

Virtual Assistant Masterclass - May 15

[00:00:00] Hello. How are we, y'all? Can you guys hear me? I wanna make sure before I start rambling that y'all can hear me. You can just let me know in the chat. Yes. Hi, Carolyn. You guys, I am so excited for this class. This is brand spanking new. Y'all are the first ones that are going to be learning this new framework that I have created, and I am actually, like, jacked about it.

[00:00:32] Like, I had a hard time going to sleep last night 'cause I was re-going through the slides, and I am just so freaking excited. It's gonna be so, so, so, so good. Before we hop in, we're gonna give it a couple minutes for some more people to pop in and join us. I would love to know in the chat, a couple of y'all have shared where you're joining from, but I would love to know where you are joining us from today.

[00:00:56] I live in Arizona, so in the desert, and it is hot. We are officially back into living desert life around here. Salt Lake City, Utah. I have never been, McKenna, but I have heard that it is so pretty in Salt Lake City. I have a friend who skis there all the time, and then my husband's gone for work a couple of times.

[00:01:23] Lafayette, Colorado, Christy. We used to live in Frederick. We were in Frederick for, like, five years. Wow, crazy. That's where we were before we moved to Arizona, was in Frederick. Wilmington at the beach. Oh my gosh, Marley, I am jealous. We also lived in North Carolina for a hot sec, but we were in Winston-Salem, so definitely not at the beach in North Carolina, but we did make it to Wilmington once while we were there.

[00:02:05] Love that. All righty. I also would love to know in the chat if y'all could tell me if this is, like, new to you. Is virtual assistant something that is a new concept to you? That you're like, "I've heard about it a little bit, but I don't really know. Like, I wanna m- know more details." Or is it something that you have been thinking about, that you are wanting to, um...

[00:02:38] You know it's something you wanna do, and so you're just really wanting more info on how to get started. I would love to know that as well. It kinda helps me through the class. New to you. Okay, perfect, Kim.

[00:03:01] Fully aware, but not sure how to use my RN degree. Perfect. And iPhone, what is your first name?

[00:03:12] Just so I know. Kim. Okay, perfect. We have a couple Kims. Awesome. Christy said, "It's new to me. I found it through a podcast I listen to." Okay. What podcast is that, Christy?

[00:03:29] Also found it through a podcast. Yay, McKenna. Which one did you listen to, McKenna?

[00:03:41] Better Than Happy. Very cool. All right. We're gonna give it just one more minute and then we will get rolling, 'cause I want to be very respectful of everyone's time. And those of you who have just popped in, I would love to hear where you are joining from.

[00:04:07] Hello, Kate. Y'all, my VA Caitlin is in the chat. she's here hanging out with us today. It says Laura's VA on her name, so if you see her, that's my girl. She's been with me for three and a half years. Three and a half years. Crazy. Kim's from Pennsylvania. Cassandra's in North Dakota. South Dakota. Look at that, North and South, right, right on top of each other in the chat.

[00:04:35] How perfect. Love it. Love it. Love it. Love it. Okay, we are going to get rolling if y'all are ready. Drop your favorite emoji in the chat for me if you're feeling ready. We'll get rolling, and if anyone else pops in, then they can just pick up where we're at. Ooh, Cassandra, I like that emoji.

[00:05:01] Amazing. Okay, perfect. So first of all, welcome. Welcome. We are going to learn today how busy moms are making \$1,000 per month working just one hour a day as a VA. All right? But really quickly before we hop all the way in, I want you to send me a quick message on Instagram. Oh, Christy, I love that. Found it through my podcast.

[00:05:27] How fun. Have you left teaching already, Christy? I want y'all to send me a message on Instagram really quick. Let me know that you're watching. If you're on your computer right now and you have your phone next to me, next to you, pull up Instagram, DM the word shift to me. Okay? And that's my handle right there, hey.lauranicole.

[00:05:47] Kate, if you could drop my link in the chat so they can just- Click that and go directly to my profile, that'd be amazing. but DM the word shift to me on Instagram really quick right now, and there's no automation on that word. Nothing's gonna come back to you at this moment. I will pop in personally later today, to say hi and see how you thought of the call and just kind of check in, okay?

[00:06:11] So do that real quick. And I want to just welcome you guys to today's class. I had mentioned before some of you had popped in. This is my very first time teaching this class. This is brand spanking new. Y'all are the first people to hear it, and I'm so excited about it. I really think it's going to just, like, hit right on the nose for you guys.

[00:06:33] But I'm also human, so I just wanna ask for a little bit of grace because it is my first time going through it, and so, you know, life, life happens sometimes, and I'm not perfect. I also would love to ask that anybody who has the ability to and is willing to, if y'all wanna turn on your cameras, I love to see your faces.

[00:06:54] When I am teaching y'all, it just is a lot more engaging instead of looking at little black boxes. If you can't turn it on, I understand. If you have kids around, et cetera, that's fine. I love it. but if anybody wants to turn on their camera, I would love to see you. And Caitlin is also hanging out in the chat y'all, my VA.

[00:07:14] So if you guys have any questions as we go through this class, please don't keep them bottled up in your head. You can drop them in the chat, and Caitlin will either answer it right then and there for you, or she will save it and send it to me at the end to answer in the FAQs, okay? So don't keep it bottled up like me, and then at the end you're like, "Oh, I had a really good question and I can't remember what it is."

[00:07:38] I don't want that to happen, okay? All right. So welcome to today's master class. I am going to be helping moms just like you turn the skills that you already use every day into real virtual assistant... a real virtual assistant income stream, okay? So that you can stop feeling trapped by a paycheck that costs you too much time, energy, and quality time with your family.

[00:08:05] You are working hard. You're doing all the right things. You're showing up every day. Let me know in the chat if you feel that way right now. But your money still feels tight. I felt that way before I became a VA, college professor, working my ass off, still never had enough money. You're missing time with your kids.

[00:08:24] You're rushing through mornings and evenings and wondering how you can be giving so much and yet still feeling behind. It is the most frustrating feeling in the world. Or, and this may be the hardest part, you know that you have valuable skills, but you have no clue how to turn them into income that actually works around your life.

[00:08:45] Tell me in the chat if that resonates with you.

[00:08:51] If this sounds like you, then this masterclass is going to be so fucking powerful because you may be trapped in what I call the income verse presence cycle. Okay? And this is where you're missing time with your kids. You're stressing about money. You're carrying guilt every day because you feel like you're failing in both categories, right?

[00:09:12] You feel like you're failing at work because you can't fully be present because you're worried about your kids, and you feel like you're failing with your kids because you can't be with them when you want to, or you have to go check that email, or you have a meeting to get to. So we carry the guilt on both sides of the coin, and we feel stuck in a life that just no longer fits.

[00:09:32] There's no flexibility. You have no control over your time. There's no breathing room, right? It's no wonder that you feel drained all the time. You have become what I call a stretched thin mom. Okay? I was that mom for a long time, and I did not enjoy it. All right? But lucky for you, today I'm gonna show you a new way.

[00:10:01] You can become a present and paid mom instead of that stretched thin mom, where your income actually supports your family and your schedule works around your life. You get to be there for the all of the moments that matter most, the big ones, the small ones. But most importantly, you'll move away from the constant stress and worry because your VA work is built to create income in the nooks of your day and not consume your whole life, right?

[00:10:28] That is the whole point of this class, is how we can make good money to help our family without it taking over our lives. And I know it's possible because I've watched moms just like you go from feeling stuck and stretched thin to signing virtual assistant clients, earning steady monthly income, and feeling hopeful again.

[00:10:47] One of my favorite byproducts that I've seen my students have actually has nothing to do with the income. It's that they feel more like themselves again. They feel more confident. They feel like they've reclaimed part of who they are, and that just gave me, like, full body chills because how fucking cool, right?

[00:11:06] Like, as moms, we can get very lost in being Mom, and so seeing women reclaim that in addition to bringing in money, right, is, is just a win-win.

So that said, I am so fucking excited to show you how. Let me know in the chat if you are excited to learn how, and we will get this party started. This is Alana.

[00:11:31] Okay, Alana was a mom of three who replaced her teaching income to homeschool her kids. She was teaching online while homeschooling her three young kids, and she felt really lucky to work from home, but she hated having to go in another room to close the door. She told me she felt like a bad mom. She said she felt like her TV was raising her kids.

[00:11:51] She felt like it was close, but no cigar, right? Her goal was to leave her teaching job by the end of the year when she became a VA, which was 10 months from when she started. She did it in three. In three months, she was able to leave her teaching job because she replaced the income. And Randy is a single mom of, I think, three.

[00:12:15] She has two or three? My brain just completely farted, Kate. I think she has two kiddos. But Randy was facing job cuts. She needed a way to make money without losing flexibility that her family depended on because she is a single mom, and now she's earning money from home. But she's a great example of what I was just mentioning, that the biggest transformation was not just the money.

[00:12:37] It was realizing that she was capable of building something for herself. Randy said that the mindset support and community helped her stop feeling alone and finally believe, "I can really do this." Caitlin was on maternity leave, convinced that she had to take evening and weekend minimum wage jobs to stay at home with her boys instead of going back to the office.

[00:13:00] But after one month, she landed her first VA client. Fast-forward three years, she has doubled her original income goal. She homeschools her boys instead of being stuck at an office in her corporate job from her past life, and she takes month-long road trips, family road trips across Canada without ever having to worry about work, because guess what?

[00:13:19] Her work can just go with her. Her computer can just go with her. And Stephanie, one of our other Canadian women, went from a career in education to 5K months as a VA in less than a year. She was feeling the time ticking as her teenage kids got older. She wanted more time with them before they left the house, but she also needed to have an income.

[00:13:43] So she has now gained time freedom and flexibility and is making the absolute most out of the years that she has left with her kiddos at home, and

she's making \$4,600 a month as a VA. So she's supporting her family financially as well. Before we get started, though, I wanna make sure that today's masterclass is exactly what you need to start creating a life that fits your family, okay?

[00:14:12] Oh, look at that boy. He's sleeping right behind me. You guys wanna see him? Oh, hi, bud bud. Oh, yes. He never leaves my side. He's my little coworker. That's Ralphie. Y'all are in the right place if you like dogs. Okay, we'll just toss that in there. If you like dogs, you're in the right place. if you keep thinking, "This can't be it," like, "This can't be it.

[00:14:35] There has to be a better way to earn money and live my life," you wanna bring in real income for your family. Without sacrificing the moments that matter most. You're tired of calculating your PTO, and asking permission, and feeling guilty, and stressing every time your child needs you during the workday.

[00:14:58] You're sitting here thinking, "Hey, that sounds like me." Let me know in the chat. Are you like, "Yeah, Laura, 1,000%, that's me"? If so, then you are absolutely in the right place, and I am so happy that you are here to hang out with me for this class. Today, I'm going to show you how you can create steady income as a virtual assistant and break out of this income verse presence cycle that keeps so many moms stuck, right?

[00:15:26] We have to make the income, but what we really want is the presence with our kids, and we get stuck in this vicious cycle of feeling like we can't have either of them the way that we want. Which means that we're gonna talk about some things that may feel different from everything you've been taught about work traditionally, especially in our society and the way that we have been brought up.

[00:15:50] Some of what I share might challenge what you believe is possible for you right now, or look really different than the traditional path you've always been told to follow, but that's exactly why this works. I do have a little tough love for you before we continue, okay? I'm known for a little tough love.

[00:16:12] One of the reasons so many moms stay stuck is because they are carrying so much. It's not because you don't want more. It's not because you don't wanna make it happen. It's because your days are full. There's always something that feels more urgent, right? Someone who needs you, a bed that needs made. It becomes so easy to just think like, "Oh, I'll work on this later.

[00:16:33] I'll get to that after this is done." But then later turns into next month, and then next year, and then the year after that. Let me know in the chat if you have experienced that, right? I'm guilty of that myself with many things. And nothing changes. And then we're frustrated and we look back and we're like, "What the hell?"

[00:16:55] Why am I still here?" This masterclass can help you. This masterclass can make a genuine difference, but only if you give yourself permission to fully be here for this time. Take notes. Listen closely. Engage in the chat. Engaging in the chat helps to keep you honed in on what's happening here. Let this be the moment that you stop putting yourself at the bottom of the list.

[00:17:21] I don't know about y'all, but my husband gets on my ass all the time because I don't take care of me, right? It's him, it's the dog, it's our daughter, it's the house, it's the bills, it's my business, it's my clients, and I'm way down here, right? We need to stop putting ourselves at the bottom of the list because the life that you want is not going to appear in these small pockets of time if you never protect them for yourself, period.

[00:17:52] Give yourself this hour-ish. I put ish because again, it's my first time running this class. I'm aiming for an hour, but we shall see. To learn a different way to earn so that you can put yourself and your family first, create more breathing room, build consistent income that actually works around your life because you deserve more than survival mode.

[00:18:15] I don't know when motherhood became synonymous with survival mode, but it has, and it doesn't have to, okay? If you're someone who genuinely wants to see change in your life and your income, please give yourself the gift of being fully here for this entire class. Take a second really quick, close extra tabs, put your phone on do not disturb, grab a notebook to take those notes because this class is not just background noise.

[00:18:43] This could be a turning point for you. And I know that you believe that it could be too, or you wouldn't be here. You would not be here listening if you didn't think so. So give it your time and attention. And while you're doing that, I also want to take a minute really quick to make sure you understand who this class is not for, okay?

[00:19:04] This masterclass is not for you if you are looking for a passive income or a magic button, okay? I know our social media feeds are flooded with people saying, "Just make one PDF. Sell it for \$47. You'll make \$1,000 a month

if you sell it 10 times a day." This is not that, okay? That's bullshit. That doesn't work.

[00:19:26] This works, but virtual assistant work is real work, and it can create real freedom, but it requires effort, consistency, and showing up. You want results without being willing to learn or grow or invest in support to get those results. There will be an opportunity to go deeper with me today, and if that bugs you or bothers you, then this probably isn't your room.

[00:19:52] This probably isn't the room you want to be hanging out in because I believe that women deserve guidance that shortens the learning curve and changes their lives. Your time is too valuable to waste it guessing, and that's why I'm so passionate about teaching this to women because I want to shorten that learning curve so that you can get to the good part a hell of a lot faster.

[00:20:19] This class is also not for you if you think that one reel or one post or one week of effort should bring clients running to you. That's not how building a real VA business and income works. Momentum comes from consistency and strategy and doing the right things long enough for them to work. Think about it.

[00:20:38] If you're like, "I wanna lose 20 pounds," and you eat healthy for one week, have you lost 20 pounds? No, you haven't. Are we gonna give up and just say, "Well, this shit doesn't work"? No. We're gonna say, "Yeah, I need more time to make this happen." If you're not willing to put in the effort and consistency to make this work, then this isn't the right space for you.

[00:21:05] If you expect per se- per... Woo. See? Of course, that's the one line I fumble on. You expect perfection, clearly I'm not perfect, from me or from yourself. This masterclass is about progress, momentand possibility, okay? Not perfect people saying perfect things. That's not how we roll around here. If y'all have spent any time around me on TikTok Live or anything like that, you know.

[00:21:29] Okay? We keep it real around here, very real life. But today you will discover three very important things. Why moms stay stuck overthinking becoming a VA while other moms build a steady 1K per month income using skills they already have, so that you can stop second-guessing yourself and finally see a realistic path forward.

[00:21:54] Number two, how becoming a VA can help you create more breathing room financially and personally without sacrificing your entire schedule, your sanity, or losing more time with your family. And number three,

you're gonna learn the steady 1K per month, VA plan that helps you go from, "I have no idea where to start," to confidently networking, signing clients, and making money in the nooks of your day without wasting months trying to piece it all together alone.

[00:22:24] Then if you feel like you'd like more help and support and a clear step-by-step path after today's class, I'll be giving you that opportunity at the end. If you're here, I'm willing to bet you're someone who wants more for your family. Tell me in the chat if that's your driver for why you're here. You want more for your family, more time, more peace, more presence, a life where they truly get to come first, right?

[00:22:54] So we're gonna start at the beginning so that you can see the shift becoming a VA created for me and my family, and more importantly, so that you can start to see what's possible for you and yours too My daughter was just five months old. Five months old. Little, itty bitty, sweet little baby when she got her first really bad head cold.

[00:23:14] And at the time, my husband was out of town for work. Also, mind y'all, this was like two weeks pre-COVID. He actually got sent home from his work trip because they had like announced COVID and lockdowns, and so he got sent home. So you can imagine my brain was like spiraling out. I was working full-time as a college professor with a double course load, and I always had thought when I pictured motherhood, I always thought that when moments like this happen, when my baby was sick and she needed me, that I'd be able to stay home and take care of her and drop everything.

[00:23:47] That didn't happen. Instead, I had to pack her up, leave her with my mom, and drive to campus on someone else's schedule. And sitting in my office and trying to teach classes that day felt physically wrong. I couldn't focus on my work because all I could think about was my sick, sweet little baby. And I remember thinking so vividly to myself, "Why am I working this hard?"

[00:24:13] Why am I busting my ass if I still have no flexibility when my family needs me the most?" I was so grateful to have the help of my mom, but I was heartbroken having to leave my daughter. And then two weeks later, amidst a venting sesh, a friend told me about virtual assistant work, where women use skills they already had to earn real money with flexibility from home, and everything clicked.

[00:24:41] I had found a new way to create income for my family. Four months later, I booked a \$4,000 per month client, and that already replaced my

professor salary for the first time in a long time. Long, long time, y'all. We were paycheck to paycheck for years and years. I felt like I could finally breathe again. I could finally take a deep breath.

[00:25:06] And since then, virtual assistant work has allowed me to triple what I made as a professor while putting my daughter and my family first. She never went to daycare. She stayed home with me all of her little years. And now, when Little Miss, who's not so little anymore, she's graduating kindergarten next week, when she's sick, I don't get that awful sinking feeling anymore.

[00:25:28] I just rearrange my day and I take care of my kid, and I'm there for her. That shift changed everything. And now I've helped over 1,200 women create their own version of that same flexibility, income, and breathing room with my Steady \$1K VA Income Plan, which you are going to learn about today. These women thought, "I don't have experience.

[00:25:51] I'm not qualified. I don't even know what I'd offer." Again, tell me in the chat if you've had those thoughts. Until they realize that the skills they already use every single day could become- Paid VA services. Okay? So what exactly is a VA? A VA is the behind-the-scenes support person that businesses rely on to keep things running smoothly.

[00:26:14] As a VA, you can work from home in the pockets of your day while helping business owners with things like inbox and calendar management, customer communication, community moderation, content support, admin tasks. You become your client's right-hand person while working as an independent contractor. You're a freelancer, so that gives you freedom over your clients, your hours, and how your work fits into your life, okay?

[00:26:40] And do people really need VAs? Abso-fucking-lutely, okay? And the market is not saturated. There are so many solopreneurs starting new businesses every single day, and they... Oh, Tracy, I'm so glad you're here, girlfriend. and they need affordable but effective options to help run their business, and that is where a virtual assistant comes into play.

[00:27:01] Business owners across all industries need our help. It's very common to work with online businesses like course creators, coaches of across all topics from baby-led weaning to investing in the stock market, right? Like literally everything. Etsy and print-on-demand shops, network marketers, photographers, event planners, real estate agents, literally every business, okay?

[00:27:26] They need our help. But how do you make this work? The Steady \$1K plus VA Income Plan is not just a bunch of like random ideas. It is a proven five-step shift system that's helped me and over 1,200 women build flexible, consistent income as virtual assistants. It allows you to earn a consistent income that fits your life, supports your family, and can grow on your terms.

[00:27:53] But, and this is a big but, it only works when all five of the steps are in place one after another. They build on each other until you have a clear path to clients and income because you have made the shift. Most women stay stuck because they're missing one of the steps, right? You're missing one of the pieces, and that keeps you stuck.

[00:28:19] But the Steady \$1K plus Income Plan that you're about to learn has all five of these steps put together for you to create a clear path to your first VA client and the kind of income that can truly change your life at home. Without the Steady \$1K plus Income Plan, you'll be spinning your wheels. You will spin those wheels until there's a big old hole in the ground.

[00:28:41] You'll be second-guessing yourself and working so hard without getting any closer to actually signing your first client. Larae moved to a brand-new state knowing literally no one, like not a soul, and yet she still landed two clients in under a month. Now she's working with real estate agents that she loves.

[00:29:01] She's homeschooling her son, making enough to pay for homeschool adventures and treat herself without feeling guilty about it. She described the flexibility as something she wants to scream about from the rooftops. This is Emily. She went from being worried about getting clients to working by word of mouth with three kids heading into full-time daycare.

[00:29:21] Y'all, I can't even imagine that bill from daycare. Emily knew the rising expenses were gonna put a lot of pressure on her family financially. She realized quickly that VA work was exactly what she had been looking for, consistent extra income from flexible hours that she could do from her couch during nap time, and clients who genuinely valued her work.

[00:29:42] In Q1 of 2026, she brought in two times her income goal that she had set for herself, and she's been at this for four years now, three years now. She's been in the game for a while. She's brought in consistent income this whole time. All right, you guys ready to learn this shift method? Learn our five steps.

[00:30:04] Give me your favorite emoji in the chat. I'm also trying to talk faster because I realized we're 28 minutes in. We got, we got a ways to go. I'm gonna tell y'all, we're probably gonna be an hour 15 today. I'm aiming. Question, tell me honestly in the chat, do y'all want me to try to talk faster and get through it quicker, or are you good with it taking like an extra 15?

[00:30:28] I can go either way, but I wanna make sure I'm respectful of your time. So tell me in the chat what you prefer. Quicker, okay. Good with current pace. Either way is fine. Okay. All right, let me just get some extra caffeine in my veins and then we'll rock out, okay? We took the Vyvanse already, so the combo, perfect.

[00:30:52] And thank y'all for being understanding again. First time running this class. After this class, we'll have a better idea how long it really takes. All right, let's hop in to these steps. Okay, step number one is seeing your skills. Tracy, this will be helpful for you. You are not starting from scratch, okay?

[00:31:10] You are not. The experience that you already have from work, from life, from motherhood, from managing a home are valuable VA services that clients will pay for. Stretched thin moms don't stay stuck because they don't want more. They stay stuck because every time they think about starting something new, the doubt gets so loud.

[00:31:34] I've never done this before. I don't have experience. Why would anyone hire me? I don't know how many women have told me before, "I've never done this before, so who would hire me?" Right? It's a very common fear. That thought just hits a roadblock, and women stop there, and they don't move forward. Instead of moving forward, they stay stuck searching for the right thing.

[00:31:58] Another idea, another rabbit hole, another video, another certification. I'm guilty of that. I tried so many things before I found this. But nothing actually changes, and after a while, it starts to feel like the problem is you. Like, maybe you just don't have what it takes, or maybe this kind of life just isn't realistic for you.

[00:32:19] Have y'all felt that way? You see other women doing it, and you're like, "Why can they figure it out and I can't? What am I missing? It must be me." But that's not true. The real problem is that you've never been shown how to see the value in the skills that you already have. You're trying to build a different life in the same exact lane that has been keeping you stuck.

[00:32:44] No matter how fast you try to drive, it's not taking you anywhere new. And right now, being a stretched thin mom can feel like you're driving in the most chaotic lane on the highway. Everything feels rushed. It feels tense. It feels completely out of your control. You are constantly reacting and just trying to keep up, trying to keep your head above water, right?

[00:33:13] So after a while of trying and go- driving as fast as you can and nothing's changing, you're not getting anywhere, you start to think this is just how life has to be. It is what it is, right? But it's not. You're not stuck, and you don't need to start completely over. You don't need a whole new skill set.

[00:33:34] You just need to switch lanes. That's what becoming a virtual assistant is. You are not starting from scratch. You're taking the skills you already use every single day, some of them without even realizing, and moving them into a way of working that actually supports your life. I've got some secrets for you today, some secrets from the present and paid moms out there.

[00:34:00] Secret number one: Successful VAs didn't start over. They just switched lanes with the skills they already used every day. Because the real problem is not a lack of experience. It's just that you have not been taught how to recognize, package, and position the skills that you already have as being valuable VA services, so you stay stuck.

[00:34:24] You stay stuck in the thinking of, "This doesn't count. That's not enough. That's not something I could get paid for." Right? But present and paid moms see it differently. They look at that exact same experience, and they recognize it as being valuable. The communication skills, the organization, the problem-solving.

[00:34:47] The way that you support people, this is exactly what businesses are actually looking for. If you can keep schedules organized, then you can become... that can become calendar management as a service. Okay? Tell me in the chat when I list these out if you're like, "Oh, yeah, I do those things all the time."

[00:35:08] Right? Keeping schedules organized. If you can respond to emails and messages, that can become inbox support. If you know how to use Canva, even for basic things, that can become document creation. If you already post on social media, that can become social media support. If you're good at researching information, organizing details, planning events, tracking expenses, proofreading documents, those are all real virtual assistant services that businesses are actively paying 25 to \$35 an hour for.

[00:35:45] Melissa said, "I do that, all that already." Yeah, that's what I'm saying, you guys. We do these things. Tell me in the chat if you're like Melissa and you're like, "Yeah, I send emails all day every day. I share stuff to my social media. I research for our, our trips. I do our budget. I do our meal plan and our grocery list for the house."

[00:36:06] Are you gonna order groceries for your client? No. Probably not, right? But that skill set, again, can be switched into a different lane of maybe helping them order their supplies if they're an Etsy shop, right? You already have more valuable skills than you realize. That's the difference. It's not that present and paid moms are smarter.

[00:36:31] It's not that they have something that you don't. They just see their skills differently, and they use them in the right lane. And trying to figure this out from random tips online is exactly why stretched thin moms stay stuck because one video tells you to niche down, another tells you to offer everything, another says you need certifications, another says you should work for free first.

[00:36:55] So instead of building momentum you just end up overwhelmed and second-guessing everything and staying in the same lane. But present and paid moms don't guess. They're not out there guessing and throwing spaghetti at the wall. They follow a clear path where every step actually moves them forward, and that's exactly what the Steady \$1K+ income plan gives you.

[00:37:19] So you're not just busy trying to do the things, you're actually moving forward. Allie was so tired of watching life get more expensive while constantly having to say no to her kids. She wanted extra income but still wanted to be fully present for school events and sick days and everyday moments as a stay-at-home mom.

[00:37:43] Even with zero experience. She was a teacher prior. She signed her first client within three months, and now she brings in \$2,000 a month as a VA to help pay down debt while still getting to be the mom that she wanted to be. In step two, we're gonna hone your offer, okay? We're gonna get clear on who you wanna help, what services you'll offer, and how your business will fit your life, because clarity creates confidence.

[00:38:12] I hear this all the time from brand new VAs, "I'll work with anyone. I'll do anything. I just wanna get started. I just wanna sign a client." Right? And I get it. You don't wanna overthink it. You just wanna move. You wanna keep things easy, and you wanna keep your options open. But this is exactly where a lot of new VAs accidentally stay stuck.

[00:38:36] Because when you don't get clear on who you wanna help and how you wanna help them, everything feels harder than it needs to be, and I have seen this time and time and time and time and time again with the women I coach, especially in my group coaching space. We spend a lot of time on this one piece, figuring out who they want to work with.

[00:38:56] It's like sitting down to watch TV and thinking like, "Oh, I'll watch anything." So you open Netflix, then you switch to Hulu, then you try Prime. You scroll and you browse and you go back and forth. My husband does this every night, and I want to scream. Scream. It drives me crazy. He'll watch like 17 trailers but doesn't pick anything.

[00:39:18] By the time he finally picks something, and it still doesn't even feel quite right, he's like, "Ugh, good enough," you could have watched a whole ass show by that point. But when you sit down and you think, "Man, I really wanna watch a rom-com tonight," now you're looking at a short list. Now decisions become easier.

[00:39:36] Now searching to find the one you want is a hell of a lot faster, and you can find something that actually fits what you're looking for. That's what finding clients feels like when your offer isn't clear. Like you're scrolling and you're searching and you're trying to figure out where you fit, but nothing feels like a clear yes.

[00:39:55] And honestly, that's where stretched thin moms start second guessing themselves. Because again, we go back to assuming the problem is us. They assume there must not be enough clients. Maybe I'm not qualified enough. This just isn't gonna work for me. But the problem is not a lack of opportunity. There's plenty of opportunity.

[00:40:15] This market is in insane demand. It's a lack of clarity. And present and paid moms don't try to be everything to everyone. They make a few simple decisions. Who do I wanna help? What do I wanna help them with? How do I want this work to fit into my life? Because clarity creates momentum. Confusion just causes you to keep spinning those wheels.

[00:40:40] And this part matters so much more than most people realize because the hardest part is not the work itself. I quite literally got a message from a student yesterday that said, "Why is working with my clients so much easier than finding new ones?" Just got that text last night. It's trying to sort through all the noise while you're already overwhelmed and exhausted.

[00:41:05] Stretched thin moms are not lacking potential. Y'all aren't lacking potential. You have oodles of it. You're lacking a clear path. You're building a business in the nooks of your days between pickup, dinner, sick kids, laundry, swim lessons, everything else that's already on your plate. But that means that your plan has to be simple.

[00:41:28] This shit has to be simple, sustainable, and realistic for the season of life that you're in. It needs to fit in the nooks of your days, too. Secret number two from the present and paid mamas. The moms who get clients fastest aren't offering more, they're offering less more clearly. They're getting specific.

[00:41:53] Instead of saying, "I'm a VA who can help anyone with anything," you're saying, "I help busy online nutrition coaches manage their inbox and client communication so nothing slips through the cracks." Tell me in the chat if y'all see the difference in that. Do you see the specificity and the clarity in that?

[00:42:13] Same skills, clearer offer, way easier for a client to say yes to you. Clients are not looking for someone who does every single thing. They're looking for someone who can help with something specific. Katie went from missing so much because of her work schedule to catching moments that she didn't even expect.

[00:42:36] She quit her job. She spent 26 years in TV production, going into work at, like, 3:00 a.m. She quit her job to care for her chronically ill daughter, but the financial stress hit really hard, really fast, and she knew she needed a change. She got really clear on exactly who she wanted to work with. She stayed consistent, and now she's working 15 to 20 hours a week from home with a client that is so aligned with her that she feels like it's priceless and almost too good to be true.

[00:43:04] She messages me all the time saying, like, "What is my life?" Like, "This can't... Like, pinch me. Like, what's going on? This is crazy." She's fully present for her kids, there when her daughter needs her, and she gets to soak up all those little everyday moments. She works purposely during the day so that when her kids get home from school she can just, like, sit and chat with her teenagers about the day, right?

[00:43:26] She would've missed those moments before. Once you have a clear offer, the next question that comes up is, "Okay, but what do I charge for this?" Because again, this is where stretched thin moms are going to really start to shrink back and think, again, "I don't have enough experience yet. I should probably charge really low."

[00:43:47] I need to prove myself first." Again, I hear from women all the time, "Oh, I'll probably just charge \$20 an hour for my first client because they're my first client." Right? But here's the truth. If you underprice yourself from the beginning, you don't just earn less money, you position yourself like someone who doesn't solve real problems or carry real value, and that is not what we are doing here.

[00:44:09] Okay? So in step three, you're going to increase your value. Price yourself like someone who solves real problems, because you do. Show up as a capable professional from day one. Stretched thin moms hesitate so hard here because the thought becomes, "There's no way I could make real money doing this," or, "I'd have to work all the time to make anything meaningful to my bank account."

[00:44:36] And honestly, stretched thin moms accidentally start building from fear instead of value, right? Those thoughts that I just read, those are coming from a place of fear of it not working or not being good enough. So you undercharge, you overwork, or you assume you need to prove yourself before you can charge professional rates.

[00:44:57] But this is really important. Clients can feel the energy you bring into conversations about your rates. When you feel confident in the value you provide, they feel that confidence too. Business owners are not just hiring task rabbits. They're hiring for reliability, support, problem-solving, peace of mind, and a team member who fits the culture of their business.

[00:45:23] They want someone who can step in confidently and help make their life easier. Being new does not automatically mean that you need to charge the lowest rate possible, especially when you're already bringing professional experience, transferable skills, communication skills, organization, real-world problem-solving to the table.

[00:45:42] Again, you are not starting from zero. Stretched thin moms tend to think that confidence comes after they land the client, right? But really, confidence grows because you've decided to start before you feel fully ready. And honestly, mindset is a massive piece of building a steady VA income because if you constantly second-guess yourself, undercharge, or shrink your value, your clients feel that energy too.

[00:46:14] But when you learn how to show up confidently as a capable professional, everything changes. Okay, this is the part everyone wants to know. This is why you're here. What does the income actually look like in real life? I

am seeing these questions in the chat right now too. So let's break it down. If we're working one hour a day, right?

[00:46:35] The whole premise of this class, that's about 30 hours a month. The majority of my students are charging \$30 to \$35 an hour s- to start as their starting rate. So let's say you're charging \$33.50 an hour, okay? 30 hours times \$33.50 an hour is \$1,005 a month. That's your 1K month right there. It gets to be simple.

[00:47:01] We, as women, love to overcomplicate shit, okay? But it truly can be this simple. Working an hour a day, using skills you already have, still presence for the moments that matter, finally building an income that fits your life. Because present and paid moms don't build like someone with unlimited time and no responsibility.

[00:47:27] That doesn't exist. They build strategically around the busy, full life that they actually have. Our secret number three from present and paid moms: you don't need 40 hours a week. You need the right rate and one hour a day. You are in control over how much you work and how much you earn. Some women stay at one or two clients a few hours a day to make that consistent extra income, that cushion cash, right?

[00:47:58] And others choose to increase their hours and grow this into a full-time income, and anywhere in between. Both are right. You get to pick the one that works for you. That's the beauty of this. Flexibility matters because that is where stretched thin moms burn out, trying to copy business models that were never designed for real life in the first place.

[00:48:21] And as you gain experience as a VA, your income can grow in three ways. You can increase your rates, you can add another client, and you can start offering higher value premium services, especially because you're gonna learn so many services just by being a VA and working with your clients that you can then offer to new clients.

[00:48:43] This is exactly why I want you to see what this could look for you, not just at 1K, right? But as you grow, because there's unlimited possibility in this space. Again, I m- had three years in a row that I made multiple-- that I made six figures. I've brought in like \$550,000 in six years, right? And I obviously didn't do that making just \$1,000 a month.

[00:49:05] But this is where we start. We start with the goal of the 1K month. So I created a simple income calculator where you can plug in your hours and your

rate, because most moms have never really actually sat down and mapped out what this could realistically look like. You just assume there wouldn't be enough money or it would take too much time, but when you actually run the numbers, you realize how possible this is.

[00:49:30] So then you're not guessing, right? We shift from guessing to planning. So click the link in the chat, to grab the custom calculator. Kate's gonna drop it in there for you. Plug in your hours, plug in your rate, map it out for yourself. And don't forget to dream big, okay? When you do this calculator, do it for the one hour a month, but then think in six months, "Okay, I would have more capacity.

[00:49:55] I'd probably work two or three hours a day. In a year, okay, by then I've got a really solid routine. Maybe I'm working 10 hours a week, and my rate's gone up by three hou- \$3 an hour," right? Reuse the calculator to see what it looks like now and also the possibilities.

[00:50:14] Jessica went from wondering where her rent was gonna come from to consistent income. She had been a VA for 10 years, but she was still broke because she was undercharging and she had no structure at all. Within a month, she signed two new clients at \$30 an hour, which was 20% more than she had ever charged prior.

[00:50:35] Now she's at \$40 an hour for new clients. She runs on retainer packages, and she actually had to hire a VA to come in and help her with the demand. "Raising her rates didn't scare away her clients, it made them respect her even more," she said. Once you know what you could earn and what your time could look like and how this could fit into your life, you naturally start to wonder how you'll actually find clients.

[00:51:00] And this is another spot where stretched thin moms kind of panic. They think, "I don't know where to look. I don't know where to look. Everything online feels like a scam. I don't have a big following." Again, tell me in the chat if you have had those thoughts when it comes to finding a client. Excuse me. I'd also like to hear in the chat if the idea of finding a client is the scariest part to you, if that's the part that you're like, "I could do the work, but how do I find a client?"

[00:51:30] Right? Present and paid moms know that you don't need job boards. We don't need Fiverr and Upwork. You don't need a huge audience. You just need a simple way to connect with the right people. Yes, very confused about

where to find clients. That's the scariest part for me. Y'all are not alone. That is by far the number one fear.

[00:51:53] Step four: find your clients. Using a simple 15-minute networking strategy to build real connections with ideal clients and create consistent opportunities. I told you guys, this dude, he's with me everywhere. Look at that boy. I took brand photos and he's in like half of them because he wouldn't leave.

[00:52:15] When it comes to finding clients, stretched thin moms immediately go into job search mode, right? You start scrolling job boards, applying to anything that looks relevant, sending message after message, because that's what you've always been taught to do when you need income. And it ends up feeling like you're applying for W-2 jobs all over again.

[00:52:35] You're sending out applications, you're competing with hundreds of other people, just hoping that maybe possibly someone will respond to you. And honestly, this is where the stretched thin moms start believing that there just aren't enough clients, when really we've just been using the wrong strategy.

[00:52:56] It's exhausting, it's discouraging, and after a while it starts to feel like truly maybe this just isn't going to work for me. There's not enough clients, especially when nobody ever teaches you what actually works when it comes to finding aligned clients in the first place. Stretched thin moms assume successful VAs already knew other business owners personally, right?

[00:53:20] Like they had some huge network or entrepreneur friends or insider connections, right? Like they had a leg up. They had... It was already gon- it was already worked out in their favor. But the truth is is that most present and paid moms didn't start that way. They said the same thing. "I don't know any business owners.

[00:53:38] I don't know how to find clients." And honestly, you also probably know more people connected to business owners than you realize. A friend from high school, a former coworker, someone from your gym, a mom from school pickup, someone you follow online, a friend from your book club, a friend of your friend from book club, and even beyond that.

[00:53:59] A huge part of finding clients comes from the connections that you make along the way. Because once you start having conversations and putting yourself in the right spaces consistently, your network will grow faster than you think. There is a massive ripple effect when we put out to people that we know

what we're doing, or even just when we meet someone new and you're at the bakery picking up bread for dinner, right?

[00:54:26] And you're talking with the person at checkout, and y'all are casually chatting, and you mention that you're a virtual assistant when they ask what you do. That literally happened to a student, and guess what the baker said? Oh my God, I just had a breakdown today 'cause I'm so fucking overwhelmed. And then they booked a discovery call.

[00:54:44] Network, right? There are people out there that need help, and when we put it out into the universe, it can go from person to person and make those connections for us too. That's how a lot of present and paid moms land their first client. Not because they had some massive audience or perfect connections, but because they were willing to start building relationships before they felt fully confident.

[00:55:09] And the best part is that networking in the VA space is actually way simpler and more natural than moms expect it to be. It is not about cold messaging strangers all day. We do not send, "Hey girl," messages around here, okay? Or trying to sell yourself. It's about becoming visible and starting conversations.

[00:55:30] And by becoming visible, I do not mean creating content, okay? We do not have to be creating content to find clients. We're starting conversations, we're building trust, we're creating genuine connections over time. When we're responding to job postings on freelancing sites is not ... That's not the best way to find VA clients, and it's definitely not how you're going to find aligned long-term clients.

[00:55:57] Because the best VA clients usually are not sitting on job boards waiting for applications, okay? They are coming through relationships, conversations, and trust. Present and paid moms don't sit around waiting to be chosen, right? Using the job boards, you are being reactive. You're being reactive to what people are putting out there.

[00:56:18] Instead, they focus on proactively building real connections. Because once you understand how networking actually works in this space, finding clients starts to feel a whole lot less intimidating. And it doesn't have to take hours and hours every day. Present and paid moms build these relationships in as little as 15 minutes a day.

[00:56:39] This is also where stretched thin moms accidentally overcomplicate things, because they think that networking means being salesy or cold messaging strangers or constantly pitching themselves to people, when really it's just learning how to start those genuine conversations consistently. Secret number four: The best VA clients usually come through conversation and connections, not applications.

[00:57:05] And present and paid moms show up consistently. They engage like real humans. They actually care about the people they are connecting with. They aren't treating people like leads or sending copy and paste scripted messages. And that matters because business owners can feel the difference immediately.

[00:57:25] They can see a script and a template from a million fucking miles away, and they want to work with people that they can trust. Through those conversations, present and paid moms aren't just learning if those business owners want to work with them, they're also deciding if they wanna work with those business owners.

[00:57:43] It's a two-way street, my friend, because not every client is your client. And when you do this the right way, it creates a steady flow of opportunities with clients who you are actually really excited to work with. Finding clients is one of the biggest concerns that I hear from stretched thin moms, and it makes so much sense because most women, again, have never been taught how to network in a way that feels natural, strategic, and sustainable.

[00:58:14] But the truth is, is it gets to be so much easier once you have a clear offer, a clear process, and a simple networking strategy that actually fits your life. That's exactly why one of the bonuses I'll share with you later today is my client magnet method, so that you can stop guessing where clients will be coming from and start creating consistent opportunities with aligned business owners that you wanna work with long-term, because that is the goal.

[00:58:41] Oh no, our picture got lost. Weird. It's a cute picture of a girl smiling right here, everybody. Yay. Jenna was living out of an RV with her husband and dog, traveling the country, piecing together income through Instacart, DoorDash, temporary jobs at campgrounds. She was burnt out. She was constantly stressed about money, and she knew deep down that she was meant for more.

[00:59:07] When she found this opportunity, she almost let the fact that she had zero VA experience stop her, but she took the leap anyway. Now she works with two VA clients. She earns over \$3,000 a month remotely. Oh, thanks. There's Jenna in the chat, everybody. I don't know what happened to my picture on the slide.

[00:59:24] now Jenna works with two clients, earns \$3,000 a month. She travels, she visits family. She gets to plan her life without asking anybody for permission on how to live it, right? Or depending on these unstable piecemeal jobs just to survive. She says it still feels unreal that this is her life now, and it all started with deciding to just go for it.

[00:59:46] We have made it, y'all, to, step five. This is the last one in our shift framework, transform your income. Turn conversations into paying clients and build your path to an extra thousand dollars a month with work that fits around your family. At this point in the process, right, you're having conversations, you're connecting with people.

[01:00:08] Some of those conversations start to go a little deeper. This is where the stretched thin mom tends to freeze, because nobody's taught these women how to confidently move from just chatting with somebody to h- to here's how I can help you. So the stretched thin mom starts to overthink it. Again, there's a lot of overthinking going on here, if we haven't caught on to that.

[01:00:32] They worry that they'll say the wrong thing, that they'll come off awkward, or will mess it all up, right? So they either keep things really surface level and never move forward or just disappear from the conversation altogether. And then they assume, "I'm just bad at networking. I can't do this," when really they just need to be shown how to lead the conversation clearly and naturally.

[01:00:55] But present and paid moms handle this differently. They don't avoid the moment. They get excited at the opportunity, and they lean into it. Not by being pushy, not by trying to convince anyone, and not by trying to sound perfect, but because they understand that networking is not about performing. It's not about selling.

[01:01:16] It is about helping. Present and paid mom secret number five: clients don't hire the most impressive VA. They hire the one that's the best genuine fit. Present and paid moms are not trying to close anyone. They're not trying to close the sale. They're simply guiding the conversation. They're asking the right

questions, understanding what the client actually needs, and clearly explaining how they can help them specifically, not with a generic template, okay?

[01:01:51] And that's where-- that's what turns a conversation into a paying client because you have a clear offer, a clear process, and a framework for how these conversations really work. You stop feeling awkward and start feeling confident leading the conversation. And also, practice makes perfect. The more that you do this, the more confident and comfortable you're going to be with the next one.

[01:02:19] Audrey wanted to be able to work and not have to feel like she could lose her job just for needing to show up for her kids. She always felt like it was on shaky gr- shaky ground. And now she works for a mom who shares her values. Her VA income helps cover her kids' activities, gives her family breathing room in their budget each month.

[01:02:38] But for her, the biggest part is who she's become through the process. More confident, more sure of herself overall. she had told me that she felt like she's finally the version of herself that she always knew, like, was in there, right? But she just couldn't quite get to. And now she is that woman, and that's incredible.

[01:03:00] The Steady 1K+ income plan is not just a bunch of random ideas that I thought of, okay? This has been tested and proven to work by me and over twelve hundred of my students. The Steady 1K+ income plan allows you to earn a consistent income that fits your life, supports your family, and again, can grow on your terms to the scale of income that you wanna create.

[01:03:27] But it only works when all five steps are in place, one after another. They build on each other until you have shifted into a clear path to clients and income. That is what I want for you. That is why I created The Shift Methodology. If you take away one thing from today, I want you to know that with the right method and support, you can earn consistent income as a VA with more control over your time using the skills and experience that you already have.

[01:04:02] This Steady 1K income plan is a proven path that helps moms stop feeling stuck financially and start creating reliable income that fits around your real life. It's how you step out of the cycle of needing more money and never having enough time, right? The income versus presence cycle. This is how you break out of it and into work that supports your family, your goals, and your freedom.

[01:04:29] So the big question is: How can you create your own Steady 1K plus income plan with all five shift steps to build this successful virtual assistant business and start signing clients without wasting months and months of your precious time trying to figure it out on your own? We have two choices.

[01:04:50] Number one, you can waste a lot of time and energy and effort trying to figure it out by yourself, or you can fast-track your results with my step-by-step system, completely removing the guesswork and the overwhelm. I want to introduce the Superstar Assistant Academy to help you build your Steady 1K plus month plan in just 28 days.

[01:05:17] The Superstar Assistant Academy is for you if you are ready to turn the skills you already have into real VA income, if you wanna stop overthinking and follow a clear step-by-step plan to actually get clients. If you're done guessing, you are done guessing and you wanna know exactly what to offer, how to price it, and how to find aligned clients, if you wanna build income that fits into the nooks of your day, if you wanna stop feeling like you live just to work and stop sacrificing time with your family, then this is where you need to be.

[01:05:53] This program is not about quick wins or overnight success. It's about learning how to do the right things the right way so that you can build something that actually works long-term, okay? Present and paid moms do the work. These are just a small handful of screenshots I have in my phone from students, and each of these present and paid moms showed up.

[01:06:20] They did the work. They asked for help when they needed it, even when they made mistakes. They focused on progress, not perfection. They focused on taking a step forward and not getting stuck in the fear and the doubt. If you are a mom who feels frustrated because you know you have valuable skills- But you're not making the kind of money that your effort and time should be bringing in.

[01:06:46] Tell me in the chat if you're like, "I feel this way every day, Laura. I feel this way all the time." If you're exhausted trying to juggle work and family life, constantly feeling rushed, never having enough time for either one. If you feel worried that this is just how it's gonna be, this is just life, right?

[01:07:07] Stuck between needing income and wanting to have more time with my kids. Nothing I can do about it, I'm, it's, I'm just stuck. Then the Superstar Assistant Academy is exactly what you need. It was quite literally created for

you. In the Superstar Assistant Academy, you get to choose the level of support that fits you best.

[01:07:28] We have three options, okay? We have program only, which is fully self-paced, fully self-led learning. We have the program plus group coaching, where you get all the same things from program only, but you also get added direct coaching support from me, five day a week messaging, weekly group coaching calls.

[01:07:51] You get that support with me to ask questions, get feedback, get clarity, added accountability. And then I also have the program plus private coaching. we have limited availability. I have one spot available at the moment, where you get the full self-paced program, plus you get direct one-on-one coaching with me, okay?

[01:08:14] So we have three different tiers, and you just pick the one that the level of support fits you best personally. All of them include the same curriculum the same program, and they get you to the same outcome. It's just a matter of knowing yourself as a learner, and if you're someone who likes the self-paced, self-led format, or if you're someone who wants that added support, and, and direct coaching.

[01:08:41] So what's inside the program, right? What's inside the program? I'm not gonna go into big, like, great detail. Kate, if you wanna go ahead and drop the, sales page in the chat. If you guys look at that sales page and you scroll through it, there's a whole section that breaks down every single module and what is included in more detail.

[01:09:03] But just to give you an overview, module one is a welcome and a course overview. Module two, we go through clarifying your niche, which we talked about earlier today, right? You need to get clear on who you want to work with. Module three, what services will you offer? Module four, how are you gonna price those services, right?

[01:09:21] How are you going to transform your value into income? And Valerie, you guys, Valerie has such a cool story. Valerie was trying to start her VA business completely on her own. She was teaching full-time, juggling three part-time jobs- Drowning in financial stress and on the verge of just giving up entirely, after filing for bankruptcy, heartbreak, and being burned by another online program, she almost convinced herself that this wouldn't work either.

[01:09:54] Six months later, Valerie is earning \$3,500 a month as a VA. She signed her first client within two weeks, and now works with four clients that she genuinely loves. But the biggest transformation wasn't just the income. Valerie says becoming a VA helped her believe in herself again, realizing she's capable, valuable, and someone people genuinely wanna work with.

[01:10:15] I just got a message from Valerie, a couple days ago that... So y'all, before she got into this program, before she started SAA, she literally was, like, deciding if she was gonna pay the gas bill or the electric bill that month. Like, had filed bankruptcy, was in a really tough spot financially, and she just texted me yesterday saying that her kids just got to pick out summer camps and they booked a Disney trip for the fall.

[01:10:40] Like, completely, complete 180. Completely different life for her and her family in just six months after implementing the program inside of the Superstar Assistant Academy. It's incredible. The other four modules, we have eight total. Module five helps you find and attract your dream client. So everyone who was like, "Oh my gosh, finding clients is the scariest part," module five plus the client magnet method bonus have everything you need to learn how to network proactively across different platforms to find those clients.

[01:11:15] Module six, manage your projects. So we don't just get you to the client, we help you with how to actually work with the client. Module seven, track your time and get paid. It covers taxes, all the things. Module eight, an essentials checklist to get started. Again, all of those are laid out in more depth on the sales page.

[01:11:35] Juliana, you guys, Juliana is an OG. She started this program in the beta round in 2022. She had convinced herself that there was no way that she could make money until both of her girls, who were, like, one and three I think at the time, were in school, because there just wasn't enough time to do it at home.

[01:11:54] But within a month of joining SAA, she signed a dream client who she still is working with three years later. This is what I'm talking about when I say that we're gonna help you find aligned clients, people that you can work with long-term, that you can grow with them in their business and not be in hustle...

[01:12:14] Ooh, excuse me, not be in hustle mode, always trying to just piece together clients to make your income. We're gonna help you find clients that you can work with for years and years to come. And because I truly want you to

succeed, that is why I do what I do- I have more for you. It's bonus time, okay? You are gonna get four free bonuses with your enrollment inside of the Superstar Assistant Academy.

[01:12:38] Number one is the community Facebook group, where you can get support, feedback, answers, motivation from other academy members, and also curriculum guidance from Coach Caitlin, okay? You are going to get our five steps to building belief and mastering your mindset workshop, because mindset matters when you are starting a new venture, okay?

[01:12:59] Stepping out of your comfort zone is wildly uncomfortable, but this bonus workshop will help you build belief in yourself and catapult your success to being a VA. And we have mindset minute lessons inside each module of the program. All of these, the workshop and the mindset modules, I brought in a professional growth coach and mindset coach to do those for us, because I am not an expert at it.

[01:13:26] So I brought in an expert. So mindset and mental blocks are not gonna be the reason you fail, not on my watch. We have you covered with all of the mindset aspect. 28 Days to VA, this is your third bonus. If you decide to go with the fully self-paced program only, but you're also someone who thrives with a little bit more structure and direction, implementing this self-run 28-day challenge will help you complete the academy more efficiently, with like daily prompts for what to be doing.

[01:14:00] And then the big one, the client magnet method. Find and connect with your dream VA clients in a clear, repeatable way, without posting or pitching, cold pitching strangers, okay? This bonus in and of itself is going to change the game for how you network and find clients in just 15 minutes a day. It does not have to take over your whole life.

[01:14:24] We structure it in 15 minutes at a time. So here is everything that is included. Okay, we have the main Superstar Assistant Academy. We have the four bonuses we just covered. Inside of the academy, you're also gonna get 10 done-for-you templates, including resume, contract, invoices, a time blocking planner, a course workbook to help you as you move through the program, and those mindset minutes, okay?

[01:14:51] For the program only, which is again the self-paced option, that, all of this together is a \$2,000 value, okay? And typically at full price it's an investment of 797, but y'all are getting the investment of 597, okay? So you get to save \$200 off of the regular price, and I'm not great at math, \$1,400 overall.

[01:15:19] All right? So for the program only, you can invest for 597 or three payments of 199. This, savings is only valid through the 18th, okay? So you have through Monday night at midnight that you can save these, this \$200. Kate just dropped those links in the chat for you. There's a checkout directly to program only, program plus group coaching, or program plus private coaching, those three separate tiers that we talked about, and that more info here link has all of the info about the program in depth on there.

[01:15:59] If you are someone who's like, "Laura, I'm fucking stoked for this, but I do want your coaching, I do feel like I need that accountability and that feedback," the program plus group coaching, you're also getting a \$200 discount. So essentially you're getting two months for the price of one, and that investment is 997, normally 1197.

[01:16:21] Okay? So you're saving \$200 on either option, program only or program plus group coaching. Stretched thin moms wait for the right time. They wait, doing it all, still feeling behind, looking tired as all get out, right? Present and paid moms create it by taking action. I love working with women. If y'all, again, have been around any amount of time on Instagram or TikTok with me, you've probably heard me say, "Get shit done energy."

[01:16:55] I love coaching women who are ready to get shit done. They have decided that this is it, they are doing it, and they are going to get after it. The present and paid mom uses a clear plan to make real income and have more time at home. It's your choice, and they'll be your results. But this is bigger than just making your money back.

[01:17:20] One aligned client could realistically cover your entire investment. Your entire investment. This is not a maybe someday I'll make my money back situation, or hopefully in six months I'll have made my 597 back. On average, women inside this program sign their first client within four to six weeks, and they fully recoup their investment in about 90 days, okay?

[01:17:44] There are no guarantees in life, legally, let me disclaim, right? Results are not guaranteed, but this is the average that we have seen with 1,200 women who've gone through the program. Everything after that becomes just pure profit as you continue building and hopefully working for years and years to come as a VA.

[01:18:07] One of my students, Cynthia, she signed her first client within two months, and it was \$700 a month. So within two months her investment was completely covered by just one month of work. That's what I mean. It's not just

like one client and working six months with that one client will cover your investment.

[01:18:25] One month of working with one client. Covering \$597 is not hard in the VA space. Most of your first clients are somewhere in the \$500 to \$1,000 per month range. One consistent client can create real breathing room in the grocery budget or letting you sign your kid up for a summer camp. Two can start changing things financially in a really meaningful way, like paying off debt.

[01:18:51] And for a lot of moms, this becomes one of those decisions they look back on and they think becoming a VA changed everything financially for us. And again, it's not even just the finances. It's the lifestyle. It's the getting to be... I had five events. I'm sure y'all are living in May-cember as well right now.

[01:19:12] My daughter had five events at school between last week and this week that were all during school day hours. All of them, right? The fact that I can just go to them without having to take PTO or play hooky and call in sick one day, right? Like the fact that I can just go, it's a lifestyle. It's not just the money.

[01:19:37] But in terms of the money, for example, here are some very, very realistic breakdowns. If you charge \$25 an hour, right, that's about 24 hours of work to recover your entire investment. If you're charging \$30 an hour, we're looking at 20 hours of work. One part-time week equivalent of work covers your investment.

[01:20:02] If you're charging \$35 an hour, it takes 17 hours of work. That is it. And you've earned your \$597 back and then everything you make for the next years to come is profit. You can pay in full or do a payment plan, okay? Both include immediate and lifetime access to the Superstar Assistant Academy program and all four bonuses.

[01:20:27] If you choose to pay in full for the program only, it's \$597. Again, that's a savings of \$200. If you do program plus group coaching and you pay in full, that's \$997. Again, saving \$200. Basically buy one, get one free because when you get into group coaching, you're getting two months inside of there with me.

[01:20:47] And anyone who chooses to pay in full, whether you do that on a debit or credit card, or if you use Klarna or Afterpay that are available on those checkouts to get your own payment plan, anybody who pays in full gets a pay in

full bonus of a free 30-minute one-on-one call with me. It's not offered anywhere else, and we can get so much done in a 30-minute call.

[01:21:12] It's crazy. So that's a free bonus for anyone who pays in full. And then in terms of payment plans, program only, that \$597 investment through me, you can do that for three payments of \$199 a month. And for the program plus group coaching, we offer a two-pay option of \$497 a month. But again, we do have Klarna and Afterpay available.

[01:21:36] So if you want a more extended payment plan, go to the pay in full checkout option, look underneath where it says cards and more, scroll down, you'll see they're blue and pink, Klarna and Afterpay, and look at what options they give you. On the \$597 option, I have seen them give like \$45, \$50 a month for 12 months.

[01:21:59] Crazy, right? That's working two hours a month to cover your payment plan, right? So, so, so doable. Okay, any questions? We'll do some Q&A, and then I will let y'all get going. I'm gonna answer some of these very common questions. and then Kate, if you wanna text me what the other questions are, and then we'll go from there.

[01:22:26] okay. So will this work for me? Women all the time, "Okay, it works for you, but, like, will it work for me?" My question to you is why wouldn't it? Why wouldn't it work? It's worked for 1,200 other women, just in my program alone, plus all the other VAs out there. Trust the process, take action, choose to get shit done, and change your future, right?

[01:22:50] I always tell my students that the only way to fail is to quit, quite literally. There's no reason for this not to work unless you simply give up.

[01:23:02] Ah. How quickly can I find a client? Again, there's no guarantees in life, but we have had students on average find their first clients in four to six weeks. We've had students who find their first client in five days. We've had students who it takes three months. But it all depends on how much you are showing up.

[01:23:22] How consistent are you being at implementing the process, right? What will I need to work as a VA in terms of equipment? You need a laptop, a cell phone, and Wi-Fi. That's it, okay? We don't need headpieces. We don't need second screens. None of that. Can I do this while working full-time? Absolutely. This works if you're a stay-at-home mom and you wanna just create an income stream.

[01:23:51] It works if you have a job that you wanna supplement, again, because this is so flexible, it can work around anything, and it works if you have a full-time job and you either wanna supplement it or you ultimately wanna replace it. You can build your income up to the point that you feel comfortable leaving your full-time job.

[01:24:09] That's what I did. I've had tons of students who have left their corporate jobs, their teaching jobs, their nursing jobs- Because they have replaced their income with VA income. All right, I'm gonna check these questions. Ah, I forgot my phone was plugged in. I just almost knocked everything off my desk. All right, let me pull this up.

[01:24:36] Mm, mm, mm. How many hours would be considered full-time for a VA? So Kim, it really is per person. Like, it's per individual, based on how many hours you want to be working, right? Full-time could be 40 hours, but if your capacity is 20 hours, and that's how many hour- like, that's the income you wanna make, then for you, that's your full-time, right?

[01:25:01] Like, Kate works with me. She's been with me for three and a half years. Her cap is 15 hours a week. That's all she wants to be working. That is full-time for her, 'cause she homeschools her kids. She's got a lot of stuff going on, right? And so her full-time at 15 hours a week might be very different than my full-time at 40 hours a week, right?

[01:25:23] but it's different for every person, and that's the beauty of this, is that you can decide how many hours you're wanting to work and how much income you're wanting to create from this. how do you keep track of your time so you get paid accurately? I use Toggl Track. I actually just posted about this on my threads this morning, about how I only use free tools in my business.

[01:25:46] Six years in, having made multiple, multiple six figures, I use... I just still use free resources, one of them being Toggl Track, T-O-G-G-L. that is what I use because you can make clients within clients. You can make projects, within projects. You can make different entries for the different aspects of the project that you are working on.

[01:26:09] So you can record everything. You can edit, your timer. I always forget to stop my timer, so then I always have to go back and edit the time to be correct. you also are able to export, like, really nice reports that show your hours. It shows the breakdown of what projects you were working on, et cetera, which is really helpful for invoicing too.

[01:26:31] so that's what I use. And what are experienced VAs charging? So this, there's a range, okay, of what VAs can charge. So in the United States, the, like, base, like, the base starting point that is just kind of the universal standard for a VA is 20 to \$25 an hour. Okay? Really 20 to \$30 an hour. but when you're starting, you need to take into account all your other life experience, jobs that you've had, right?

[01:27:06] How long you've been managing a household. So again, like I mentioned earlier today- Most of my students are starting somewhere around the \$30 an hour range. and then VAs can go all the way up to about 75 an hour, depending on the services that you are offering. But again, being able to start at 30 an hour, is pretty incredible considering what's available out there on the job market.

[01:27:33] Not great. I see a lot of things and I'm like, "Wow, they really wanna pay people \$20 to do that? Okay." Not in the VA space, though. Okay, I think I got all the questions. If there are any other questions, please go ahead and drop them in the chat. Sorry, just wanted to remind you one last time that these savings, you guys, are only available for 72 hours, okay?

[01:27:55] So through the 18th at midnight, you can save the \$200 off of the program only self-paced. Or if you want the group coaching aspect, you're gonna get basically two months for the price of one, a little BOGO action, which is 997 for the investment to be in the coaching space for two months, and you still keep the program forever, okay?

[01:28:17] So you still get lifetime access to the program, it's just that you have two month- two months of the direct coaching. If y'all have any other questions, I am more than happy to answer, okay? I, if you can't tell, am a chatty Cathy, and I love chatting with y'all. it makes me happy to get to connect with you guys.

[01:28:37] So if you have questions, please send them over, but also if you have not yet sent the word "shift" to me on Instagram, go do that too. I just wanna connect with you. I'm not gonna sell you, I'm not gonna pitch you, I just wanna chat. I literally just wanna chat and get to know you, because that's why I do this, and that's what fills my cup and makes me really, really, really fucking happy.

[01:28:59] So hopefully I will connect with you on Instagram. If you have any questions about the program, in any capacity, please send an email to hello@laurajtraining.com or just message me directly on Instagram,

@hey.lauranicole and we can chat there. Thank you guys so much for coming to hang out with me.

[01:29:20] Thank you for your grace on the time. I now know to just say this is a 90-minute class instead of a 60-minute class. But I am so thankful, for y'all for being on here with me and hanging out. I hope this was so helpful. and I hope to chat with y'all soon. And those of you who get into the academy, I cannot wait to see you flourish and become the present and paid mom who's broken out of that income verse presence cycle.

[01:29:50] So I will chat with y'all later.