[00:00:00] Good morning Hello, hello y'all. Let me get our slide deck pulled up and we'll get rolling. I also have my phone set up for backup already just in case. Hopefully we don't have the same issue as yesterday, but

[00:01:23] I got it ready to rock and roll

[00:01:29] All right. How's everyone feeling after day one? Tell me in the chat Tell me in the chat, how are we feeling?

[00:01:50] Intrigued. I like that. Who i- who is that iPhone? Who are you?

[00:01:58] Great. More confident. Better than yesterday. Gina. Okay, hi A couple of greats. I love that. Sorry, you guys, this is like loud. I got these straws, they're super cute, off Amazon, but I didn't think they were glass, but they are, so it's like very loud and clinky now when I drink my drinks. I thought they were plastic.

[00:02:22] A lot less scared. I like that. Oh, you can't hear it? Okay, good, 'cause it's like l- rattling around like craziness. Okay. Y'all can hear me though, yes? Yes? Okay. Nope, don't worry about being late, Amber. It's 9:02. I always give it a couple extra minutes just to make sure we have everyone. Let me share my screen

[00:02:55] All right, let me know in the chat, you guys. Can y'all see the slides now? Yes. Okay, perfect. Oh, no. Hmm

[00:03:19] Now are we seeing it? Yes. Yes. Perfect Okay, are we still seeing it now that I made it big? Yes. All right. I think Zoom did, like, some updates to their settings or something, because now I have to click, like, three buttons to make my stuff share instead of one, and I don't know why, but it's pretty annoying.

[00:03:45] All right. I'm gonna turn my fan on 'cause it got warm in here, and then we'll get rolling. We've given everybody a couple extra minutes to join, so give me one sec

[00:04:08] All righty. We're gonna pop in, you guys. We're gonna head onto our step two of the Starter Sprint, which is selecting your VA services. All right? It is time to transform your skills into services that clients will happily pay you for. But I wanna recap really quick on your inventory because... from your day one, because I loved seeing y'all's homework.

[00:04:35] You guys did such a thorough job on especially page one, which I loved. Thank you for doing that. And before we dive into talking about services, um, I wanna know, looking back, thinking about your skills inventory from step one, were you surprised by how many skills you already have? Um, or did you feel like you knew they were there, right?

[00:04:58] I think a lot of times for women, seeing it all written out is like, "Oh, wow. There's a lot there," right? Um, so tell me in the chat. Amber said, "Yes, I do a lot of shit." Yes, you do, girlfriend. Um, and then also, how confident did you feel in your abilities and your natural strengths before this workshop, okay, on a scale of one to 10?

[00:05:22] And then how confident do you feel in them now? So tell me like, "Before I was a four. Now I'm a seven," right? How has our confidence level changed just by doing that skills inventory and kind of that brain dump of all the things that we do, and seeing like, "Oh wow, there is a lot here," right, now that we can see it all in one place?

[00:05:50] Good, Tina. April, a two. You were being hard on yourself. What are you now? Eight. Dang, girl. Let's go. Let's just four X our confidence in 24 hours, why don't we? A two to a four, five. All right, Annette, that's a double. We doubled our confidence. I love it. I think today will help you even more too and once you see how they can become money-making services, right?

[00:06:18] A four to an eight, a three to a seven, a three to a seven, a five to an eight, a two to an eight. You guys, this is what I'm talking about, right? You have the skills. Y'all have what you need. You just need to be shown, like, "Look, this shit is valuable," right? And not in just a way of things that we're so like, "Oh, like I just do every day.

[00:06:41] Like, it's just part of life." Yeah, but it's still a skill. It is still something helpful for other people, even if it's just everyday life for us, okay? Amber said, "And that's just after day one." I know. I think people don't believe me when I'm like, "Look, in 24 hours you're gonna double your confidence." And they're like, "Womp, womp.

[00:07:01] Yeah right." This is what happens every time. Every time, okay? Um, April said, "I like that you said our soft skills are key. I've been told that people like me because of it." Yeah, exactly. People want to actually engage with you, right? And you guys, that goes in, like all areas of life, right? I've been coaching for four years.

[00:07:24] I can write 7,000 emails. I can create all the content in the fucking world, and I will convert, AKA get very, very, very few people to sign up for something, right? I can go live on TikTok. I went live on TikTok yesterday for 45 minutes and had 12 women join this sprint because they can see my personality, right?

[00:07:50] Because they can hear me talk, because they can engage and actually get a feel for like my personality and who I am and my vibe and if I'm authentic and all the things that they can't tell by other avenues of communication because now my soft skills are coming into play. It makes a difference in all aspects of life, and it's the same damn thing when our clients are looking to hire a virtual assistant into the business.

[00:08:19] Okay. Love that our confidence is boosted. Now I wanna help you make money with the skills that you feel confident about, okay? So quick definition, what exactly is a service in the VA space? Um, a service is a specific way that you can help your client, but using your existing skills. That's important. Our services have to be things we know how to do, which is why we started by writing a list of all the shit you know how to do, right?

[00:08:51] Our services that you offer should be aligned with what you already know how to do efficiently. Um, but there's a little caveat here, is that each client will likely want their, uh, services executed slightly different from each other, right? So let's say you offer email management because you know you can handle an inbox, but you might have one client who really likes named folders, and you might have another client who really likes color-coded folders, right?

[00:09:16] Like, it's the same job, but they might have preferences in doing it a little bit differently. And so that's important to just, again, be adaptable, be coachable, and be able to learn those things. Um, but our clients are busy business owners. They don't have time to handle every single task themselves, so they hire VAs to take those off their plate, and that is where your services are going to come in.

[00:09:40] Okay? Tell me in the chat if y'all are ready to dive in and learn about the three main categories of services that I'm gonna have y'all work from to, like, pick and make your starting service at

[00:09:58] Love it. I need one person in the chat to say, "Let's get shit done," 'cause that's just gonna give me a boost of energy, and

[00:10:06] I need it this morning, you guys. I'm, I'm struggling over here. Let's go. Okay. A little side note. My daughter is six. She's almost seven. Obviously, we don't want her cuss. But if y'all have been around me, you know that I cuss all the time, right? Like, I'm dropping F-bombs here... It's just like a, it's just part of my natural speak, right?

[00:10:29] I may or may not have taught this little girl, just because sometimes she needs that little extra motivation, right? Like to clean her room or... Just with mommy, she's allowed to say, "Let's get shit done," because it actually helps. She actually goes and does the stuff faster, because she's like, "Let's get shit done."

[00:10:48] And I'm like, "Yes, girl. Let's go." Only with mommy. But she does it. This morning I asked her to do something and she came over and whispered it to me. She was like, "Let's get shit done." And I was like, "Do it, girlfriend. We can't be late for school, so let's go."

[00:11:06] All right. I have to warn you guys, today is a little more, uh, I don't want to say boring, because it's not boring, right? But it's a little more teachy, so I gotta... Because I have to explain some more things. Um, but I would still love in the chat, even if I'm not asking y'all direct questions, I would love just like your input or like, "Oh yeah, that makes sense," or, "Oh, I could do that," right?

[00:11:27] Like keep yourself engaged in the chat. You're gonna take away more from this as well if you do. It's just not quite as interactive as yesterday was, 'cause it, there's just more info for me to teach. We good? Okay.

[00:11:47] Woo. Oh, that didn't fix it.

[00:11:54] Okay. The number one service, and I think y'all all know based off what you wrote down yesterday, that you have a lot of admin skills, right? Would you guys agree with that? This is a main category, number one, because most women have these skills, and number two, because they're skills that all bus- or they're services that all business owners need regardless of their business, right?

[00:12:16] Regardless of their modality, regardless of their industry, there's admin to be done in a small business, and business owners don't ever wanna do it. Okay? So admin support is all about helping clients stay organized, efficient, on top of details. Are you someone who can help them do that? Tell me in the chat.

[00:12:33] I'm gonna find ways to keep y'all involved, okay? Um, these types of tasks are the first things they wanna delegate, right? They have to be done to run a business. They're not things that a business owner can just be like, "Well..." Like, no, they have to be done, but they don't need to be the person doing it, and they don't wanna be the person doing it.

[00:12:54] So it's the first thing that they wanna get off their plate. So if you're the organizer, tell me in the chat if you'd identify yourself as that, as the organizer in your family, your workplace, your friend group. You're already doing admin support in real life, right? And I think a lot of y'all recognized that after yesterday.

[00:13:16] Some examples of admin support services. I'm the house manager. I love that. You guys, that's the next thing I want to invest in, is a house manager. How fucking nice would that be? I just want someone to come in and, like... I don't even know what I'd have them do. Meal prep, laundry. A girl can dream, you know?

[00:13:38] We can dream about it. Would you guys hire one? I have cleaners, but I need... I, I would love more than that 'cause I don't enjoy that stuff. Um, examples of admin support. Managing a calendar and appointments, right? Business owners, especially online ones we work with, a lot of them have different appointments, especially if they do coaching.

[00:14:00] They're gonna have a lot of, like, coaching calls. They're gonna have onboarding calls with their new students. They're gonna have group calls. They're gonna have calls with their own mentors. Like, they're, they're very call-heavy in a lot, a lot of times in this industry. So helping them manage their calendar, make sure things don't overlap, um, make sure they don't have things go in gaps where, like, they purposely have their calendar blocked off.

[00:14:21] If they're holding... If they're the one, like, hosting the call, making sure that the link has been sent out to people, making sure, um, recordings get sent out, stuff like that, right? Tell me in the chat if you're like, "Duh, I can do that." Very simple, right? Setting up and managing filing systems. In our world, that's a digital system, so like Google Drive.

[00:14:46] If someone said- gave you the password to their Google Drive and said, "Help," could you pop in there and sort through everything and create folders and put things in homes that make sense? So that when your business owner or your client goes to find something, it actually makes sense and they can go in and say, "Oh, it would be in this folder," right?

[00:15:07] They can find it, and then you manage that system as they have more things to add into the Drive, right? To make sure that it doesn't just go back to chaos. Um- Creating and formatting documents. So creating those documents in Google Drive. Maybe they want a Google Form created for their onboarding, um, of new clients.

[00:15:31] Maybe they have a Google Doc they want typed out. Maybe they have a Google Sheet they want created, um, because they wanna track some new aspect of their business, right? Being able to go in and create those. They're not fancy and they're not hard. We're not talking like advanced Excel spreadsheets with formulas and all this crazy shit in it, okay?

[00:15:51] It's literally like name, date, service, price, paid, emailed, and like drop-downs to be like, yes, no. Like pretty straightforward, okay? Um, scheduling emails. So doing things like if the client writes the emails, right? Let's say they're doing... Let's say they just send three emails a week to their list. Maybe they go in and they type the emails, and they put them in a Google Doc.

[00:16:18] And at the top of each page, like I do this, I write my emails, I put them in a Google Doc. At the top of the Google Doc it says the date and the time I want it sent, the groups of people I want it sent to, the subject, the preview, the copy, and I, I put any links at the bottom for them. And then my VA goes in and actually opens my email software, right?

[00:16:42] And creates a new email and puts it in and formats it and makes it look pretty and puts the hyperlinks in and previews it and tests it and clicks through and schedules it and, um, selects like who it's supposed to go to, right? So because that part of it, I don't need to fuck with. I just don't, right? I need to do the writing and the content and the business part.

[00:17:05] I don't need to do the part in the computer that actually sends the email, okay? Do you guys think that's something that you could do? And again, a client is going to show you in their email software how to do that. They're gonna say like, "Hey, you go here and you click here," and they're gonna teach you, right?

[00:17:21] So if someone showed you, do you feel like you could do that? Because that's super valuable. Online businesses are email marketing all the time, especially if they're going into a launch, right? They're gonna have multiple emails that go out a day. They don't have the time to schedule that stuff, so knowing they can just hand it off to you is a, a, a weight off their shoulders.

[00:17:46] Um, helping them to track deadlines, doing project management type work. I know a lot of y'all had this type of stuff listed on your worksheet. Man, I really am struggling to breathe today. Sorry, guys. Um- Tracking their deadlines, whether it's for a new project they're implementing in their business or a launch that they're heading into, right?

[00:18:08] Helping them keep track, um, and on deadline, and holding them to it to help their overarching process work smoother. Similarly, setting reminders for clients. I have a client who will just voice note me. And you guys, this is the kind of stuff, if you're like, "That sounds really annoying, Laura," then don't have this type of relationship with your clients.

[00:18:30] But I don't mind it. Um, I have a client who will just randomly text me or voice note me and be like, "Hey, can you remind me to X, Y, and Z?" Because she'll think of something while she's out and about or whatever and can't do the thing, and so... And she has really bad ADHD, which I do, too, but ironically, I only have it for my own life.

[00:18:52] I don't have it for my clients' lives. Somehow I'm able to manage it for them. Um, but she'll just send me a text that says, "Hey, can you remind me at 5:00 that I wanted to go back and DM that woman back," right? Sure, no problem. And then I turn around and I schedule a text for 5:00 that says, "Hey, remember to go DM so and so," right?

[00:19:16] Again, if you're like, "Laura, that sounds really fucking annoying to have a client randomly saying, 'Hey, can you remind me X, Y, and Z?'" then don't let that be a part of your working relationship. I don't mind it. I know she finds it helpful. It's easy for me. Cool. Okay? Um, things like proofreading documents, processing invoices, helping to manage their CRM system.

[00:19:36] How many of y'all have used a CRM system at work? I know there were several that I saw.

[00:19:45] And then tell me in the chat if you're like, "What's a CRM system, Laura?" There we go, Dorothy. There's, we, that does not surprise me. There are always women who are like, "Huh? I didn't know what it was until I started working in this industry."

[00:20:04] Okay, a CRM system. Also, can someone tell me the time? I'm back in a position now where I don't have a, a clock. 10:20. Okay. Do y'all prefer to aim for the 45-minute mark or are you good with the 60-minute mark? 'Cause I can do either. It just depends how elaborate

[00:20:32] Okay. I just, I'm gonna show y'all real quick. I don't usually do this, but I'm gonna Dorothy, I saw you're 45, so I will still work for that. Um

[00:20:47] Yeah, I hear you. Jess, how am I ch- how do I change? Why did they change this? Share. Okay, I wanna change Okay, I'm just gonna show you guys my CR. Goddammit, I knew that was gonna happen. Sorry. I fucking hate Zoom sometimes, you guys. It's just Obnoxious

[00:21:12] Okay, let me try and see if it'll let me do this

[00:21:20] Okay. Are y'all seeing that screen now that says like, has the orange bar, says send your first email? Okay. This is an example of a CRM system. This is Kit. The really common ones are like Kit, Flodesk, Kajabi, Teachable, ThriveCart, I believe would be a CRM system. Essentially, this is where all of the people who have subscribed to an email list are housed.

[00:21:45] Okay? So for those of you who are like, "What's a CRM?" Oh, shit. Trying to get back to Zoom. I'm lost

[00:21:54] This is what it looks like. Okay? So a CRM, these are all people who have opted into my email list for one thing or another. And then over here, do you guys see where it says tags? Okay. So we put tags on, um, different ways that people opt in. So this is where, like, if you were sending an email for a client, they would be like, "Hey, I want this email to go to everybody who has the 10 common services tag."

[00:22:18] And then when you schedule it, that's who you'd be sending it to. Sometimes they want you to come in and make sure that X, Y, and Z email addresses have the right tag on them. So these are all, like, clickable. You can go in, you can see their profile, see the emails that have been sent, what tags they have attached to them, details like that.

[00:22:37] Okay? Does that make more sense? You can see what automations they're in or what email sequences they're a part of. And y'all don't need to know, if you're like, "Laura, automations and email sequences? Like, what the fuck are you talking about?" Don't stress about it, okay? Do not let the confidence do this, because this is advanced.

[00:22:54] Those are advanced things. What I want you to see is like, oh look, you can go in. So let's say I wanted to change this person's, um, like, email address, right? If they had a misspelling or something, I would come in here and

I would edit their email address. That's the kind of stuff that you'd be doing in a CRM.

[00:23:13] So, like, we can see here, like, current live events. We have 76 people doing the starter sprint with us. So if I wanted to come in and find a specific person, if your client said, "Hey, can you go check that Daisy who's doing the VA starter sprint g- is getting the emails?" Right? You could come into their CRM, click on the tag for the people, find the person.

[00:23:38] Oh yeah, I can see they've been delivered. You know, let her know that maybe they're in her spam or promotions folder, right? Does that make sense?

[00:23:52] Yes, Asana. Uh, Asana's a CRM. It's also kind of more of a project management system because it's not holding, um, customer data like that.

[00:24:05] Oh my God, I just hit my knee so hard. Okay. All right.

[00:24:14] Holy fuck, that hurt. Ow, it still hurts. Okay. All right. Let me try to get back to my slide deck. Where did it go? I got lost.

[00:24:25] Sorry, guys. Um, MailChimp is an email software. Yeah, that'd probably be a CRM. Some of them I don't know what all they hold 'cause some of them are, like, strictly email, whereas others house, like, all of their profiles and their products and, like, more things per person, and others are just email software. Um, if that makes sense.

[00:24:52] Okay, I am slightly regretting showing you guys that 'cause now I can't figure out how to get back to Okay, here we go. Of course it's paused

[00:25:06] Good Lord

[00:25:12] Yeah, CRMs are more involved. Can you send an email to us follow-up? Oh, I'll put up, I can put a post in the Facebook group And again, you guys, those are things that, like, you don't need to know those platforms before because if a client were to be using those platforms, they would just show you how to do the thing inside of it that they want you to do

[00:25:40] No, you're fine. I just am struggling to get back to this stupid window. Sorry, you guys, one second. Oh, 'cause it's there. Okay, it hides. All right. Holy shit. We're good? Can y'all see this? You guys, I promise, like, I'm a

smart person. I'm just so tired. I've got a lot of sleep and deprivation issues happening at the moment that I'm working with my doctors on.

[00:26:06] But good Lord, I feel like I have a newborn. I feel... Do you guys remember those days where you're just like, "Wow, I don't know how my body is not collapsing right now"? That's kind of how I feel, and it's clearly showing in my brain today, so I apologize, you guys. Um, you need a VA for that. I got two. I got two, man.

[00:26:29] They keep me afloat. They keep me afloat. I need a nap is what I need. Um, uploading and scheduling content, okay? How many of you post on social media of some kind ever? A story, a reel, a picture, something to your Facebook group. Yeah, Amber, she's almost seven. And I'm like, "When do I go back to, like, being me?"

[00:26:57] 'Cause I still feel like I'm not. Okay, so we can also do that for our clients. We are not social media managers. Oh, damn. You guys are just really giving me hope today. Mine's 25. Still not there. Yes. Great. Great, great, great. Um but we can schedule their content, right? So similar to the emails where they actually create it, we just do the admin side of scheduling it.

[00:27:27] We can do the same thing with their content. They create it, they make it, they write the captions. But then especially if they're people who batch content, they might have a week's worth of three posts a day. That would take a lot of their time to go in and upload it and put the caption and format it and schedule the date and put it...

[00:27:47] Right? They don't need to fuck with that. So they can have us do the logistics part there. Um, Facebook group moderation, which I guess actually should be on like the next slide deck, so I'll talk about that in a second. And then like creating or optimizing SOPs. Okay? SOPs are standard operating procedure.

[00:28:06] They are literally just instructions. A lot of businesses, they fall in one camp or the other. They either have SOPs for everything and they're really on top of their shit, or they have SOPs for nothing, and they really need SOPs created so that there's actually like procedure in place to make things move smoother.

[00:28:28] And so you being the detail oriented person that you are, can go in and observe the systems or if they record a Loom for you of like, "Hey, this is how I want you to do X, Y, and Z." You do the thing and then you can create the

SOP for them so that they have it moving forward. I feel you, Dorothy. So admin stuff, you guys.

[00:28:49] Clients love outsourcing this because they can trust you to keep them organized and on track. You're proactive. You're handling things before they become fires. You're seeing a lot of things before they see them and can point them out, and you're truly just making their life easier by taking the backend stuff off of their plate.

[00:29:06] Um, these services are perfect for you if you love keeping things organized. As I'm reading this, y'all tell me in the chat if admin sounds like a good fit for you. Um, you love keeping things organized, creating order out of chaos. You're naturally detail-oriented. You love a good fucking checklist. You love a checklist.

[00:29:23] You love crossing that shit off like, "Yep, done, done, done." You're comfortable with basic computer tools, right? Obviously, we need to be able to use email, Google Drive, online calendars, Zoom, creating links, posting things on social media. Okay? Our next category is customer service and communication. And a lot of times...

[00:29:47] What do I have? Did you, have you guys noticed a trend in my photos of today? Did you guys notice a trend? Look at that boy. He got in so many of my brand photos and I was like, "I don't know where to use these 'cause you're just a dog." So I made a whole slide day of just him, 'cause he's always by me. See?

[00:30:09] Always by me. So today is Ralph day in the starter sprint. Okay, Dorothy said, "Not so much customer service." What makes you say that, Dorothy, before we've d- we've dove into customer service?

[00:30:30] Yeah, I love a Post-It note too. I have one, two, three, four, five, six. I have nine Post-It notes on my wall and window in front of me, Tina. I don't like dealing with people. Okay, what if it was just via email, Dorothy? You didn't have to actually talk to them Does that change it?

[00:30:53] What if it was maybe 45 minutes of your day and someone paid you $35 an hour to answer their emails? Does that change it? Oh, Tina, we love that. Maybe. All right. Think on it, Dorothy. You don't have to, it's just a very common service to offer. Um, can someone give me a time check, please, as well? Thank you so much.

[00:31:18] Um, customer service, you guys, is all about helping your client take care of their people. Thank you. Um, whether it's customers, their clients, potential clients that they might have, um, we need to... They need to deliver great service, right? You guys, small businesses are, like, rooted in their reputation and word of mouth.

[00:31:37] They have to offer good service, but these business owners get buried under emails, and follow-ups, and questions, and it's so easy for them to read an email, mark it unread, say they're gonna come back to it, and then three days later, they're like, "Oh, shit, I didn't respond to that person yet," right? And that's not good for them.

[00:31:58] Yeah, I hear you, Dorothy. So if you recognize that, then let's not make it a part of your services. Um, I thought you just felt really passionate, which I get. Uh, a VA who can step in and handle that communication, you guys, are literally invaluable to a client. I have a lot of people often ask me, and y'all can tell me in the chat if this thought has crossed your mind or if you're like, "No, it totally makes sense to me."

[00:32:21] I've had people ask me, like, "Why would a client pay me $35 an hour to answer emails? Like, it's not hard. Why the hell would they pay me that much to answer their emails?" Have you guys thought that, or do you f- or are you like, "No, it actually makes sense that they would pay me that much?"

[00:32:47] That's good to know about yourself, Amber Tina said, "Curious about that. Makes sense. Never thought about it." Okay, good. A lot of women are like, "I don't believe you, Laura." And I'm like, "Guys, I'm not lying. I promise, this is real," okay? The reason clients are willing to pay the amount that they're willing to pay for us to do this basic shit, right?

[00:33:14] Doing... Managing their calendar is not hard. Creating Zoom links is not hard. Answering emails is not hard, right? This stuff is simple. It is not hard, complicated work, but it's important work, and it's work that our clients don't have the capacity or the bandwidth to handle nor the desire to handle. Do you think they...

[00:33:37] Let's say your, your co- your client is a macro coach, right? She helps women lose weight and build muscle through counting macros for their food. Do you think she started that business to, uh, answer emails? And manage a calendar? No, absolutely fucking not. Absolutely not. We as VAs, I always say that we are sanity savers.

[00:34:03] We literally save our clients' sanity by doing these things for them and getting it off their plate. That is what they're paying for. They're paying $35 for their time, their energy, and their mental bandwidth back. They're not paying $35 an hour for you to type an email. Does that make sense? I have a lot of women who start with me who will be like, "I don't know, I just feel ba- like, it feels like a lot.

[00:34:30] I think I'll charge 25." And I'm like, "Don't. Why are you underselling yourself?" It's not just about the physical task, it's about the result of that task, which is reducing... And you guys, especially with, like, email, it's such a mind fuck for business owners when they see, like, negative emails come in or refund request emails come in, right?

[00:34:54] So it's not always just about the time that we're saving them. Like, literally, I had a point in time where I was doing my own emails, and I reached a point where I texted my VA and I was like, "Bro, we have to figure out a way to get this on your plate because I'm gonna lose my goddamn mind." Because it was making me question...

[00:35:09] And I, and I, it would be one bad email out of 30 good emails, right? And still, it would mess with my head so much that I was like, "I just need to not, not see this." And I'm happy to pay her 35 plus an hour to take that away from me so that I can focus on the other parts of my business. So if you've ever been the friendly face...

[00:35:34] Yes, it contributes to their mental health. Exactly. It's the sa- uh, literally we're saving their sanity. Um, if you're the friendly face, someone who answers questions, supports people, right? This is so many of you here. You're already doing this.

[00:35:49] Oh my goodness. I'm so sorry. I love that, Amber. Tina, Sanity Savers Association. I love that. Okay. So this one is one service, and it's just an example of the things you would do when managing an email inbox. Um, replying to customer inquiries. Let's say they had someone, um, who's thinking about purchasing, and they're like, "Hey, I wanna get X, Y, and Z program, but I'm curious about this piece," or, "Is this, this one program they have included?"

[00:36:19] Right? Whatever the question may be. "Is there a payment plan available?" Whatever. So answering those questions back so that hopefully that person then becomes a customer, right? Replying to client questions, people who are already a part of or have purchased from your client. Maybe they need a password reset.

[00:36:40] Maybe they are having a hard time getting the calls onto their cal- like, I don't know, whatever it might be, right? Maybe they're missing a program from their course library that they're supposed to have, and they need that added into it. So it can be replying to people who are curious about purchasing, somebody who has purchased and needs help with something.

[00:37:01] Um, sometimes it's processing refunds. And again, you guys, these are things your clients will teach you because some of your clients will have a final sale policy, and there aren't refunds, right? Others will have a 30-day policy, but they have to have done X, Y, or Z to qualify for it. They will teach you, like, "Hey, when a refund comes in, this is what you look at.

[00:37:22] This is how you check it in the system, and then this is how you respond." Right? A lot of business owners will have templates created. Um, and if they don't have templates created, you can work with them to create templates. Um, sometimes it's just sending a link or a document. Maybe somebody tried to download a freebie from your client, like a PDF, and they never got it or they can't find it.

[00:37:44] So you could just attach that PDF to the email, right? So they have it. Okay. I am attaching... Did y'all see yesterday the podcast episodes that I shared that are kind of like expansions of these topics? Let me know in the chat. They were right under, um, they're under the video, and then we also posted them in the Facebook group.

[00:38:08] Did any of you guys listen to any of them or not yet? Hopefully, they're helpful. They're all short, right? I try to keep my podcast 10 to 15 minutes, but it's just nice 'cause there's things that I can't expand on in the time that we have here. One of the podcast episodes for today is about email management specifically, okay?

[00:38:27] So I would listen to that. Some other customer service services, onboarding clients. If you have a client who is, um, does like coaching, right? Small group or one-on-one, they need to onboard a client. So from the time that your client signs this person, they need usually to sign a contract, they need their onboarding call scheduled and the Zoom link sent to them.

[00:38:55] They need to fill out their onboarding form after it's sent to them. They need to confirm their meeting, and then they'll get to the call with the client to onboard them, right? But this stuff in the middle, the business owner doesn't need to be a part of. So that's what we do, right? We take over once they've signed them.

[00:39:14] We get them all set up and ready, and then we deliver them with a bow to our client for their onboarding call. Um, managing a social media inbox is very similar to the email inbox, but it's just like answering FAQs. Our clients get a lot of the same questions over and over and over and over and over. I had a client for three years who was a Beachbody coach, and if I...

[00:39:37] You guys, if I had a penny for every time I had to tell women in her DMs how she cooked her fucking chicken I wish I was joking. She showed it all the time in her stories 'cause she was talking about health and fitness. She would cook her chicken. Every single time I would be like, "You need to give me a heads up when you're gonna post chicken on your stories, bro, because there's gonna be 100 fucking DMs asking me how you cook your chicken because it looks so good."

[00:40:06] Can we not? I was like, "Can we limit it to, like, once every two weeks? 'Cause I don't have time for this." Like, it's too much, right? But that's an FAQ. Does my client need to spend time telling people how to cook her chicken? No. Also, I was like, one ingredient. I was like, "Y'all are grown-ass women. If y'all don't know how to cook chicken yet, I don't know what to tell you, okay?

[00:40:26] I don't know what to tell you." But I did anyway, and then my client didn't have to. So sometimes it's answering FAQs. Usually they're not as silly as that. Um, sometimes it's g- it, it's a way to kind of... It's very valuable to our clients because we can kind of weed out their inbox, right? Especially if they have a big following.

[00:40:46] Because when they go into their e- their DMs, um, there's going to be so much in there. And so if they can go in and you've already gone through the stuff that they don't need to respond to and all that's left is what they do need to respond to, right, it's gonna make their process faster. Yeah, Tina, it didn't matter.

[00:41:08] People don't look. They won't take the extra step. I still had to tell them how to cook the damn chicken. Um, things like managing online reviews. Filter, you can kind of filter emails as well in the inbox and know which ones need to actually go to the client. Um, clients love outsourcing because their customers will feel cared for and responded to quickly.

[00:41:31] My VA who handles my email inbox, if y'all ever email hello@laurajtraining, Caitlin is the one who fields them. She's incredible. I've had multiple people respond and be like, "Thank you so much for your help.

Like, you were so quick and thorough and, like, thoughtful." That's what we want, right? We want the people to feel cared for.

[00:41:51] Um, you're making their business look professional and polished because you're handling their communication smoothly and thoroughly, and that builds loyalty with their customers, right? Because they know... How frustrating is it, you guys, when you email someone, you email a company or a brand or a small business, and you just don't hear back?

[00:42:09] And you have to email, like, three times before you hear anything, but they don't have a phone number you can call, so you're just kinda like shit out of luck, twiddling your thumbs, right? That's frustrating and it puts a negative taste in your mouth about that business. Whereas if you send an email and you get a response within 24 hours that was actually helpful, you're like, "Oh, okay."

[00:42:28] Right? And that really makes a positive impression.

[00:42:34] Again, tell me in the chat how you guys are feeling about customer service as I go through this, uh, little part here. These services are perfect for you if you are naturally friendly, you love helping people, you're a strong communicator who can write clearly and professionally, you're, um, comfortable answering questions and following up.

[00:42:53] You don't feel like you need a script for every single reply. And y'all, the more you work with a client, the more you learn their business, right? You're gonna feel way more comfortable Responding to questions because you're going to know their business so well. Um, okay, this one is for me for sure. It's my entire job.

[00:43:10] I love that. Last one. Look at that sweet boy. Look at those teeth. He's so chilly. Um, okay, data tracking and reporting. We are here to help our clients stay on top of their numbers, their details, and their data if we are offering data tracking and reporting. All the behind-the-scenes numbers that help them to make smart business decisions.

[00:43:34] Okay? A lot of times, um... There you go, Amber. A lot of times clients can struggle to stay organized with their data, right? Especially if they're, like, a more creative type. So having a VA who can track and organize and summarize that data for them into, like, a dashboard is a literal game changer. Um, oh, yeah, and that they would transfer and your life would be so much easier because you don't have to talk on the damn phone.

[00:44:00] You can do it from your phone or from your computer anywhere, any time of day, which makes it really nice. Um, if you're the type of person who loves a good spreadsheet... Anyone here? Anyone here? I don't think so, Tina. I'll add that to my list. I have like 70-plus episodes, but I don't think I've done that top- done this as a podcast.

[00:44:25] Um, if you love a good spreadsheet, you enjoy tracking the progress, and you're someone who can naturally notice trends or patterns, right? Because if we're running reports weekly or monthly for our clients on how their products are selling or how, um, you know, how many website views are- there are or how many opt-ins there are, and we can see the trends.

[00:44:45] In one week it's like, "Oh, this one thing is getting a lot of refund requests suddenly," or, "Oh, this one thing, suddenly the conversion rate has dropped drastically," right? Like, we can then flag our client and be like, "Hey, you might wanna look into, like, why this is happening," because we see those numbers every week and every month, and so we can notice the trends and, again, help put out fires before they're fires by flagging that to our clients.

[00:45:12] Okay. This category, you guys, I'm going to disclaim. Some of these things, you're gonna be like, "What the fuck does that mean, Laura? What is that?" I don't know. Okay? Again, don't get in your head about it because there's no reason to, because if a client wanted you to track these things, they would literally show you exactly how to do it.

[00:45:30] Do we have a deal that you're not gonna get in your head right now? Tell me in the chat before I continue. Do we have a deal? Your clients will teach you. You don't need to know what opt-ins and conversions are, okay? They will show you what buttons to click. I'm gonna hold y'all to this. Oh, April, I saw your face, girl, and I knew that that shit was coming.

[00:45:55] Yeah, deal or no deal, okay? All right. These are the types of things we can track for them on these spreadsheets because they're valuable pieces of data for our business owners to know. Their opt-ins, their sales, their refunds, right? Essentially, how are their products performing? Are people buying it? Do they like it?

[00:46:16] Um, email marketing is a huge part of business, right? So we can be the ones scheduling their emails, and then we can also track the open rates, how, what percentage of people are opening their emails, and their click rates, how many, what percentage of people are actually clicking on the links inside of their emails.

[00:46:35] Um, we can track landing page conversions, social media engagement. We can track their affiliate sales. A lot of people who have online businesses ... Tina, what are you triggered by? What are you triggered by? We can track affiliate sales. A lot of these online businesses will have affiliates who, like, share their program for them, and then they get a commission off of anybody who signs up from that link.

[00:46:58] Um, tracking invoices that are either due to them or that they need to pay. Ow. Tracking website traffic. Again, that kind of goes like page views, opt-ins, conversions, all of that, which again, you guys do not need to know what those mean or what that means. You just need to know how to click the buttons, okay?

[00:47:19] Um, maintaining contract records if they're someone who does, like, one-on-one coaching or group coaching that they have people sign contracts for, sending those, getting them signed, storing them in a secure place, et cetera. Um, okay. So data tracking, right? Clients love outsourcing this because they feel in control of their business because you're help keeping them informed.

[00:47:41] They now can make actual decisions based on numbers instead of feelings , okay? Too many business owners make business decisions based on vibes, and we want them to make it based on data. And so if we're providing that data in a way that they can digest and understand, we're helping them to do that. Um- Okay, Tina said, "Data reminds me of being analytical."

[00:48:05] Okay, but here's the thing, Tina, in this aspect, we're not doing the analyzing. We're doing the data collection. Hold on, I wanna switch my screen so I can see Tina. Does that make sense? So we're collecting it and we're putting it into like a dashboard or what... Uh, and different clients will want it presented different ways.

[00:48:25] Some will just be fine with it in the Google Sheets split into tabs. Some people might want us to like use AI to take that data and put it into a pretty dashboard that's, you know, less visual to look at. But they're the ones doing the analyzing. We are not doing the analyzing. If you notice a trend or a pattern and you're like, "Oh shit, this one thing has always done...

[00:48:48] Like these numbers have always been good and all of a sudden there's these refunds," we can point that out to them. But they're the ones then doing with the info. Does that make sense? We're just providing it to them so that they actually have it to utilize. Does that make it less scary? Less triggering?

[00:49:06] Okay, good. Thank you for putting in there that you were triggered so I could explain it. Um, okay. Okay, and April, when you said, "Guess I better learn," what do you mean? Your clients are gonna show you how to do it. Homie, y'all are stressing me out right now. You guys made a promise. Y'all made a promise But I'm glad you're telling me.

[00:49:29] Avril put in the chat, "What do you mean when you say, 'I guess I better learn?'"

[00:49:35] Data tracking is perfect for you if you love keeping track of things and making sense of messy info. Again, not analyzing it, but just getting it pretty, getting it organized. I can show you guys an example in a second of what my VA sends me. I'm gonna get through the rest of this content 'cause I know some of y'all have to go, but if you guys want after that, I can show you

[00:49:58] All right, April, I'm gonna come back to that I sadly enjoy. It's not sad, it's great. Yes, everything gets a color. Um, you're detail-oriented, you notice patterns. Thank you, Danielle, that's why I was gonna keep trucking before I show y'all an example. Um, and you enjoy tools like spreadsheets, trackers, dashboards, et cetera.

[00:50:19] Okay. This is the last piece. We're now gonna connect your skills from yesterday to services. All right? Let's revisit your hard skills from step one and see what services they equate to. We're gonna connect the dots here. So on... If you can, these are... The things on the left side are things you wrote down in your services from yesterday, and then on the right side is what the service...

[00:50:43] Or sorry, your skills, what the services would be. So if you can keep track of appointments and schedules, right? If you could do that and put it on a Google Calendar event for them or send the invite, then you can offer calendar management. All right? If you're like, "Yeah, I could do the email stuff, I could answer those questions, I could send out the links or the password resets or whatever," then you can offer email management or inbox and communication support.

[00:51:07] You guys can... There's not, like, a one exact way you have to name it. Are you guys seeing how these are connecting already from the skill to the service? Right? 'Cause we're not gonna put on our resume, "I can keep track of your appointments," right? We're gonna put calendar management. If you can create simple graphics in Canva, you can offer Canva design support.

[00:51:30] If you can post on their social media, so if you can schedule their stuff or if you can do, like, their inbox support, then you can offer social media assistance. Okay? Or social media support. We are not offering social media management because we are not social media managers. Okay? Those are people who are, like, doing strategy and all.

[00:51:53] It's way different. Okay? We're doing essentially admin for their social media account, if that's something you offer. Let me know in the chat if we're clear on that, 'cause that's important. 'Cause too many people and in the VA world at large will be like, "Oh, just offer social media management services and you can charge $15 an hour."

[00:52:09] And it's like, "No, you're not a fucking social media manager. Don't do that to yourself." Okay. Um, if you can keep lists and track details and keep them on task, all those things, project management. If you can create and streamline their systems and their instructions, then you could offer SOP creation or SOP optimization.

[00:52:29] If you like to plan events, right, you could offer event coordination. Are we seeing the correlation here of how we go from the skill to the service that a client would actually hire and pay you for? Okay. So the one last thing to talk about and then I'm gonna show you guys the worksheet and we're good.

[00:52:50] Where do you align? All right? I saw Amber, you had just asked, "Do I need to offer something from all three?" You do not need... Oh, thanks, Tina. You do not need to offer all three servi- or all services in all three categories. Most VAs start by focusing on one or two areas that align the most with skills they have but things you like.

[00:53:08] So like Dorothy clearly, clearly has like a visceral reaction to customer service, so she really probably shouldn't offer email management, right? Just because you can doesn't mean you should or have to. The whole beauty of this, you guys, is that you're your own boss. You get to choose what you offer, and you want to enjoy the work that you're doing, okay?

[00:53:29] Most VAs start by focusing on one or two, and then you can grow from there. Um, so based on your skills inventory from day one, which category feels like the best fit or which combo? Like it's really common for women to pull services from admin and customer support and kind of like blend those into a service set.

[00:53:49] So tell me in the chat which ones feel like the best fit for you right now. I like that, Amber. We might wanna add in one or two things from either admin or customer service to go with that, Amber, just because the data stuff sometimes is not enough of a service set, if that makes sense Okay. Good, good, good.

[00:54:13] Love that, Adeline Yeah, that makes sense, and you can start with one and two for sure. And there's no right or wrong answer. You guys can mix or match. You'll change stuff later. And again, we talked yesterday, right? About how you're gonna learn a lot by doing and just by being a VA. And so your services are going to change and grow over time because you might do something new for a client, and then you're like, "Oh my God, I love doing this."

[00:54:38] Right? And so now that becomes a service that you offer. Um, Jay, I'll get back to that question in a second. I just wanna... For people who have to go at 6:00, I wanna get through this. Okay, so step two, homework. This is where we're selecting your services. This page one, you guys, you don't do anything on this.

[00:54:58] This is just, like, this is that same table that we just had so that you have it for a reference. Page two is about soft skills. We also are really not doing anything with page two, you guys. I just wanted you to see the descriptions because we're gonna, on your resume tomorrow, we're gonna list your soft skills, and we're gonna list your services, which are the hard skills translated, right?

[00:55:23] So you'll wanna use this page two tomorrow, but for today, on page three, which is what you're filling in, we're focused only on the hard skills turning to services. I do not need or want you to list soft skills in this table. Tell me in the chat if that's clear 'cause I always say that, and then people always end up having half the list be soft skills.

[00:55:49] Okay? Don't need them. I don't wanna hear about your soft skills today. I love them. We care about them. Today I don't give a damn, okay? I wanna know about your hard skills and what we're turning them into services. Beautiful. Okay. And I want you to fill in as many of these lines as possible. Tomorrow when we go to a resume phase, we're gonna whittle it down to five to seven, but I want you to write all the ones that you would wanna do in here so that I can see the bigger picture and say, "Great, we can pull this and this and this and this," and that makes a really solid service set.

[00:56:25] Does that make sense? Fill in as many as you can. Okay? And then we'll give feedback on this, and so tomorrow when you go to make your resume based on the feedback from this worksheet, you'll know what services you're putting on your resume tomorrow. Okay? Um, again, as always, make sure that you're turning this into the Facebook group or email, whichever way.

[00:56:51] I don't need page one or two, you guys. Just give me page three. Okay? One and two are for your reference. Any questions about the worksheet before I answer, um, Jay Klotz, it's Jess, right? I keep wanting to say Jennifer, but I swear you said Jess yesterday. Okay. Before I answer Jess's question, and then if you guys want, I can show you an example of a dashboard or, like, a, the reporting stuff.

[00:57:21] So tell me in the chat. Either ask your question or say, "I'm good for day two."

[00:57:29] Oh, ihr guys in 9:57. Woo

[00:57:35] Good, good, good, good, good. Okay. Um, Jess, let me look at your question again Also, have you guys been watching the close friends story? You guys, I have like 48 of you on close friends, and I- my analytics as of

[00:58:08] I know. That's why I'm reminding you guys. Bye Amber. Okay, I have... There's one, two, three, four, there's five story slides just for you guys on my stories right now. Okay? There's a question box asking for your aha moment from yesterday. There's a question box where you can ask me a question and then I'll give you the answer.

[00:58:32] There's a couple answers to the two questions I got yesterday. All right? Make sure you're popping over there and watching the green, they'll be the green stories for you guys. Um, okay, Jennifer's question wa- or Jess'. Why do I wanna say Jennifer every time? "I'm really curious how much time this kind of work takes out of your day.

[00:58:54] Can I really do it along my full-time job? I work from home as payroll and HR and it's flexible, but I am busy so I don't think I can handle..." So Jess, you have control over how much you work. When someone is doing this alongside a full-time job, I always recommend starting with, like, five hours a week. Five to 10 hours a week.

[00:59:12] You don't need to go all in and be like, "I'm gonna do 20 hours a week to start." Right? The other thing about VA work and why it works so well

to supplement full-time jobs is because of how flexible the scheduling is, right? You truly are in control of when you work and, um, not only how much you work and when you work, right?

[00:59:38] But you can do... You don't have to work like an hour at a time. It's not like you have to sit down and work for... If you're gonna do 10 hours a week, it's not like you have to sit down each day and work for an hour and a half uninterrupted. You can literally do 10 minutes here and 20 minutes there because the individual tasks that you do for clients don't take that long.

[01:00:03] Right? If you're gonna check in their email, at most it's probably gonna take you 20 minutes. But if you only have 10 minutes you could pop in and just answer however many emails you can answer in 10 minutes, and then go back the next time you have 10 minutes. Does that make sense?

[01:00:21] Yeah. You, Kelly, you can build it up as much... It's all personalizable, you guys. That's the beauty of this. I literally have women who I coach who are like, "I only wanna work five hours a week." And I'm like, "Bet. That's sick. Go for it." I have other women who are like, "I wanna work 40 hours and I wanna make $8,000 a month."

[01:00:39] Bet. Let's go for it. And anywhere in between. Anywhere in between. Okay, Jess said, "Yes, I just worry they aren't going to hire a VA that isn't available for them whenever they want." They don't need you whenever they want. They also are not available whenever they want. You're working... You have to switch the mindset, Jess, and I'm guessing it's because we're so used to, like, a 9:00 to 5:00 mindset.

[01:01:02] These business owners are not 9:00 to 5:00-ers, right? Like, they're also working whenever. I do client work and I do my own work on my business literally any hour of the day, right? I never have had an expectation that my clients... And they l- I literally can't. Like, it's illegal for me to be like, "You have to be available at this time," because they're not my employee, right?

[01:01:29] So I, my VA, Caitlin, my right hand, she's been with me for four years. I will literally text her and be like, "Hey," um, and I'll text her and be like, "Hey, do you ha- are you working right now?" Or, "When are you working today? When you get in, can you do X, Y, and Z?" Right? It's not like I can text her and be like, "Hey, I need you to do this right now because you should be available."

[01:01:52] Let me know if that makes sense, Jess.

[01:01:58] You guys, these are great questions. And these are the kinds of things that if you think of them after we're on these calls, you can put them in the Close Friends. Okay, hopefully that makes you feel better. Um, "I want 40 hours a week, but I have, sorry, five to seven hours." Yeah, and Jen, I think, I think it's in one of the podcast episodes that we share during this, but if it's not, we do...

[01:02:22] I do have a podcast, a recent one too, about, um, how you can build up this income while working a 9:00 to 5:00 without having to, like, jump off a cliff, right? Like, you can build up this income. That's what most of my students do. That's what I recommend you do, is build up your income. Because you start with five hours, right?

[01:02:44] I think you guys are gonna be pleasantly surprised at how easy it actually is to integrate that into your schedules because of how it can be broken up. And then you're like, "Okay, I could handle five more. Yeah, I could, I could bring on another client, another 10 a week," right? Like, you can build it up. And this episode I did was all about, um, how you build it up, but also finding what your exit number is.

[01:03:10] So, what's that number that, like, you have to be making as a VA before you can quit your full-time? A lot of times you're not gonna match your full-time first, right? 'Cause then you'd be working 80 hours. That's undoable. But you can build it up to that exit number. And also, while you're building up to that exit number, don't use your VA income.

[01:03:32] As much as you can, store that shit in a high-yield savings account. Build yourself a nest egg so that the first three months after you quit your 9:00 to 5:00, you can use that nest egg to supplement your VA income to have the amount that you were making. Does that make sense? Because then once you quit your 9:00 to 5:00, if the goal is supposed to be a full-time income, you now have a lot more time.

[01:03:55] You can go sign that last client that you need to fill the gap, right? Let me pull... Hold on. I'm gonna send that link in the chat. I think we have it on one of these days, but I can't remember which one. Um, yeah. This was a recent one, episode 69 Copy link. Okay, so if that's you guys, if you're like, "I have a nine to five, I wanna quit it eventually..."

[01:04:23] Is it really not gonna copy over? Jesus Christ Sometimes I really dislike my computer

[01:04:34] Ugh, what is happening?

[01:04:40] Okay. All right. I don't know what's going on. Oh, there she is. Jesus. What? Okay. You guys, I just... Okay, are y'all seeing the podcast screen?

[01:05:00] This is... Okay, here we go

[01:05:07] I don't understand what's happening. You guys, Zoom is not my friend. Okay. There's the podcast link. I will look that up. I will listen to that one, and it's short, 11 minutes

[01:05:22] She is precious. She's also very smart. Too smart for her own good. Do they often want references? No. They wanna know what you can do and what you can do now and who you are

[01:05:36] Aw, thanks April. She said, "I think y'all should follow her podcast. I've learned some of these answers there." I try to cover a l- a wide variety. Um, Tina, "How does client confirm your work?" Uh, you track your time. I use a program called Toggl. Toggl Track Just the free version is all you need.

[01:06:03] What was the other part of that question? Or offer more tasks. You just track your time as you do the work

[01:06:15] Hmm. Okay, I know everyone said 60. We are over that. Does anybody want me to show you an example of, like, a data dashboard? Or do you want to dip? I'm fine either way

[01:06:37] Okay. Let me pull one up

[01:06:48] I'm just gonna go to a new window. I have too much shit open on my computer. Let me find Chai

[01:07:02] Okay. So like this is an example of... I do this for a client, but I'm not gonna show you their example obviously because that would be irresponsible of me. So I'm gonna show you my example. Okay, can y'all see that?

[01:07:26] Yes. No. Maybe so Okay, so this is what my VA sends me on a weekly basis, my weekly data number plus month to date. Okay, so she puts it in this Google, um, Sheet. So for the week, I know how many opt-ins I had, and then specifically for each thing, each of my freebies, how many people opted into the masterclass, the quiz, the calculator, the cheat sheet.

[01:07:54] Um, how many people converted on this order. Obviously, this was not a great week if we look at these numbers, right? Um, for my membership,

how many people churned. Zero percent, that's great. If this w- number was, like, 20%, I'd be like, "What the fuck happened last week?" Like, why are people churning? And I could go look in the membership, right?

[01:08:13] Um, sales performance. Wasn't really selling much that week. Had $400 come in. Um, and then my months, and you see how she says expand to see previous months. So I can also look down here and she has more specific data. So like this is the data she's pulling, right? But I don't have to look at that. I just get to look at this.

[01:08:37] Does that make sense? Like Tina, you're seeing. So this is the data you're pulling, right? And she's just tracking. This is not analyzing a damn thing. It's literally tracking, okay, who got in, how much have they paid, let's mark it green if their payment went through, et cetera, right? Or hey, this is, um, for my Evergreen Masterclass for the week of January 1st through 4th from my Facebook link, how many views did it have?

[01:09:03] From my TikTok link, how many views did it have? How many opt-ins did it have? All it's doing is pulling data. That's it. Okay? Um, did you come up with a conversion? You can build a formula. So like this has a formula in it, right? Because a conversion is just, uh, opt-ins divided by views, right? So all this formula is, is the overall 19 divided by 76 is a 25% conversion.

[01:09:30] So you could build that one formula in, and then it will automatically change it, right? But that's simple. Like, that's a very simple formula to put in that I know you, you guys could handle. But she puts these here in case I do wanna go deeper into the numbers, right? But ultimately, typically what I look at is just this, unless there's s- unless there's something on here that flags to me like, "Hmm, let me look into that deeper."

[01:10:00] And then I might look at one of these, um, one of these tabs, right? Yeah, April. It's, it's really not daunting, you guys. And you're pulling the same reports week after week after week. You know what I mean? So like, yeah, the first couple weeks it might be a little confusing or feel daunting, but like you're doing the same...

[01:10:22] Unless they add new programs or a new freebie, which sometimes they will, but like then you're just replicating the same system, and it's not hard to adjust to, right? And these are the kinds of things, you guys, that when, um, when you start doing something like this, there's going to be a learning curve, and your clients know that.

[01:10:42] They understand that. So the first couple of weeks, like when I started doing data for my client, I've been doing it now for like two years, but when I first took it over for her, the first, um... Really for the first month, every time I did the weekly, I would send it to her for her to actually check, like, did I pull these correctly, right?

[01:11:04] And then after four weeks of being like... And there was the first two weeks I was like, "Well, no, this one you need to pull X, Y, and Z." And I was like, "Oh, okay, my bad." I would update my SOP so that I learned from it so that next time I did it right. Right? So by the end of four weeks of doing it weekly, then I was good to fly on my own.

[01:11:21] But she didn't expect me to just have it perfect the first time, right? So there's always that learning. They just expect that you're making progress, like, as you go. Okay. Any other questions you guys wanna bounce out real quick before we head out? Or you guys can just drop them in the close friends and I'll answer them on Instagram.

[01:11:41] Either way Or if you're feeling good, just put, "I'm good," in the chat, and then you guys can head out. And I look forward to seeing your day two worksheets

[01:11:58] Oh, perfect. Thank you, Amber. So that podcast link is in the Facebook group And then you guys, we should have the recording out to you, um, a little bit earlier today. We had... I had to make a couple of adjustments to that replay page yesterday before we sent it, but now it's good. So we should have the replay out to you guys a little bit sooner, so.

[01:12:19] All right, ladies, have a wonderful day. I will see y'all tomorrow, and I can't wait to see your worksheets. Have a good one, girls.