

#1 Beginners Guide to VA Stardom!

VIRTUAL ASSISTANT BLUEPRINT

The Workbook

Written by Maya Waters

THE IMPORTANCE OF THOROUGH RESEARCH

To build a successful business in the short and long term, thorough research is essential to ensure your services meet these criteria. The more research you conduct, the better your business will perform, saving you time in the long run.

Periodically revisit these points to assess your services—we do it regularly! This practice helps you stay updated on potential rate adjustments and market shifts, allowing you to make proactive changes to your business strategy.

TIP!

Note: Your services must fulfill 3 fundamental criteria:

1. Services aligned with your skills and expertise.
2. Services in demand within our current market and economy.
3. Services that clients are willing to pay for at your rate.

Complete the activity on the following page.

STEP 1: BRAINSTORMING

List down all the tasks you perform daily.

These tasks can include services you currently provide to clients, have offered in the past, or handle for your own freelance business (like accounting, bookkeeping, website design, social media management).

Don't stress about organizing them yet.

Just start writing – have fun with this part! 😊

STEP 2: FILTERING

Copy the tasks from your brainstorm list above **that you dislike**, into the box below.

STEP 3: FOCUSING

Copy the "general" services from your brainstorm list above, into the box below. These would be the **non-specialized services**.

STEP 4: STRENGTHENING

List **your weakest skills** from your brainstorm list, in the box below.