

IDENTIFYING YOUR NICHE

Decide if you want to become a Virtual Assistant Specialist or Generalist.

A **Virtual Assistant Specialist** is someone who specializes in just one specific skill.

A **Virtual Assistant Generalist** is someone who has the knowledge and capabilities to offer a wide range of services.

Let's look at few options. Since you're just starting out, I'd personally stick to just one specialty, but if you chose to market yourself as a V.A. Generalist than I would offer no more than 3 services at a time.

These positions pay anywhere from minimum wage (\$8) to \$50 an hour. It all depends on how much experience you have and what you can offer the company.

ADMINISTRATIVE SERVICES

Office Administrators/Executive Assistants offer a wide range of services like:

- Basic Accounting
- Bill Payments/ Invoicing
- Client Relationship Management
- Email Management/Correspondence
- Database/Website Management
- Data Entry
- Power Point Presentations
- Travel Arrangements
- Etc...

This is a position that is in most demand and is universal for all large and small business owners.

What services do you think you can offer as an Executive Assistant?

MEDICAL/LEGAL/ANY TRANSCRIPTION SERVICE

This is great if you are familiar with medical terminology because this is a large market for hospitals, clinics, pharmaceutical industries, etc.

However, I did transcribe some audio to text for an author. He had some audio recording that he needed me to put on paper so feel free to get a little creative with this!

Law Firms, Journalists, and Courts also need transcription. I would not consider accepting anything less than \$15 an hour for this service.

If you advance your career with this service, I know of some talk to text software that will help you do about 90% of the work. It cost anywhere from \$50 - \$300 depending on the level of software.

Can you think of any companies you can transcribe for?

ACCOUNTING & BOOKKEEPING SERVICE

Self explanatory; an accounting assistant or bookkeeper records all financial records of a business.

Companies will have you manage:

Payroll taxes

Process Payroll

Accounts Receivable

Accounts Payable

Financial Statements

Balance Sheets

Income Statement's

etc...

You should have some proficiency in Quickbooks, Sage, Xero, Simply Accounting, or Excel.

Which of these Accounting Services can you offer? Do you want the responsibility to manage all?

OTHER SERVICE IDEAS...

WEBSITE SERVICE

PUBLIC RELATIONS

PROPERTY MANAGEMENT

TRAVEL COORDINATION

INTERNET MARKETING

SOCIAL MEDIA ASSISTANCE

BLOGGING

EVENT COORDINATION

COPYWRITING/EDITING

PROJECT MANAGEMENT

BUSINESS COACH/SPEAKERS ASSISTANCE

IDENTIFYING YOUR SKILLSET

The first step to running your own Virtual Assistant business is to identify what you are good at. You may know how to do everything on this list, but I want you to Identify Your Niche.

Your Niche should be your strongest skill! Again, you can offer a wide range of services, BUT, I am not encouraging you to offer anymore than three at a time.

NEVER take a job just because it is bringing money in. CHOOSE to go with passion! When you take joy in what you do than everyone wins.

There are no right or wrong skillsets, you just have to find what you are good at and run with it.

This would be a great time to revamp your resume. You will need to create a new resume that reflects the skills that you will need to identify your niche.

What service can you offer with the skillset that you currently have?

IDENTIFYING YOUR SKILLSET CONTINUED...

Will you be able to meet your clients expectations?

Does your skillset match any of the In Demand Niches that I've listed above?

How much money do you want/need to make? Will that income be sufficient?

Will you enjoy providing this service?

To decide what service that you would like to offer, narrow down your niche first.