many years experience of coaching and mentoring.

Join Amanda's Facebook Community [click here](#).

<https://www.facebook.com/groups/vahelpdesk/>

*Amanda*