

VVA

secrets

REVEALED!

An insider's guide
to being a
successful
virtual assistant

Alyssa M. Gregory

Contents

Introduction	11
1 ♦ A “Real-Life” Definition of a Virtual Assistant.....	13
2 ♦ The Biggest Mistakes VAs Make.....	15
<i>Mistake #1: Selling Your Soul.....</i>	<i>15</i>
<i>Mistake #2 Forgetting Who’s Boss</i>	<i>17</i>
<i>Mistake #3: Avoiding the Web</i>	<i>19</i>
<i>Mistake #4: Failing to Tend to the Business of Being in Business.....</i>	<i>20</i>
<i>Mistake #5: Trying to Be Everything to Everyone.....</i>	<i>21</i>
<i>Mistake #6: Losing the Internal Struggle.....</i>	<i>22</i>
3 ♦ Taking the Plunge	25
<i>The Good, the Bad and the Ugly.....</i>	<i>25</i>
<i>What’s Your Passion?</i>	<i>26</i>
<i>Claim Your Space</i>	<i>27</i>
<i>Fixed Rates.....</i>	<i>27</i>
<i>To Be or Not To Be (certified, that is).....</i>	<i>28</i>
<i>The Serious Stuff</i>	<i>29</i>
4 ♦ Finding and Keeping Clients	31
<i>Your Perfect Match</i>	<i>31</i>
<i>Where Are They?</i>	<i>34</i>
<i>Make ‘Em Stick</i>	<i>36</i>
5 ♦ Skinny Marketing.....	39
<i>Getting Focused.....</i>	<i>39</i>
<i>The Skinny.....</i>	<i>40</i>
<i>Make a Brand</i>	<i>41</i>
<i>Be Web-Worthy</i>	<i>41</i>

6 ♦ My Top 20 Secrets to Success.....	47
<i>Secret #1: Hi, My Name Is.....</i>	47
<i>Secret #2: Get Branded.....</i>	48
<i>Secret #3: One Fish, Two Fish, Three Fish.....</i>	48
<i>Secret #4: Fire Away.....</i>	49
<i>Secret #5: Goal!.....</i>	49
<i>Secret #6: Be a Bookworm.....</i>	50
<i>Secret #7: Back It Up, Please.....</i>	50
<i>Secret #8: It's Good to Be a Geek.....</i>	51
<i>Secret #9: Call in the Cavalry.....</i>	52
<i>Secret #10: Cha-Ching.....</i>	52
<i>Secret #11: Stay in the Lines.....</i>	53
<i>Secret #12: Bounce It.....</i>	55
<i>Secret #13: Yoga, Anyone?.....</i>	55
<i>Secret #14: Make It Personal.....</i>	55
<i>Secret #15: It's All in the Numbers.....</i>	56
<i>Secret #16: Give it a Home.....</i>	56
<i>Secret #17: Go for the Wow.....</i>	57
<i>Secret #18: It's So Taxing.....</i>	57
<i>Secret #19: No Doubt.....</i>	58
<i>Secret #20: Don't Sweat It.....</i>	58
7 ♦ Now What?.....	61
Bonus! VA Resource Toolkit.....	63