


# 77 WAYS A VIRTUAL ASSISTANT CAN HELP YOU FOCUS ON WHAT MATTERS

by Jackie Cunningham






As solopreneurs, we often fall into the trap of thinking, "I can do it all myself." **But just because you can, doesn't mean you should.** Hiring a Virtual Assistant (VA) is the ultimate time-saver, allowing you to focus on the tasks that truly drive revenue—like networking, creating content, developing programs and products, and working directly with clients. Meanwhile, your VA can handle those tedious, behind-the-scenes tasks that drain your time and energy (and let's be honest, you probably don't enjoy doing them anyway).

Figuring out what to delegate can be tricky, so we've put together a list of tasks your VA can take off your plate...

## MARKETING

- 1 Help you organize your events and program launches by creating an annual calendar and keeping it up-to-date.
- 2 Create a content calendar for social media posts, blogs, newsletters and other promotions then manage and monitor the plan with you to stay on track.
- 3 Help you create an outline of your sales funnel and implement it.
- 4 Create a lead magnet (proofread, format, create a downloadable file) and add it to your website.
- 5 Organize leads from networking events and create a follow-up email sequence to stay in touch, deliver a free gift, and ask for referrals.
- 6 Create materials (PowerPoint slides, handouts, sign-up sheets) for speaking gigs and help you organize your leads and follow up afterwards.
- 7 Pre-schedule social media content for a consistent online presence using tools like Buffer and Hootsuite.

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- 8 Help you implement your marketing strategy across various platforms and networks.
  - 9 Automate the process of asking for testimonials and referrals with customized emails and sequences.
  - 10 Create and/or maintain branding standards for a cohesive and professional presence across all platforms.

## LEAD GENERATION & LIST BUILDING

- 11 Set up and maintain your email marketing system like Aweber, Mailchimp, ConvertKit or Active Campaign.
- 12 Organize your list-building funnel, create opt-in forms and email sequences, and add the opt-in form to your website so visitors can easily sign up for your lead magnet.
- 13 If you're moving to a new CRM or email marketing provider, your VA can export your list from the old system, clean it up, and import it into your new system.
- 14 Create a system for tagging leads and contacts making it easy to reach the right people at the right time with the right message.
- 15 Keep your list clean by running reports of unsubscribed and bounced emails each month.

## SCHEDULING

- 16 Help you choose, set up and maintain a calendar system like Google, Calendly or Acuity so your clients can easily schedule and reschedule themselves.
- 17 Set up appointment confirmation and reminders emails in your calendaring system with your Zoom link or phone number, links to call prep forms, etc.



## MAINTAIN YOUR WEBSITE

- 18 Add a link or button to your website so prospects can easily book a sample session with you or submit a pre-session questionnaire.
- 19 Edit and update existing web pages as needed
- 20 Create sales pages, thank you pages, and opt-in pages with layouts and images that match your style and brand.
- 21 Utilize SEO plugins like Yoast and RankMath, adding or updating page titles, meta descriptions, and keywords.
- 22 Organize and manage content libraries ensuring all documents, images and media are easily accessible and up-to-date.
- 23 Embed YouTube videos on web pages, sales pages, thank you pages, and opt-in pages.
- 24 Source or create graphics and images that align with your brand and enhance your website's visual appeal.

## COMMUNICATIONS

- 25 Create branded email templates that include your professional signature block to use when sending broadcast emails or creating sequences.
- 26 Create a branded newsletter template and help you set a consistent schedule for nurturing your email list.
- 27 Send follow-up emails after meetings, calls and networking events to maintain engagement and build relationships.
- 28 Proofread, edit and prepare your newsletter, promotional emails, nurture email sequences and more.




## CLIENT CARE

- 29 Create systems and processes to onboard new clients for a smooth, professional client experience.
- 30 Prepare and format onboarding documents like agreements and welcome packets.
- 31 Research and set up apps and software for securely maintaining clients' records, notes, documents, and more.
- 32 Help establish client care standards and processes for before, during, after and in-between coaching sessions.
- 33 Create and distribute surveys to gather client feedback and insights for continuous improvement.
- 34 Track important client dates (e.g., birthdays, anniversaries, milestones, holidays) and send personalized messages or gifts.
- 35 Set up online card delivery services for welcome cards, birthday cards, special events and milestones, holidays, etc.

## PRODUCTS & PROGRAMS

- 36 Assist in planning and executing product and program launches including timelines, promotional campaigns and launch events.
- 37 Set up products in your shopping cart or payment processing system for packages, programs and products including images, descriptions and follow-up email sequences.
- 38 Create attractive sales pages, registration pages and thank you pages from your copy.
- 39 Create promotional emails and social media content from your copy to promote your product or program


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- 40 Research online course delivery platforms and set up, maintain and support delivery of online courses.
  - 41 Set up online communities like Facebook groups, Mighty Networks, Circle, etc.
  - 42 Create branded handouts, worksheets, slide presentations, etc. to support your programs.

## WEBINARS & WORKSHOPS

- 43 Set up and configure platforms like Zoom for presenting online workshops and classes
- 44 Create opt-in forms, welcome and reminder email sequences, follow-up email sequences, and opt-in pages.
- 45 Edit recordings and upload to video hosting sites like YouTube, Vimeo, Wistia, etc. for distribution of replays.
- 46 Webinar support (co-hosting) to help with slides, monitor chat, tech support, post links in chat, etc.
- 47 Help with promotional emails, social media posts, Facebook events and other marketing to promote your webinar or workshop.
- 48 Create handouts, worksheets, slide presentations and other collateral materials for your webinar.

## PODCASTING

- 49 Create systems and processes for scheduling and producing your podcast.
- 50 Handle guest scheduling, communication and follow-up including email sequences and automations.
- 51 Prepare recordings for podcast producer and create episode graphics for show post, audiograms, YouTube thumbnails, etc.



52 Prepare episode transcript and show notes.

53 Create podcast post on your website, send email announcement to your list and share on social media.

## BLOG SUPPORT

54 Proofread and edit your blog post copy and source relevant images or edit your images.

55 Format and publish blog posts on your website with images and basic SEO.

56 Create an email announcing a new blog post to your list and cross-promote on social media networks.

## SOCIAL MEDIA

57 Setup and optimize your social media profiles (Facebook, Twitter/X, LinkedIn, Instagram, etc.)

58 Create engaging images for your social media posts

59 Proofread and edit your post content, add emojis, links and hashtags

60 Pre-schedule your content across multiple networks using scheduling apps like Buffer, Hootsuite, etc.



61 Create and maintain a content calendar to plan and organize posts and campaigns.



## EVEN MORE SUPPORT ...

- 62 Your VA is the perfect partner for brainstorming new ideas, being a sounding board, helping you stay on track and accountable with goals and deadlines, and cheering your successes!
- 63 Help you stay organized with systems, processes and structures so you can put your finger on files and resources when you need them.
- 64 Help you keep track of all the moving part and pieces in your business with tools and strategies that keep things running like a well-oiled machine.
- 65 Review your current systems and help you organize, streamline and automate everything.
- 66 Proofread, edit and format documents, ebooks, workbooks, client forms, and more to reinforce your brand.
- 67 Turn your documents into PDFs for easy access by your clients.
- 68 Create slide presentations for speaking gigs, workshops, classes and webinars.
- 69 Minor edits to clean up audio recordings of calls and webinars then prep and upload to hosting sites for distribution.
- 70 Polish raw video with basic editing, adding transitions, titles, music, captions, then prep and publish your videos to hosting sites like YouTube, Vimeo or Wistia.
- 71 Create questionnaires and surveys -- both paper and online.
- 72 Research just about anything for you like blog topics, the best printer for a project, info on your niche market, new tools and platforms, etc.
- 73 Repurpose your existing content in new ways like social media posts, blog posts, newsletter articles and more.
- 74 Create and maintain documentation for business policies and procedures.



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- 75 Proofread and edit your copy for web pages, emails, articles, and documents for spelling, grammar, punctuation, tone/style deviations, clunky transitions, wordiness, misused words.
  - 76 Help with monitoring and reporting on marketing analytics and campaign performance.
  - 77 Meet with you regularly to stay on top of projects, review what's coming up and plan ahead so you can relax knowing everything is handled and on track.

Imagine trying to do all of that yourself! Well, you could, but that means spending your valuable time on necessary back-end tasks instead of revenue-generating activities and doing what you love.

This list is comprehensive, but there are even more opportunities tailored to your specific business needs. Your VA will create a custom plan that fits your business perfectly—whether it's some of these tasks, all of them, or entirely different ones. We can efficiently handle the techy, tedious, not-so-fun tasks that keep the back end of your business running smoothly. Together, we'll develop plans, processes, and systems to make it super easy for you to focus on growing your business, knowing you have everything in place to manage all of it.

Partnering with a professional, highly skilled Virtual Assistant is an investment that will repay you many times over in saved time, reduced stress, and less frustration.

Let's get you back to doing more of what you love!

**Take the first step at [JackieCunningham.com](https://JackieCunningham.com).**