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Welcome to the 20 minute VA starter class. You are going to learn all about what virtual assistance is, what you can earn, and if it's the right fit for you. And I am so friggin excited that you are here with me to learn about the virtual assistant opportunity.

But before we dive in, I want you to pause this video really quick. Pop over to Instagram and send me a message to let me know that you're watching. Okay, I want you to DM me VA. My handle is right there, you can see it on the top. If you don't follow me yet, give a follow so that we can chat. But send me VA on Instagram in a DM. I will pop in personally later today, and say hi. There is no automation on there. You're not going to get a robot sending you a message back. I will pop in later and say hello. So, make sure that you send that over, so that we can connect later on.

I want to give you all the Cliff Notes version of who I am. Okay, I know that you'll find me in different places, and so you might have a different understanding of my background, but I'm going to give you the super Cliff Notes version, because this is a 20 minute class.

I am a wife of 11 years, a mom of a six and a half year old, very independent, strong-willed little girl, a dog mom of a 10 year old bulldog, and a former communication professor turned virtual assistant after my daughter was born, and I was desperate to find a way to be able to be home and still create an income.

I've been a virtual assistant for six years, five of that this has been my full-time income. I have made over \$500,000 working with clients, and I have helped over 1200 women and moms build their own VA income through my program, the Superstar Assistant Academy, over the past four years, and I am so honored to get to help you get started too in this 20 minute class.

So the three things that you're going to discover — again, this class is intentionally very short and to the point. I do have a different class that is a little more in depth, goes into more detail. It's longer, it's like 65-70 minutes. If you want that class, send me a DM on Instagram and I'll send you the link. But this class is intentionally very short and to the point, because I know that we are all busy women, and I want to help you just really hammer this out.

Okay, so the three things you're going to discover today: number one, what a VA actually does; number two, what you can realistically earn as a virtual assistant; and number three, possibly the most important, whether this is a fit for you right now. Does this actually meet your income goals, your lifestyle goals, your personality? Is it a fit for you to move forward with?

So we're gonna dive right in. Okay, we're not wasting any time.

What is a virtual assistant exactly? A VA is the behind the scenes support person that businesses rely on to keep things running smoothly on their back end. As a VA, you're a

freelancer. We're freelancers or independent contractors. In the US, that means we file our taxes as a 1099.

Because of that, you can work from home or anywhere you have Wi-Fi, truly. But you get to work in the pockets of your day while helping business owners with things like inbox and calendar management, customer communication, community moderation, data entry, reporting, content support, admin tasks, and honestly so much more.

You get to become your client's right-hand person — the one that they turn to when they need help. You get to save the day. You get all those messages saying "This is amazing, I couldn't do this without you." But while being an independent contractor, that means that you're your own boss. It gives you the freedom to choose what clients you work with, what services you offer, set your rates, and decide when that work actually fits into your life.

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So what kinds of businesses are hiring VAs? Who's actually hiring virtual assistants?

Business owners across all industries need help. If they have a business, they're an entrepreneur, they need help — they can't do it all themselves. It is very common to work with online businesses. You can always work with local brick and mortar, but we have a much more vast pool when we're working with online businesses, because there's literally millions of them and there's new ones starting every day.

Here are just some examples of the types of online businesses that commonly use VAs. Online course creators and coaches — these kind of go hand in hand because they're teaching people something through an online format. They can be across all industries. That's the cool thing about this — you can work with clients whose business is something you're personally interested in.

It can literally span from someone teaching people how to invest in the stock market all the way to marriage coaches, parenting coaches, people teaching baby-led weaning, sleep training, how to help your kid not be a picky eater, how to teach your kid to read. Fitness, health and wellness is a whole industry. Macro coaching, nutrition coaching, hormone stuff — literally everything you can think of, there's online businesses for it. And all of those businesses need help.

We also have Etsy shop owners or print on demand shops. Maybe they need help ordering their product, managing invoices, putting out listings, or creating Canva graphics. Network marketers — I know there's a good chance you're here because you have no desire to be in network marketing, you don't want to sell, you don't want to build a team. Totally fine, I get it, same. But network marketers need help. My best, longest-term client was a network marketer who was really high up in her organization and she needed a ton of help.

Then there's this subset of business owners whose actual business is done locally, but they do so much online — marketing their business, emailing customers, sending out contracts, sending invoices. Things like photographers, event planners, real estate agents. They're also using virtual assistants for the back end of their business.

This online business owner market is enormous already and it is only growing every day. These business owners need help, but they don't need a full-time employee. They don't want to deal with payroll taxes and all of that — they just want to bring a contractor in, get the help, and pay you your rate. You are their solution, and they are excited to bring you on board.

But what do you actually do? What are we actually doing for business owners when we start working with them?

The tasks fall into five main buckets. The top two are the easiest entry points for women coming into this industry.

First is admin — proofreading, document creation, travel planning, file organization, keeping their Google Drive organized. Admin is second nature for most women, and it's the arch nemesis of most business owners. They want to run the business, they want to have the impact, they don't want to deal with the admin side. So they're happy to bring you in.

The second easiest entry point is customer support — handling email inbox, managing your client's calendar, making sure all their calls are confirmed and people have what they need to be prepared, doing data entry. You're never on the phone, it's all online, via email. Answering customer inquiries, processing refunds, sending password resets, general scheduling.

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A third category is tech. When I say tech, I don't mean you need to be a software engineer or write HTML code. This is very basic stuff we're just doing on the computer — sending emails out to a client's list, for example. They write the content. We put it in the software, format it, add the links, test it, schedule it, and send it out. Granting program access, resetting passwords. Computer tasks, but you do not need to be techie.

Social media support — as virtual assistants, we are not social media managers. We're not doing strategy and content pillars and all of that. But there's an admin aspect to social media — responding to DMs with common FAQs, posting previously made content, scheduling content your client already created, replying in comments.

And the fifth bucket is research and data — researching a new platform or program and giving your client the Cliff Notes, tracking performance or client data, running numbers so your client can see where they stand without having to pull the data themselves.

You do not need special skills. The things that you already do every single day — managing a household, working if you work — those skills transition into this space. You're not starting over, you're just switching lanes.

This transition should feel like that light bulb moment — the realization that I already have the skills I need. I just need to monetize them.

And speaking of monetizing them — how much can you earn? How much is realistically available in this space?

You get to make your VA business and income exactly what you want it to be, because you set your rates, you choose how many hours you're going to work and the clients you're going to work with. The starting rate in the United States — the industry standard accepted starting rate — is \$25 an hour. With experience and specialization you can go up to \$75 an hour.

Most of my students are starting somewhere in the \$25 to \$35 per hour range, because your previous work experience, even though it's not specifically as an assistant, is really valuable and factors into your rate.

So here are just a couple of examples of what is possible. Let's say you just want to work part-time, 10 hours a week, starting at \$25 an hour — that's \$1,000 a month. That's a good chunk of money coming in the door.

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Let's say you want to do it full time — you work your way up to 40 hours a week at \$35 an hour — that's \$5,600 a month. That's a full time salary, but it's a full time salary that you got to earn working on your own terms.

I want you all to use my custom income calculator to see exactly what this could look like for you, specifically based on the hours you have available and the rate you think you'd want to charge. That calculator is linked in the email that this recording was sent in.

Okay, and is it really that flexible? We say it's flexible, but a lot of people say that about things and then it ends up not really being what it was advertised as.

VA work is the most flexible option for moms, hands down. Most of those tasks that we're doing for our clients only take 10, 20, 30 minutes to complete, and clients don't care when you work. If you have two hours while your kids are at school — fantastic, go for it. But do you need two uninterrupted hours to do this successfully? No. You can work in the pockets of your day. You can steal 10 minutes here and 20 minutes there and make this work.

Clients don't care when the work gets done. They literally can't tell you what time to work, because that would make you an employee, not a contractor. As long as your work gets done well and by whatever deadline there is for a project.

So if you're a night owl like me — great, welcome to the club. You can work nine to midnight. If you're a morning person and you want to wake up a little bit earlier to knock some of this out, by all means. You can break it up into those pockets of your day — before school drop off, during nap time, after bedtime.

VA work is actually genuinely flexible in a way that typical remote or part-time work from home jobs just are not.

A quick exercise for you — think about when you have 30 to 60 minutes in your day that you know you end up just scrolling. Or go look at your screen time report. That's your starting point. I'm not telling you to never scroll again — decompress, do all the things. But you could easily take 30 of those scrolling minutes out of your day and do VA work to create this income instead.

Is this a fit for you? The big question.

Being a virtual assistant is a fit for you if you want income that works around your family, you have basic organizational, communication, and computer skills, you're organized, detail-oriented, reliable, a critical thinker, a quick learner, self-motivated, and a team player — and you don't want to sell anything or build a team.

Those soft skills are really what clients value, because they'll teach you their systems, they'll train you, they'll show you their software, they can teach you their processes. They cannot teach you to be reliable. They can't teach you to be a critical thinker. So those things are insanely valuable.

VA work is not a fit for you if you are looking for passive income or a get rich quick path. There is unlimited potential in terms of income in this industry, but you are working — it is a job. I want to make sure that is very clear.

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And if you're sitting here thinking — okay, this could actually work for me, this is exciting, this sounds like a good fit — the next question is usually: but where do I even start?

Maybe you're wondering right now — do I actually have skills clients will pay for? What could I even offer? How do I show a client what I can do? Could I really pull this off, or is this just something I see other women on the internet doing?

Those are exactly the right questions. And I built a workshop specifically to answer all of them.

Just to give you a little peek into the possibility — Amelia completed each step inside the workshop, did her one-sheet resume, shared it in Facebook groups, and signed her first \$1,000 per month client just 10 days later. A \$1,000 per month first client is not unheard of — it's actually fairly common for your first client to be anywhere from \$500 to \$1,000 a month.

So what's in this workshop? It's called Discover Your Superstar VA Skills, and it will walk you through four very simple steps to take everything you already know — all those skills you already have — and translate them into real, in-demand VA services.

By the end of this four-step workshop, you will have your list of skills and services formatted into a professional resume, and the confidence to actually go put that resume in front of potential clients. And the best part is that the whole thing takes less than four hours to do.

I designed it specifically so that a busy mom can actually finish it. We've had over 1,300 women do this workshop, and on average, those who completed it said that their confidence in their ability to be a virtual assistant was doubled — doubled on average — by just step two of four.

Another glimpse into the possibilities — Lisa was a corporate baddie who was completely and totally burnt out. Her job was moving everyone back fully in office. She said no thanks. She completed this workshop, and within months left her corporate job and was sending me messages saying "took the boys to the pool on a Tuesday just because I can." She got to spend her summer at home with her boys instead of being at the office.

What exactly is in this workshop? It is self-paced — you get immediate access to all of the trainings and you can fit it into your days when it works for you, just like actual VA work. But that doesn't mean you're doing it all alone.

You'll have pre-recorded trainings for each step that you can listen to on a walk, in the car, on the couch, doing dishes, rocking your baby — any of the places. Then for each training, you're going to have a 20 minute worksheet — guided implementation so that you're not just hearing me talk about it, you're actually doing it, you're implementing it.

And the most valuable piece of this is that you're going to get feedback and accountability from me the whole way through. You're not just going to do the worksheet and think "hope that was good." You're going to turn it in and get real feedback and coaching back.

It takes less time than a dinner and a movie date night to complete this entire workshop — and it costs way less than a dinner and a movie too.

I have a special offer just for you as a thank you for joining me for this class. You can get access to this workshop for 33% off for the next 72 hours. Normally this workshop is \$33 — and you can get it for just \$22, which is literally less than a popcorn combo at the movie theater.

Just click the button below to grab the workshop. It's going to catapult your confidence in four simple steps. Grab it before your savings expire in just 72 hours.

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Here's what women are saying — these are just a couple of quotes from women who did this workshop:

"I found more value in the past four days with you than any program I've ever taken in the past."

"It was so cool to think of how I could turn the skills I use every day into services that would be valuable to business owners."

"Girl, I'm mind blown and excited for this opportunity. As we were going through today's PowerPoint, I literally felt so seen — I do every single one of your points every day. I had no idea how I could still contribute to my family's financials and get to be home with my kids."

This workshop works, I promise. You'll get out of it what you put into it. And I have seen it work time and time and time again with over 1,300 women.

The Discover Your Superstar VA Skills Workshop is the natural next step. It will absolutely jump-start you into the VA space by taking actual tangible action. This is the way to finally move past the "I don't have experience, what can I even offer?" phase that you've probably been stuck in for months — and finally start making progress toward income.

If you have any questions about anything we talked about in this class today, or anything about the workshop, I am more than happy to answer. Either send me an email at hello@laurajtraining.com or message me on Instagram at [@hey.lauranicolee](https://www.instagram.com/hey.lauranicolee).

And if you haven't sent VA to me yet — do that now, and we can chat.

I am so glad that you hung out here with me for these 23 minutes, and I hope that you have a solid understanding now of what this looks like, what it could look like for you. And if you're feeling ready to take the next step, absolutely grab this workshop, save that 33% for the next 72 hours, and really jump-start into this space. I cannot wait to support you in the workshop.

Transcribed by Otter.ai