

TECH DONE FOR YOU



How to Become an Indispensable Virtual Assistant

By Gina Decker

Thank you so much for downloading your free guide, "How to Become an Indispensable Virtual Assistant!"

Before we get to the tips, I'll share with you how I went from making WordPress websites part time to quitting my day job and working full time from home without ever having to place a Facebook ad to get more clients. Sound good?

When I first started out, I sort of stumbled into being a Virtual Assistant. I published my first eBook on Amazon and took a Virtual Book Tour eCourse from D'vorah Lansky. The course taught me how to make an author website for free with WordPress.com. Authors from D'vorah's course as well as writers from my local writers group liked my website so much that they started asking me to make websites for them. Before I knew it, I was supplementing my income from my day job by making an author website per month. But, the income from author websites wasn't enough to allow me to quit my day job.

Then about two years ago I started working with a different audience and a different niche: business owners launching their online courses for the first time, with the help of joint venture partners. I joined a community called the Joint Venture Insider Circle (JVIC), where I learned what a JV launch entailed. I soon became a self-taught expert on how to set up the technology that is essential to running a JV launch. I learned systems that would be appropriate for a variety of budgets, from low-cost, first-time launches to big-budget launches. Focusing on JV launches brought a steady stream of clients, and the increased income allowed me to quit my day job. I learned new systems easily and quickly by watching video tutorials. I found that I really enjoyed working with business owners.

Several of my clients agreed to become demo clients. They allowed me to record 5-minute tutorials with Jing, documenting what I set up so that the demo clients could do some of the easier steps for themselves or outsource the on-going tech support to another virtual assistant.

In exchange, the demo documentation became part of a series of training manuals in my learning library of resources. These are incorporated in my current and future training programs.

I joined a membership community where my ideal clients hang out, so I didn't have to worry about getting enough clients anymore after I established my niche and focused on it. I got a steady stream of clients just by volunteering for the JVIC once a month to facilitate the tech calls. I get most of my new clients when they message me on Facebook and then sign up for a free one-hour discovery session. Next I talk to them and suggest the package that would be most appropriate based on their needs.

Now for the tips...

Tip #1 Identify your niche and target audience.

If you haven't niched yet or identified the types of clients you really enjoy helping, make a list of your current clients and write down the five favorite things you like about working with them. Then write down the five most aggravating things you've noticed about working with other less-ideal clients. If you are true to yourself and don't overthink the exercise, it will show you almost immediately your ideal clients and niche.

Tip #2 Use Your Client's Words in Your Marketing

Once you have identified your niche and ideal clients, listen to the words they use when they're describing the problems you could help them solve. Take note of the way they phrase things, because that wording can be re-purposed in your own marketing for your free gifts, sales pages, webinar pages, and autoresponder sequences. It's important to describe the problem in the words of your ideal clients and not with marketing jargon you've heard.

Sometimes it is helpful to capture the words of your ideal clients via an application form that they fill out. Other times, it's simply best to listen.

Chances are, problems keep your clients up at night. These problems are sometimes called "top of mind" problems because they rise above all other problems in our businesses. If you love helping others, you just might be a natural at helping solve "top of mind" problems for your clients!

Tip #3 Learn Technology by Doing

Once you know the client's "top of mind" problem you can help him/her with, learn the technology and systems that best solve those problems. You can always start by taking a simple training program, like the ones I offer. If you haven't joined a community where your ideal clients hang out, chances are you may not have enough interaction with clients to glean what I have learned supporting entrepreneurs who are launching their products for the first time. I would be happy to share with you the insider secrets I've learned from supporting business owners during their launches. That way, you don't have to learn everything while on the job and have the pressure of trying to figure out systems you're not familiar with while a client deadline is looming.

Additionally, some clients are open to splitting the time it takes you to learn new systems. For example, you watch the videos on your own time and only charge for implementing the steps. When you're first starting out as a virtual assistant, you can charge a bit less until you build up expertise with certain systems; later you can charge more.

If you want to start with a training program before you have clients, it helps to purchase the systems for yourself and practice with them. I find that I learn best by doing, so I often set up the systems I would use for clients for myself first, as a way of testing and ensuring that everything works just right.

Do you know your niche yet? If you aren't sure, don't worry. Give yourself time to evolve and grow.

Please feel free to email me at Gina@techdoneforyou.com if you have any questions.

Many thanks,

Gina



Gina Decker is committed to teaching Virtual Assistants to support JV launches. Her company, www.TechDoneForYou.com, provides solutions so entrepreneurs can focus on what they love without worrying about technology.

Gina's path to become Tech Done For You's Founder became clear when she took her first job in tech support at the University of Nevada, Reno. She found great fulfillment helping people with technology, and discovered ways to make solutions not only easy, but quick. Over the years she soaked up new systems, streamlined processes, and found a talent for technical writing using plain English.