

# 10 Virtual Assistant Service Opportunities

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# Introduction



There are a huge number of services you can provide to quickly build a successful Virtual Assistant Business each requiring a separate skillset. While some of these, like Email Newsletter Creation or Content Posting, will need skills that may take time to learn, others, as long as you have a familiarity with email and the internet, allow you to create a business quickly.

This program originally grew out of the training I provided for my own Virtual Assistants (VAs) I have been working with VAs for over 10 years depending on them to help me in my own virtual businesses.

Web development, project management, online training, technical writing, and business consulting are some of my past and present remote business services, and I have had VAs help me in almost all facets of these businesses.

# Is This Opportunity Right for Me?

There are some business basics that any small business owner needs and specifics for those creating a Virtual Assistant Business.

One key to creating a successful Virtual Assistant business is to focus on the word "Service." VAs provide services, and when you have a service business, you are hands-on with your clients and the work of the business.

If you have been sold the concept of "Work on your business not in it" then a VA business is probably not for you unless you have the capital to create an agency and hire others to complete the services.

Creating a service agency is beyond the scope of this book. This is for people wanting to build their own Virtual Assistant Business and provide the services for themselves.



# Skills All VAs Need

While there are definitely specialty skills related to each different type of service offered by Virtual Assistants, there are some skills that any self-employed business owner needs. Without the basics, you have a good chance of failing at business.



## Time Management

If your idea of being self-employed is playing video games instead of being productive, you're going to have trouble. As a VA, you'll need to manage your time in order to complete your projects on time.



## Self Management

Similar to Time Management, you have to be able to manage yourself. Other than certain contracts with specific time agreements, no one will tell you what to do when. You need Self-Discipline to make it work.



## Communication

Basic communication skills are needed for any service business. You will need to be able to talk to your clients. You must be able to listen to understand their requirements, rephrase to let them know you understand the requirements and can deliver on those requirements.

# Skills All VAs Need Pt. 2



## Organization

While different types of VA opportunities require varying degrees of organization skills. For example, Project Managers need crazy org skills, every small business owner needs some organization abilities.

You need to organize your client information, client communications, invoicing, and bookkeeping among other things.



## Reliability

Meeting deadlines is key to success as a VA. Customers need to know they can depend on you to complete your projects when promised and with quality.



## Maintain Privacy

As a Virtual Assistant, you will likely work with the intellectual property of your customers. This property is extremely important for those customers and you **must** safeguard it. Always protect your customers' private information.

# Skills All VAs Need Pt. 3



## Basic Bookkeeping

Even if you hire someone to manage your bookkeeping, which most people don't do initially, you'll need to have a basic understanding of bookkeeping for the business. Don't worry if math isn't your thing. There are software programs that manage much of this for you and the basics can be learned quickly. Don't let needing to learn this hold you back on starting your business.



## Marketing Basics

Like bookkeeping, understanding basic marketing concepts and finding the best options to grow your business is important. This can be learned as you go.



## Basic Business Planning

If you research business planning online, you'll find a series of complex reports and details that are not relevant to a VA business. For this type of business, you need some basic planning skills and an understanding of how to grow a VA business. See my course [Business Planning for VAs 101](#) for more information.



# 10 Opportunities

On the next 10 pages, you'll find sample opportunities of services that you can launch quickly if you have the right skill set.

Each is configured to list some of the top skills required for the opportunity along with average hourly fees and certifications, if available.

# Admin Services

I write about general VA services often because it is one of the easiest opportunities for launching your business and to start making money.

General Administrative Services cover a wide variety of tasks from email management to making travel arrangements.

Your skills will reflect the tasks you choose to complete. I recommend starting with something you know to get your business up and running fast.



## Skills and Tasks

Virtual Assistants who focus on General Admin Services most closely resemble administrative assistants in physical locations. The services provided vary and also may require a combination of tasks and skills such as managing calendars and email. Making phone calls, doing light internet research and some customer service may also be involved although these are not usually the focus. You can select the services to provide based on your skills.



## Average Fees

\$15 - \$30 per hour is average although VAs with higher skills charge \$25 and up. There are also many opportunities for productizing services to make more.



## Certifications

There are no long-standing certifications for VAs since this is a fairly new opportunity. Some community colleges are now adding certificates for VAs. The great news is that this is an opportunity where you can quickly build a lucrative business without needing any type of certification.

You need the skills and the organization and time management skills listed under What Every Virtual Assistant needs along with the knowledge to complete the services you select to offer.

# Social Media Manager

Social Media success is all about creating engagement, and creating engagement is about posting to your channels frequently and with consistency. As such, many businesses hire others to manage their posting for them.



## Skills and Tasks

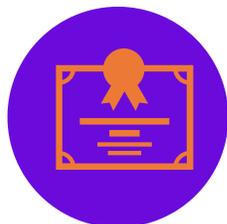
Social Media Managers need to understand the social platforms for which they provide services. Some social managers focus on an in-depth understanding of a single platform for example Pinterest or Instagram, while others provide a broader range of services across several platforms.

Skills often include creating memes for posting, researching and sharing similar content, and updating profiles when needed. There is also a market for setting up the initial pages and profiles. These can be created as services with set fees instead of hourly.



## Average Fees

\$15 - \$30 per hour is average although many Social Media Managers particularly those with product certifications charge \$35 - \$45 per hour.



## Certifications

As with many other Virtual Assistant service types, there is not an industry-standard certification. Tools like Hootsuite, Facebook, and LinkedIn have certifications for their products.

Hootsuite highlights 8 Brand Certifications to Consider

<https://blog.hootsuite.com/brand-certifications-social-media-marketing/>

# Graphic Creation 1

The most basic, and very in-demand version of Graphic Design is creating graphics for blog posts, social media, and video thumbnails. Many times templates are already created in tools like Canva and PicMonkey for you to make changes as required. If you like working with images and/or creating memes, this may be a great choice.



## Skills and Tasks

A basic understanding of what looks good and the ability to follow color and branding guidelines is important to get started providing basic graphic design support.

Simple online editing tools like Canva and PicMonkey are free or inexpensive and can be learned quickly.

If you want to expand your skillset into full graphic and branding design, you can make money with the basics as you master the more complex graphic knowledge and design tools like Adobe Photoshop and Illustrator.



## Average Fees

Expect to bill \$15 to \$30 per hour for basic graphic design. Most people creating social media or blog post images using Canva work in the \$20 to \$25 range.



## Certifications

There are no "industry standard" certifications, however, like Social Media Management there are some certifications demonstrating your knowledge in specific tools.

Canva - There is a [Canva Creative Certification](https://theanewcomb.co.uk/what-is-a-canva-certified-creative/). Learn more at: <https://theanewcomb.co.uk/what-is-a-canva-certified-creative/>

# Content Posting

Content creators including those who write blog posts, vloggers, and online course creators need to spend their time focusing on creating quality content. They frequently use support teams to help them post that content.

Uploading videos on YouTube and linking to other videos, uploading blog images, videos and video transcripts, and blog text are frequent tasks.



## Skills and Tasks

Depending on which posting services you plan to offer understanding how to upload to the proper channels is important. This business can also be combined with creating the graphics for posts along with creating the video thumbnails. These projects most often include several tasks. An example of tasks my content team completes when I need a video added to YouTube follow:

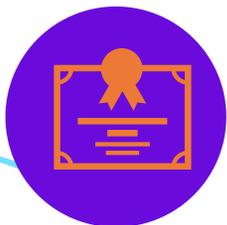
First I add a video to our shared drive and upload it to Temi for transcription. A team member then:

- Proofreads the transcript and fixes typos.
- Downloads the transcript as Closed Captions
- Creates a thumbnail
- Uploads the video to YouTube, configures the settings, adds the caption file, writes the description and adds links to my other videos in the series.



## Average Fees

\$15 - \$25 per hour is average. There are also many opportunities for productizing services to make more.



## Certifications

There is not a specific certification program for posting content, however, some tools like graphics packages have certifications demonstrating that you know how to use that tool.

# Email Newsletter Help

If you've ever signed up for a mailing list online and received ongoing email newsletters from the company, you've been on the receiving end of newsletters. Many companies and solopreneurs hire others to create and send these email newsletters.

These projects frequently provide short gigs multiple times per month. For example, some companies send weekly, others twice a month etc...



## Skills and Tasks

There are different levels of Email Newsletter support. Some people write and curate all of the content, then format it into the Email Software while others are provided text and images and are responsible for uploading it and formatting the newsletter in the email management software and sending it. The skills needed depend on the type of service you are providing.

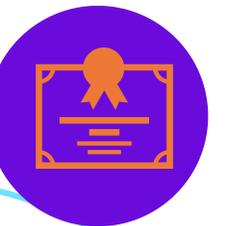
You will need knowledge of the email management system your customers use. Common systems include Mailchimp, ConvertKit, and ActiveCampaign.

Most people start by learning one system and focusing services around that system. This is the easiest way to start making money on this type of service.



## Average Fees

\$25 - \$35 per hour is commonly charged for email newsletter services. Those with more advanced skills like list segmentation commonly charge \$35 - \$45 per hour. Packages can be created for configuring email templates. These are usually fee-based instead of hourly.



## Certifications

As with Social Media Management and CRM, certifications tend to be managed by the product companies. Mailchimp, ConvertKit, and ActiveCampaign, all have certifications for those supporting their software.

# CRM

CRM stands for Customer Relationship Management and generally refers to software tools that help manage the customer contact information along with purchase history and other pertinent information to continue engagement and sales. At the higher end, software like Salesforce, Hubspot, and Zoho manage all aspects of the sales process and customer engagement. For smaller accounts and mainly online engagement, you'll find email managers like ConvertKit and Drip.



## Skills and Tasks

People focused on supporting CRM software must know the software inside and out and also understand the sales process. They will need to work with their customers to understand their particular process and configure this within the software.

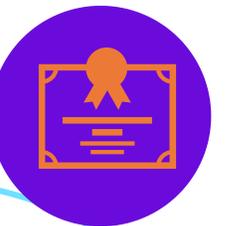
These gigs can include initial setup as well as adding sales funnel triggers for example sending a specific email after a purchase.

Data entry of customer contact information is also frequently part of this type of service, and Email Newsletter Management may also be required.



## Average Fees

\$25 - \$100 per hour is commonly charged for supporting CRM software. The more advanced software commands higher prices, and packages can be created around Software Setup that are flat fee based instead of pure hourly.



## Certifications

CRM Certifications tend to be certifications for specific software similar to Social Media Managers. Hubspot, Salesforce, and Pipeline all have their own certifications for the more complex products. ConvertKit, ActiveCampaign, and Drip also have certifications for those supporting their software.

# Blog Post Writer

Many internet marketers and small businesses hire people to write their blog posts.

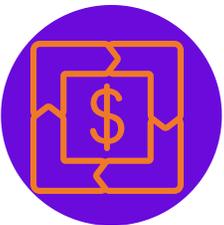
A successful blog strategy includes frequent, consistent posting and many people don't have the time for that or are intimidated by writing. If you like writing, have grammar skills, and have the ability to type, this might be a great opportunity. It helps if you are interested in learning about other businesses because you'll need to learn about your topics.



## Skills and Tasks

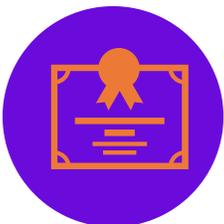
You'll need to be able to research topics or document your knowledge through words. It's important to make sure you can write for a specific audience. For example, writing for the general public about business is different than writing for those with an MBA (Master's of Business Administration).

Proofreading skills, typing skills, and basic grammar are also important to help create quality content.



## Average Fees

\$10 - \$30 per hour is average. Writing gigs are frequently paid by the piece, so the faster you can write a **quality** piece leads to larger hourly fees. Depending on the industry you cover, some writers charge between \$45 and \$60 per hour.



## Certifications

There are no certifications for blog post writers, however experience as a writer or a background in communications helps.

# Proofreader

Trying to proofread your own writing is very difficult. People tend to read what they meant to write instead of what is actually on the page. Because of this, many people hire proofreaders to read and edit their writing.

They may also hire proofreaders to check the text of transcripts. Transcription services, particularly those that are AI based, tend to have errors in the text. This is particularly true when it comes to names.



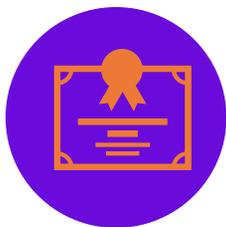
## Skills and Tasks

You'll need to be able to read text and correct errors in spelling and grammar. There are tools like Grammarly that can help although you'll still need to understand the basics so that you know when the tool suggestions are not correct.



## Average Fees

\$10 - \$25 per hour is average for proofreaders. Proofreading is most powerful when combined with other services like posting content.



## Certifications

There are no certifications for proofreading.

# Internet Research

If you've ever Googled a recipe or decorating idea, you've internet research. While most of us are looking for fun things or something to help make our lives easier, companies and solopreneurs need research to find new marketing opportunities, learn about their competition, and stay on top of their industry information.

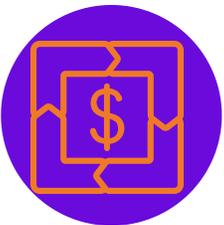
They frequently hire assistants to help complete this research and curate the best information online.



## Skills and Tasks

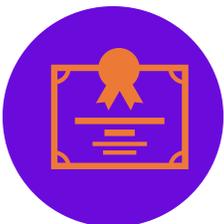
You'll need to be able to research topics in Google and other online venues. Don't depend on Google solely for your searches. You'll need the ability to follow the leads your searches provide and document the details.

Depending on the industry, you may need to learn more about the topics important to your project.



## Average Fees

\$10 - \$25 per hour is average. If you have the ability to create reports based on your searches, you can charge higher rates.



## Certifications

There are no certifications for internet researchers.

# Combined Services

One of the most powerful offerings you can provide as a virtual assistant is to combine several skills into service packages that solve a complete problem for your clients. For example, a Video and Blog Posting Package where you proofread a transcript, upload a video, add the blog text, and create and upload an image for the blog.



## Skills and Tasks

Your skills and tasks for this will depend on the services you decide to offer. For example, if you are providing a Blog Posting Service with videos, you will need to know how to:

- Upload Videos to YouTube
- Configure YouTube Settings and Add Information
- Create blog images and a YouTube thumbnail image
- Add text and other information into the blog

Other service packages will have skills specific for that package.



## Average Fees

Fees for combined services are completely dependent on the services provided. Plan on a range of \$15 - \$30 with the more advanced services charging more. There are also many options for packaging these into flat fee services. If you are efficient with your time, flat fee services can greatly increase your hourly income.



## Certifications

Certifications depend on the different services you offer.

# Next Steps

The biggest key to getting your Virtual Assistant Business up and running is to get started. There are a few prep and planning steps needed, but moving forward is the most critical thing to finding gigs and start making money.

# 1

## Decide on Your Services and Describe What You Do

You'll need to make sure you understand what services you will provide and you'll need to be able to describe them to others to get business.

# 2

## Find Your First Customers

Whether you find your first customers through friends and acquaintances or find business in online platforms like [Fiverr](#), find your first customer and get started.

## Want to Create and Launch Your Business in 10 Days or Less?

Grab my course How to Launch a Virtual Assistant Business in 10 Days or Less at [10DayVABusinessLaunch.com](https://10DayVABusinessLaunch.com)

Invest 10 Days and \$10.00 to Launch Your Business and Start Making Money

# BONUS

# 3

## Advanced VA Services

There are also opportunities for VAs with more advanced skills.

**Your opportunities as a VA include multiple options to add skills including those more advanced that allow you to charge more for those services.**

### **3 Popular Options Are:**

**WordPress Support**

**Project Management**

**Graphics Design 2**

# WordPress Support

WordPress is one of the most popular website creation tools on the internet.

There are two forms of WordPress - a fully hosted option and self-hosted option. Many businesses opt to use the self-hosted and this requires updates, backups, and support. Helping businesses by taking over some of these tasks can be a great service, if you have the skillset.



## Skills and Tasks

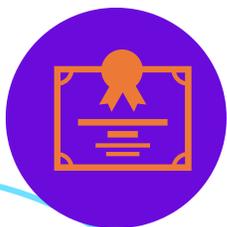
In order to support WordPress, you'll need an in-depth understanding of the tool including how to backup a site and restore a site from backup. You'll need to understand basic website security and the tools available to help keep a website secure. Understanding themes and page builders can allow you to provide posting services to help customers with their sites and as you add more skills like understanding form plugins, you can help customers grow their sites.

This can be a good way to start working with websites without having to learn deeper levels of programming. It's important to accurately describe your skills and services. This is a WordPress "Power User" opportunity and doesn't qualify as a "web developer."



## Average Fees

\$20 - \$40 per hour. If you handle the monthly maintenance for customers, this can be configured as a service and charged as a flat fee.



## Certifications

There is no official WordPress certification, however there are several training programs and unofficial certifications available for those interested.

# Project Management

Project Managers are in charge of making sure projects are completed on time and on budget. There are multiple levels of project managers from fully certified PMP to basic tracking small projects in PM software.

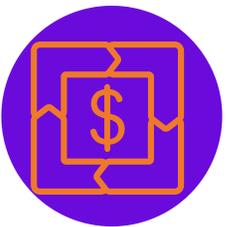


## Skills and Tasks

Crazy organization skills are needed for project management. It's your job to know what needs to be done to complete the project and make sure it gets done. You don't have to know how to do each task, for example if you manage projects for an agency creating websites, you don't need to be a programmer, but need to have an understanding of the steps needed to complete the project.

Depending on the types of projects you want to focus on, more in-depth industry knowledge might be required.

You will also need experience with Project Management software like Asana. Different customers may require different software experience.



## Average Fees

General project managers bill between \$30 and \$100 per hour depending on the type of project and their skills. Highly skilled and experienced project managers with PMP certification can bill over \$200 per hour.



## Certifications

Project Management Institute's PMP is the most important industry-recognized certification for project managers. It is recognized as the gold standard in project management all over the world. This certification requires both testing to show knowledge and documented experience in project management.

Some schools also provide Project Management Certificates as does Google.

[Learn More about Google Project Management Certification at https://grow.google/certificates/project-management/#?modal\\_active=none](https://grow.google/certificates/project-management/#?modal_active=none)

# Graphic Design 2

Advanced Graphic Designers understand all of the rules of design and color and are familiar with professional tools like the Adobe series. The skills of an advanced designer are usually more than people need for basic blog or social media posts. Initial branding concepts, logos, and creation of templates for more junior designers to use are frequent tasks.



## Skills and Tasks

Along with an understanding of design principles, Advanced Graphic Designers need to be able to listen to a client's ideas and create a graphic representation of that client's business. From logos to complete branding packages, graphic designers create the graphical portrayal of a business.

Knowledge of advanced design tools like the Adobe Suite is important for this level of designer.



## Average Fees

\$35 - \$60 per hour is average although many designers offer packages for example a Logo Creation Package or Brand Development package that are package based not hourly based.



## Certifications

Many colleges and art schools offer certificates and sometimes full degrees in graphic design.

There are also product certifications for example those provided by Adobe covering their product suite. Learn more at <https://learning.adobe.com/certification.html>

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