

Exercise 2: Defining a Virtual Assistant's Role

Keeping your generated list of key words in mind, write a definition of a virtual assistant in your own words as it will relate to your business:

Simply Stated:

A Virtual Assistant is an independent entrepreneur who provides business services, typically administrative, to other businesses through the medium of the Internet.

R & R

Read pages 12-13 in Ennen & Poelker's Become a Highly Successful, Sought After VA. Notice how each individual defines a virtual assistant differently.



Who Uses A Virtual Assistant?

The business owners who utilize the services of a VA are those in need of assistance running their everyday business affairs. Every imaginable business can benefit from the services of a VA with the right marketing strategy. If you are skeptical, consider this: Did you ever think you would be paying money for water in a bottle when it's free from the tap? Don't forget, everything can be marketed if your features and benefits are clearly conveyed. (More on this in the upcoming lessons!)

Exercise 3: Your Target Market

Think quickly! Write down 10 business industries you would potentially like to serve as a VA:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Remember, this business is all about you working with the niche you love.

Here is a longer list of businesses that use VAs. Your target market is *virtually* endless.

Check off those of interest to you. By the end of your 30-day journey you will have explored these markets and tailored your services to meet their business needs.

- Associations, Foundations & Organizations
- Banks & Financial Institutions
- Business Consultants, Writers, Sales Reps
- Coaches – Business & Life
- College Students
- Consultants – Financial, Insurance, etc.
- Contractors – Plumbers, Electricians, etc.
- Corporations
- Desktop/Graphic Designers & Artists
- Educational Institutes – Teachers, Tutors, etc.
- Entertainment Industry – Producers, Actors, etc.
- Event Planners
- Food Industry – Restaurants, Chefs
- Healthcare Agencies – Doctors, Dentists, Psychologists
- Home-Based Business Owners
- Import/Export Consultants
- Internet & Web design Companies
- IT Service Companies
- Legal Companies – Lawyers, Paralegals, etc.
- Manufacturers
- Marketing Companies
- Municipal, Provincial, Federal Governments/Councils
- Non-Profit Organizations
- Real Estate Professionals
- Religious Organizations – Churches, etc.
- Retail Shops/Stores
- Specialists – Accountants, Attorneys, Architects, etc.
- Sporting Clubs
- Travel Agencies
- Virtual Assistants

Now you have a better idea of not only who uses a VA but who you will seek to conduct business with and provide services for. You are well on your way to defining your niche as a virtual assistant.



Day 4: Task Checklist

- Generated key words
- Composed a VA definition
- Completed the reading
- Brainstormed 10 top industries I would like to provide services for