



123 TASKS YOU CAN  
HANDBALL TO YOUR

*Virtual Assistant*

VirtuallyYours®

THE VIRTUAL ASSISTANT & TRAINING NETWORK

# Using a Virtual Assistant

A Virtual Assistant is someone who can assist you with business related tasks as a contractor. They work offsite and, when you hire a self-employed VA, they understand what it means to really run a business.

So you can work on what you want to work on, while the LSTs\* are handled by someone else!

## Administration

1. Internet Research
2. Minute taking (onsite or virtual)
3. Reminder Services
4. Reporting
5. Sourcing Quotes
6. Print Management

## Audio & Video

7. Editing videos
8. Editing audio files
9. Recording audios
10. Uploading audios
11. Uploading videos

*There are a number of programs VAs can use to support you with your video and audio files. Make sure the VA knows the program you want them to use.*

\*LSTs = Life Sapping Tasks! Tasks which drain you of energy, money and/or time!

# Author Support

12. Creating eBooks from existing documents
13. eBook creation
14. eBook promotion
15. Amazon management
16. Book editing
17. Publishing support

*Some VAs specialise in supporting Authors - both digital and print. The process of publishing (both online and off) is not simple, so make sure your VA knows what is involved and has the appropriate contacts.*

# Customer Services

18. Answering website support tickets
19. Answering website chat enquiries
20. Sending cards/gifts to clients
21. Responding to email enquiries

*A VA with sales skills is really useful for this type of work.*

# Bookkeeping

22. Bookkeeping Data Entry
23. Invoicing
24. Payment of Accounts
25. Debt Collection

*Make sure you and your VA know what certifications they need to be providing bookkeeping support.*

*For example BAS registered.*

# Databases

26. Cleaning up, managing & updating databases
27. CRM support
28. Data Entry

*There are so many CRMs to choose from these days and they can be quite involved, so a VA who knows CRMs can be worth their weight in gold!*

# Diary Management

29. Appointment booking
30. Booking travel, accommodation & flights
31. Travel management

*Flexibility and ability to problem solve are important here, and the right VA can make your schedule much more satisfying and stress free (as stress free as running a business can be!).*

# Documentation

32. Business template creation
33. File management (Dropbox, Google Drive etc)
34. Formatting documents
35. PDF conversion
36. PDF creation
37. Policy development and maintenance
38. PowerPoint/Keynote presentations
39. Preparing minutes
40. Procedure development and maintenance

*Some VAs have excellent skills in microsoft and/or programs like the Adobe Suites - they can make some really impressive documents which ensure consistent standards across your business and a professional look. Policies and Procedures are really important if you want to hire staff, take a break or even sell your business one day.*

# Email Management

41. e-Newsletter mail outs (eg mailchimp, constant contact etc)
42. Setting up autoresponders
43. Syncing calendars and making appointments
44. Subscriber Management

*Never underestimate the importance of maintaining contact with your community.*

# Events

45. Conference registrations
46. Setup of webinars
47. Taking payments for events
48. Webinar recording
49. Booking speaking gigs
50. Following up new contacts
51. Event promotions
52. Event follow ups

*Events are a big deal! And a VA often really shows their value in the follow up stages when everyone else has gone home and there are leads to follow up.*



# Graphic Design

53. Desktop publishing
54. Logo design and development
55. Photoshop and image editing
56. Creating Infographics
57. Social Media graphics
58. Banners
59. Magazines
60. Advertisements
61. Ebook and Book Covers

*Not everyone can do graphic design - this is a highly skilled area and your VA should have a good understanding of not only marketing, but YOUR market.*

# Marketing

62. Blog posting
63. Arranging promotions
64. Arranging partnerships
65. Marketing Strategies

*A background in sales is a really valuable asset with marketing and a VA with these skills can take the stress out of your business marketing.*

# Phones

66. Outbound phone calls
67. Reception services
68. Lead follow up

*With Skype, VoIP and other reception programs you can now handball your reception and call tasks - yay! Don't forget to let your VA know what your objectives are and the brand/personality of your business.*

# Sales

69. Lead generation
70. Participate in forums online on your behalf
71. Follow up contacts
72. Reporting

*Many VAs simply don't know how to manage and increase leads - so a VA with sales experience and skills can make a huge difference.*

# SEO Support

73. Directory Submissions
74. Tag management
75. Keyword Setup
76. Keyword Research

*SEO (Search Engine Optimisation) takes time, so you will need to allow at least a few months for your VA to really make a difference to your SEO and then be able to maintain it.*

# Social Media

77. Social Media Strategies
78. Creating and managing Facebook groups
79. Managing and utilising Facebook Insights
80. Creating and managing LinkedIn groups
81. Creating and managing LinkedIn accounts
82. Creating and managing Facebook accounts
83. Creating and managing Pinterest accounts
84. Creating and managing Twitter accounts
85. Creating and managing Youtube accounts

*If you don't have time to manage social media accounts, your VA can be your voice, can post notices about your webinars, events, products, blog updates etc and answer questions on your behalf.*

# Specialty Support

86. HR Support & Recruitment
87. Real Estate Support
88. Project Management
89. Mortgage Broker Support
90. Team Management
91. Training

# Transcription

92. Legal Transcription
93. Medical Transcription
94. Transcription of video and audio files
95. Typing up hand written notes
96. Dictation
97. Lecture Transcription
98. Focus Group Transcription
99. Interview Transcription

*Transcription is not just typing - it's a complicated service! Ask your VA if they've done Transcription training, like the training provided by Virtually Yours.*

# Websites

100. eBay listings
101. Filter and respond to blog/website comments
102. Updating online shops
103. Updating websites of all kinds
104. Uploading videos to youtube, website or other programs
105. Website creation and maintenance
106. Website writing
107. Landing pages
108. Setting up opt-ins

109. Social Media Integration

110. Website Security

111. CRM Integration

*Websites have become much easier to manage lately but there are still heaps of things about websites that should be left to the professionals. VAs with web development skills are incredibly useful for business owners who have or want a strong online presence.*

## Writing

112. Blog writing

113. Business tender writing

114. Editing

115. Proofreading

116. Resume Writing

117. Writing of emailers

118. Writing of newsletters

119. Writing product descriptions

120. Editing and Proofreading Blogs

121. Editing and Proofreading E-newsletters

122. Writing Press Releases

123. Guest blogging/management

*Writing is a specialised skill, so find someone who is trained and who writes in the style that best reflects your business brand.*

As you can see, there are many services that can be provided by Virtual Assistants. As with any industry, it's important to find a VA who suits your style and your business brand. Look for VAs who are constantly working on improving their skills and services, and ask your VA if they outsource any of their own business tasks - it's great if they do!

A self-employed Virtual Assistant, who has been Virtually Yours "reference checked", is 'Certified Australian Virtual Business' (AVBN) or recommended through word of mouth is a great place to start when looking for a great VA. If you have any questions, just ask us!

# What I have to say for brand protection!

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