

5 Common Mistakes Why VA Businesses Fail!



LEARN HOW...
to Kick Your Virtual Business Up a Notch!



A virtual assist business can be extremely profitable. However, a lot of people mistakenly think it's an easy path to riches.

This is not true. The vast majority of VA companies fail because of a few critical mistakes made during the beginning stages.

Here are the five mistakes to avoid:

Mistake #1) Not having a plan

It's essential to have a business plan in order to make money. Anything sustainable doesn't happen by accident. It has to be intentional.

The truth is, starting this business is not cheap. Knowing ahead of time what you can afford to spend can save you from disaster. Therefore, a good plan will include a budget and marketing strategy.

Mistake #2) Trying to be a jack-of-all-trades

Attempting to do too much is a common mistake. Many owners try to handle every task in order to get more business.

However, if you do this, you won't be able to focus your marketing on one specific group of people. As is often said, "if everyone is your customer than no one is your customer."

Becoming the best at one particular skill (niche) is usually more profitable than being average at twenty. This will help you stand out from the crowd. You might want to consider investing in training if you really want to master a skill.

Mistake #3) Putting up with distractions

If you are going to work from home, make sure you are in a place that is free of distractions. In other words, don't have your office in a high-trafficked part of the home.

This is one of the biggest killers to productivity. Instead, set up a dedicated workspace where you can have uninterrupted work time. If possible set a schedule and stick to it.

Mistake #4) Not focusing on the marketing

It is difficult to make money without being a good marketer, even if you are the best VA in the world. If you can't attract business, your skills will not do you much good.

Mistake #5) Not having a scalable business

That's not to say you shouldn't do any VA assignments yourself. After all, you might really enjoy them. However, recognize that there are limits to the amount of tasks you can do yourself in a 24-hour day. That's why hiring people or outsourcing will enable you to accept more work, and therefore make your business scalable.

For instance, if you have a web design VA business, you might only be able to finish one site a week yourself. However, if you have twenty people working for you, your productivity will be multiplied times twenty.

The bottom line is, having a VA business can be extremely profitable. When you avoid the five common mistakes listed above, you can start making money very fast.

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