

VIRTUAL ASSISTANT INDUSTRY

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AGENDA

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DEFINITION AND BENEFITS

VIRTUAL ASSISTANT DEFINITION

- A Virtual Assistant (VA) is a highly-skilled, independent professional who remotely provides administrative, technical and/or creative business support services.*



*Source: from VANetworking.com The Largest Global Meeting Place Online for Aspiring and Successful Virtual Assistants



PARTNER WITH A VA: GROW YOUR BUSINESS

Increase access to resources: VAs have their own network of resources that they utilize for printing, document processing and promotion. Tapping into a VAs resources doubles your own

Obtain the benefits of an in-house employee without the cost of hiring one

Have a person who can suggest marketing ideas

Have someone who can concentrate on the nitty-gritty functions involved in the daily maintenance of running your business

Save money on overhead costs such as payroll, equipment repair, sick days and vacation days

Work with a person who can be a sound board for your business ideas



EXAMPLES OF VA BENEFITS

VA formats your documents

VA puts meta tags on your web site

Document has more professional appearance

Web site appears in search engines

Business Growth and more time for other projects

Increase chance of getting more business

Increase traffic to web site



VIRTUAL ASSISTANT VS. TEMPORARY WORKER

VIRTUAL ASSISTANT

Entrepreneur with their own company

Has a vested interest in the success of their client's business

Works from their own fully equipped office that includes a vast array of technological tools

Bills only for hours worked

Available on an as needed basis

Usually has many years of experience before launching their own business

TEMPORARY WORKER

Usually employed by an agency

Loyalty is to the agency that provided them with the work placement

Requires office space and equipment such as computer, printer, telephone, internet

Needs to be paid while sitting idle in the office until work comes in

Temporary – may not be available for the next assignment

May be right out of school with little or no work experience

SPECIAL RESULTS A VA CAN DELIVER

VAs have special knowledge in niche areas such as internet marketing and social media

Build effective campaigns to grow your online presence and drive more traffic to your website

VAs have years of experience in administration areas such as document formation

Deliver polished documents to your customers and get more business

VAs are experts with time management

Have a deadline reminder service, enabling you to meet dates for your projects and not be late for meetings

TYPES OF VA SERVICES

- Social Media
- Internet Marketing
- Website Design and Maintenance
- Administration



SOCIAL MEDIA

- **Create and Manage Social Media Sites**

- ✓ Blog pages with WordPress, Blogger and TypePad
- ✓ Social Media sites (Facebook, Twitter, LinkedIn)
- ✓ Niche social networks such as Ning and SocialGO
- ✓ Local Community sites such as Foursquare and Yelp
- ✓ Research to identify the right social networks for their customers
- ✓ Measure results of social network activities



- **Advanced Facebook pages**

- ✓ HTML and IFrames
- ✓ Plugins
- ✓ Custom landing pages
- ✓ Sync Facebook page with your blog
- ✓ Insert banners and images to advertise products and giveaways



INTERNET MARKETING

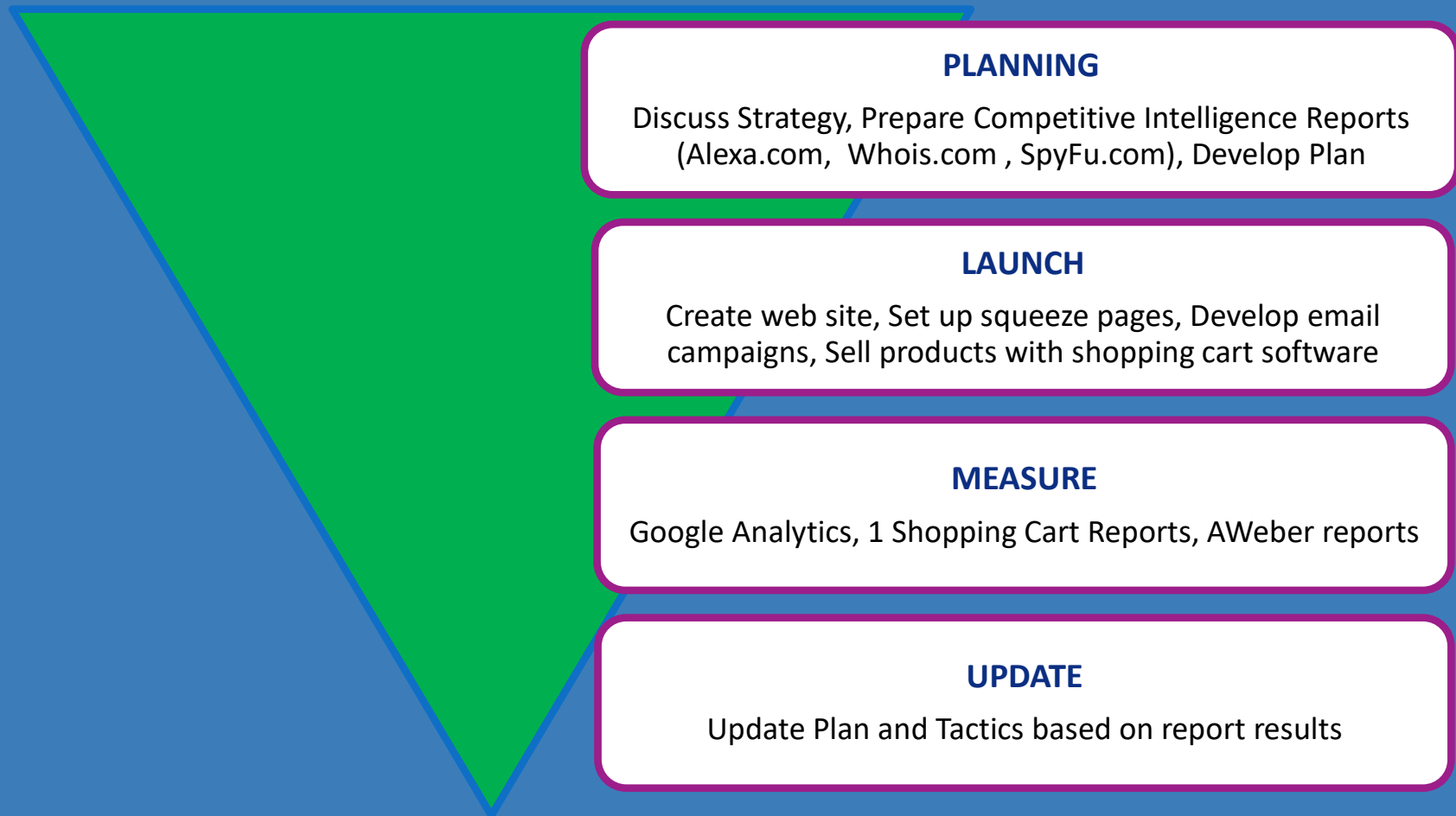


- Develop and implement cost effective plans to attract visitors to website
 - ✓ Website link building
 - ✓ Article submissions
 - ✓ Affiliate program management
 - ✓ Keywords in website to ensure top positions in search engine results
- Evaluation of customers website design and programs
 - ✓ Identify gaps and determine areas for improvements
- Online Competitor Analysis Reports
- Measure website traffic using sites such as Alexa.com, Whois.net, Websitegrader.com, Google Analytics, Market Samurai



EXAMPLE OF INTERNET MARKETING PROCESS

for a company that decides to sell products online and engages a VA to assist them



\$\$ GROW REVENUE \$\$



WEB SITE DESIGN AND MAINTENANCE

- Creation of websites using WordPress
- Design of sites using customers corporate visual identity (font, colors, images)
- Social Media optimization by inserting plugins linking website to social media sites
- Blog pages in site that include polls, comments from customers and informative posts to attract target audience
- Insert Meta Tags and keywords for high search engine results
- Ecommerce strategies to increase sales
 - ✓ Shopping cart software insertion and management
 - ✓ Auto responders to launch email marketing programs
 - ✓ Pink spoon giveaways
 - ✓ Squeeze pages to sell products



ADMINISTRATION

- Database Creation
- Mail Merges
- Direct Mailings
- Spreadsheets
- Email Management
- Scheduling Appointments
- Deadline Reminder Service
- Presentations
- PDF Document Creation



OTHER VA SERVICES

- Bookkeeping
 - ✓ Invoices, Payroll, Taxes, Accounts Receivable, Accounts Payable, Receipts, Budgets, Statements, Bank Reconciliation
- Event Planning
 - ✓ Meetings, Conventions, Dinners, Trade Booths, Teleconferences, Web Meetings, Catering, Hotel Accommodations
- As well as numerous services
 - ✓ Paralegal
 - ✓ Real Estate
 - ✓ Transcription
 - ✓ Etc.



THE VA INDUSTRY

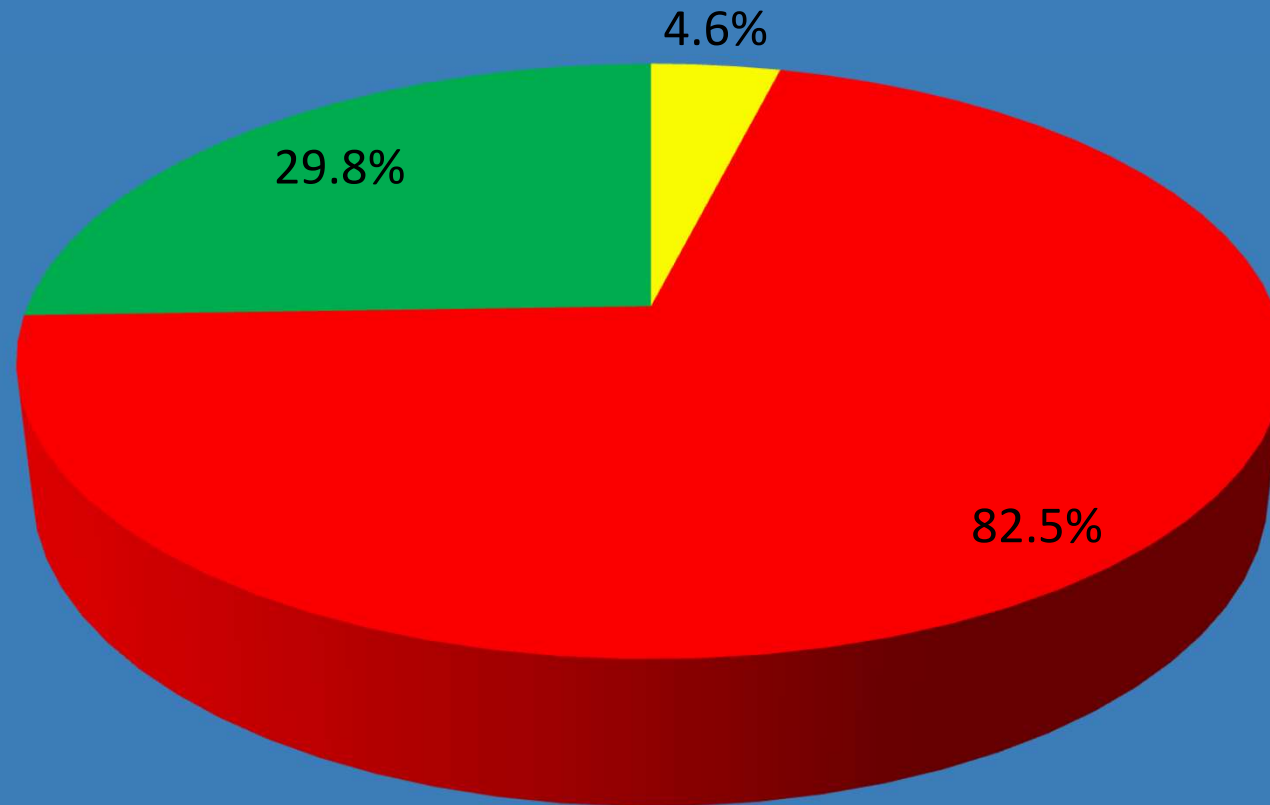
THE VA OFFICE

- VAs work from their home office
- Communicate with clients by using both standard (phone, fax, email) and the latest modern day technology products such as:
 - ✓ Voice Over IP
 - ✓ Instant Messenger
 - ✓ File Transfer Protocol
 - ✓ Live Agent
 - ✓ Video Conferencing



2007 SURVEY QUESTION TO VAs

Did you start your business right after graduation?



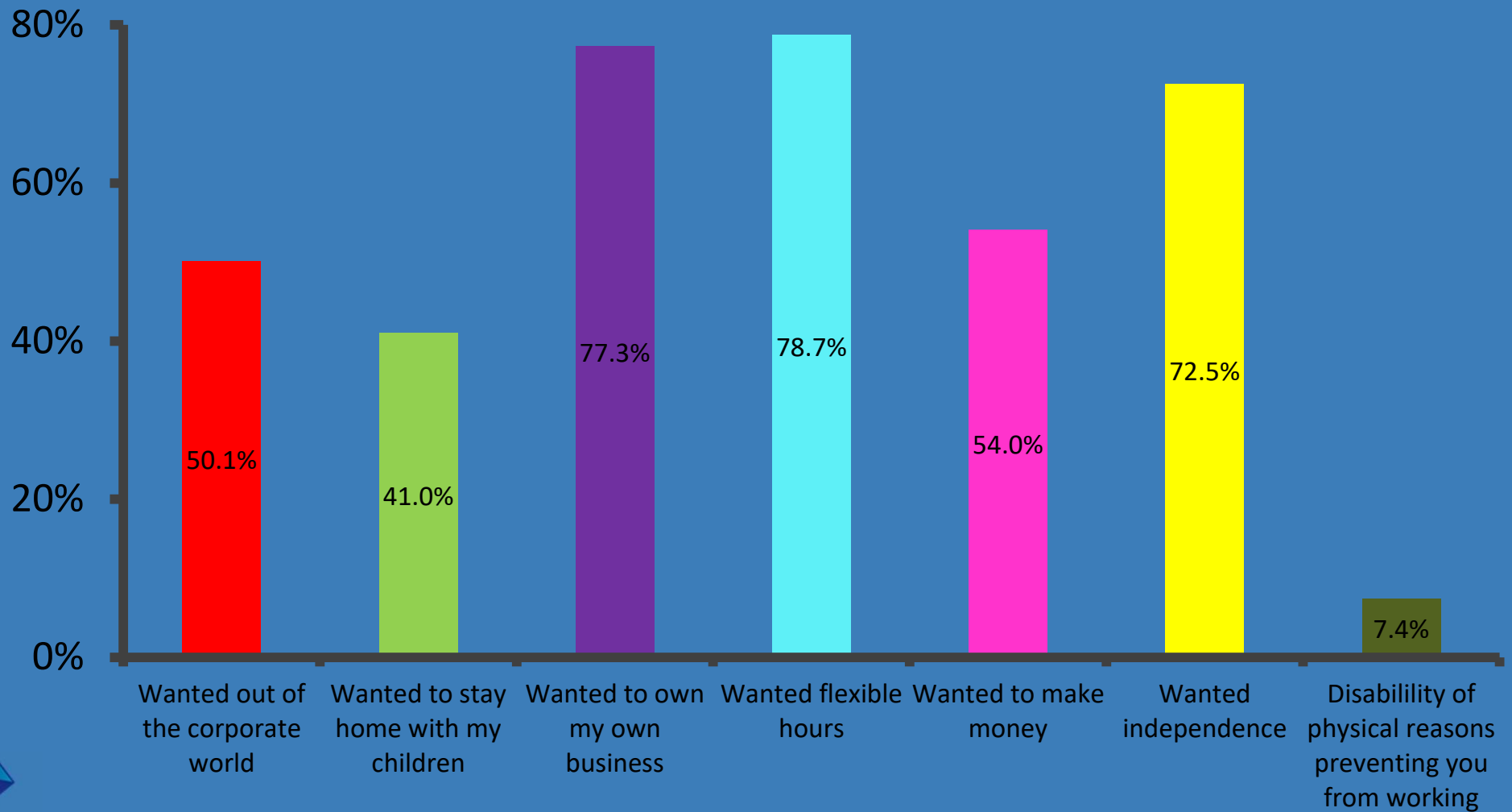
■ Yes ■ After being in the workforce for some time ■ After children were born

*Source: Virtual Assistant Survey - 2007 from VANetworking.com The Largest Global Meeting Place Online for Aspiring and Successful Virtual Assistants Survey consisted of 761 contributors who promote themselves as Virtual Assistants globally



2007 SURVEY QUESTION TO VAs

Why did you start your VA business?



*Source: Virtual Assistant Survey - 2007 from VANetworking.com The Largest Global Meeting Place Online for Aspiring and Successful Virtual Assistants Survey consisted of 761 contributors who promote themselves as Virtual Assistants globally



FINDING A VA

HOW TO FIND A VA

- VA Organizations
 - ✓ Canadian Virtual Assistant Connection www.cvac.ca
 - ✓ Canadian Virtual Assistant Network www.cvan.ca
 - ✓ International Virtual Assistants Association www.ivaa.org
 - ✓ Virtual Assistant Networking Association www.vanetworking.com
 - ✓ Shelancers www.shelancers.com
- Word of Mouth
- Internet Search
- Social Media Sites
- Online Virtual Assistant Directories



PROCESS FOR WORKING WITH A VA

- 1) Submit RFP
- 2) Review RFPs received
- 3) Initial Consultation
- 4) Make Decision
- 5) Partner with a VA



SUBMIT RFP TO WORK WITH A VA

- 1) Provide as much background information on your company
- 2) Include contact details and preferred method of contact (telephone or email)
- 3) Length of time for project (short term, long term, number of hours, retainer)
- 4) Explain the work needed and be as specific as possible
- 5) Office set up needed for the VA (is email needed, is a certain software required)
- 6) If a local VA is needed or a VA in a certain time zone, include this detail in the RFP
- 7) Review all the proposals that you have received in detail



*Source: 7 Keys for Writing RFPs eBook written by Darrel A. Williams

Part of the VANA eBook series from VANetworking.com The Largest Global Meeting Place Online for Aspiring and Successful Virtual Assistants

REVIEW RFPs RECEIVED



*Source: 7 Keys for Writing RFPs eBook written by Darrel A. Williams

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INITIAL CONSULTATION DISCUSSION

- Address Privacy and Confidentiality
- Set Expectations
 - ✓ Communication procedures
 - ✓ Workflow
 - ✓ Writing styles
- Invoicing
 - ✓ Discuss Rate, Invoicing and Payment Procedures
 - ✓ If retainer – specific details
 - ✓ Are there any automated payment plans available?
- Agenda
 - ✓ How will the VA fit your workflow into their schedule
 - ✓ Clarify deadlines for projects
- Q and As
 - ✓ Prepare questions to address the areas of your business style



*Source: Finding the Ultimate Virtual Assistant for Your Business eBook

Part of the VANA eBook series from VANetworking.com The Largest Global Meeting Place Online for Aspiring and Successful Virtual Assistants



MAKE YOUR DECISION

- Confirm VA is available
- Negotiate contract details with VA
- Draw up Contract, Review it and Sign it
 - ✓ Include a Confidentiality Agreement clause
 - ✓ Include Terms and Conditions
- Set up communication systems with VA
- Schedule first meeting and agree on next steps



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PARTNER WITH A VA

- SAVE TIME
- SAVE MONEY
- \$\$ GROW YOUR BUSINESS \$\$



About Your Marketing Assistant

- Your Marketing Assistant is a Virtual Assistant specializing in
 - ✓ Internet Marketing
 - ✓ E-commerce
 - ✓ Website Design and Maintenance
 - ✓ Social Media
 - ✓ Administration
- We work with our customers to find out what are the goals of their business and then develop a Marketing Plan to implement their objectives, reach their target audience, increase their market share and maximize their revenue





Online Marketing Solutions To Grow Your Business

www.yourmarketingassistant.com