THE CREATIVE

VA ACADEMY

THE CREATIVE VA 101
workshop

set your dream goal plan

My dream is...

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To fulfill this dream I am going to...

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This is important to me because...

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What am I letting get in the way of achieving these dreams?

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What will it feel like when I achieve these dreams?

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SERVICES YOU CAN OFFER AS A CREATIVE VIRTUAL ASSISTANT

Graphic Design:

- Logo design

- Brand design

- Mood boards and brand boards

- Social media graphics

- Design marketing collateral like brochures, business cards, etc.

- Photo album design

- PDF, Opt-Ins and workbook design

- Social media header design

- Info-graphics

- Labels and product wraps

- Book and album covers

- T shirt and merchandise design

- Photoshop editing

Social Media:

- Content creation

- Posting and scheduling content (either direct or via an application)

- Comment monitoring

- Engagement with other accounts

- Instagram stories and Facebook Live assistance

- Finding and scheduling affiliate and influencer postings

- Running contests and giveaways

- Managing online communities (such as Facebook groups)

- Creating and running ad campaigns (Facebook or Instagram ads)

- Creating a social media calendar

- Create surveys and promotions

- Compile marketing statistics and analytics for each platform, and generate weekly progress and reports

SERVICES YOU CAN OFFER AS A CREATIVE VIRTUAL ASSISTANT

Blogging:

- Blog write-ups and copywrite

- Proofreading

- Mood boards and brand boards

- Culling photographs for blog posts

- Use the Yoast SEO Plug in for Wordpress to implement SEO strategies

- Online affiliate marketing and management

- Managing an editorial calendar

- Coordinating with contributors and guest posters

- Researching potential topics or trends

- Creating emails and social media content to go along with each blog post

Newsletters:

- Newsletter template creation

- Email automation

- Nurture sequence set up

- Weekly and Quarterly newsletter set up

- Email announcements and special promotions

- Track email campaign metrics and analytics

Pinterest:

- Pinterest audits

- Pinterest creation and monthly management

- Tailwind setup and management

- Tailwind tribe management

- Creating Pinterest graphics and Rich Pins

SERVICES YOU CAN OFFER AS A CREATIVE VIRTUAL ASSISTANT

Podcasts:
- Audio editing
- Adding intro/outro music, or additional effects
- ID3 Tagging for Podcast SEO
- Creating show notes to share via a blog or other sources
- Creating social media content from the podcast episode
- Episode transcription and timestamps
- Creating graphics including cover images, logo's, or social content
- Assisting with sponsorships
- Assisting with guest speakers

Website:
- Website maintenance and updating
- Website building (including Wordpress, Squarespace, ShowIt)
- Landing page creation
- Shopify assistance and maintenance
- Making SEO improvements (headlines, page titles, ALT tags, etc.)
- Tracking website metrics and analytics

Travel:
- Researching destinations
- Creating travel itineraries
- Creating budget sheets
- Handling all areas of booking for the trip
- Researching activities to do
- Assisting with work activities on the trip (photoshoots, speaking opportunities etc.)

SERVICES YOU CAN OFFER AS A CREATIVE VIRTUAL ASSISTANT

Video:

- Video editing, including intro and outro video

- YouTube or Vimeo account maintenance

- Writing scripts

- Sharing audio or video files across social platforms and websites

- Content research

- Channel art and thumbnail art

- Channel maintenance including tags, titles, and monitoring comments

Admin:

- Calendar and event management

- Travel research and booking

- Course launch assistant and strategy

- Analytics and tracking - for both social media and website using Google Analytics

- Personal assistant tasks like press scheduling, setting up speaking events

- Shopify assistance and maintenance

Additional Services You Are a Pro In:

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programs you know:

Newsletter Programs:

Mailchimp

ConvertKit

Constant Contact

Active Campaign

Online Programs:

Gmail

Outlook

Dropbox

GoogleDrive

Wedding & Photography Programs:

Aisle Planner

Pixieset

Shoot Proof

17 Hats

Social Tables

All Seated

Event Pro

Photo Mechanic

Blogstomp

Smart Albums

Design Programs:

Adobe Photoshop

Adobe InDesign

Adobe Illustrator

Adobe Lightroom

Adobe Dreamweaver

Sketch

Canva

Gimp

Corel Draw

Software Programs

Microsoft Office

Microsoft Excel

Microsoft Powerpoint

Social Media Platforms

Instagram

Facebook

Twitter

LinkedIn

YouTube

Snapchat

programs you know:

CRM Programs

Honeybook

Dubsado

Trello

Basecamp

Asana

Avasa

Monday

Website Design:

Squarespace

Showit

Wordpress

Blogger

Wix

Weebly

Shopify

Social Media Programs:

Hootsuite

Planoly

Plann

Later

CoSchedule

Sprout Social

Buffer

Tailwind

Other Programs:

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services to offer

Out of the services you circled above what are the services you are most confident in? Choose up to 10. *Put a star next to the services you are the most excited to offer.*

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For the services above, what programs do you need to know to do them?

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What types of services are these? Social Media? Website Design? Graphic Design?

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What are some services you want to learn down the road?

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workshop recap

- A virtual assistant is a self-employed worker, usually remote, who offers various services to clients.
- The tasks you can provide as a virtual assistant are endless: from social media, to admin, to website design, to graphic design. You can do ANYTHING you want!
- You don't need a ton of clients to make money. You can start making money right away - without a lot of clients!
- You can get started now, with the skill sets you have now - and add more services down the road as you learn them.
- It's okay to offer a wide variety of services, to different industries. Over time, you will start to discontinue services you no longer enjoy doing.

your homework

☐ Outline your dream goal plan.

☐ Go through the Workbook - circle the services you can offer now, and star the services you will want to offer down the road.

☐ Under the programs section, circle the programs you know. Put a star by the programs you would like to learn in the future.

☐ Take some time to think about the services you will offer. It's okay if this takes you a few days to mull over!