

101 + Ways to Use a VA



MJE Associates
YOUR VIRTUAL ASSISTANT
M. Joyce Edwards, Graduate Virtual Assistant
"Don't go it alone...Let Us Help You Do It!"
www.mjeassociates.com
Phone: (248) 892-9466

Various Virtual Assistants in the industry have compiled the following list. It describes a range of ways clients are utilizing Virtual Assistants (VA). This list is published to give you new ideas on how you can personally benefit from the services of a VA. It may also give existing clients some new ideas or thoughts on how to expand the services of their VA.

If you have any questions or need the services of a virtual assistant, please contact MJE Associates – YOUR VIRTUAL ASSISTANT at info@mjeassociates.com or visit our website at www.mjeassociates.com.

All documents created or used by a VA can be quickly and easily transmitted via e-mail attachments, file transfer, fax, delivery of CD, or hardcopy using overnight delivery, priority mail, or regular post.

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Administrative Services

1. A client needs to confirm appointments made for the week. The list is faxed/e-mailed to the VA. The VA calls the appointments and notes who has confirmed and who must be rescheduled. The list is faxed/e-mailed back to the client.
2. A client needs appointment reminders. The VA can keep a calendar for the client and e-mail the client with reminders of upcoming appointments. The calendar can be kept with an online calendar service, or updated through e-mail attachments.
3. A client needs directions to a prospect. The VA calls (or checks an online mapping service), obtains directions, and e-mails or calls the client with directions.
4. A client has routine paperwork that must be completed on a daily basis. The client calls, e-mails or faxes the VA with the information. The VA fills out the form and e-mails or faxes back to client or sends out to appropriate party.
5. A client makes a backup CD of the computer and sends it to the VA for safekeeping. A small task, but well worth it. In the event of a disaster, all your files are located off site.
6. A client travels frequently and needs a VA to coordinate air travel, car rental, and hotel reservations.
7. A client wants to send Thank You cards to customers that referred his/her services. The VA purchases a set of cards, as well as gift certificates and mails out when notified by client.
8. A client sends Christmas cards to customers each year. The VA can purchase the cards and prepare them for mailing.

Purchasing Services

9. On a pre-specified basis, the VA faxes the client a list of office supplies that is used on a regular basis. The client checks off what is needed and faxes back to the VA. The VA reorders the supplies and has them delivered directly to the client.
10. A VA can set up an online account on behalf of a client with stores that the client would like to purchase from. When supplies are needed, the VA places the order with delivery to the client.
11. A client needs to order marketing materials (stationary, brochures, envelopes, etc.). The VA can obtain pricing quotes, coordinate ordering, delivery, and payment.
12. A client is preparing an awards ceremony for the annual company meeting and needs awards/employee recognition gifts. The VA can research for appropriate gifts, and coordinate the purchase and delivery of the same.

Word Processing/Presentations

13. A client takes notes at meetings and needs them typed. The client faxes the notes to the VA; the VA types the notes and e-mails them back.

14. A client is preparing a report and needs the draft copy to be formatted. The client sends the document via e-mail attachments to the VA. The VA edits and formats the document and returns the finished report via e-mail attachment.

15. A client writes a letter and faxes it to the VA. The VA types the letter, prints the letter on the client's stationery, and mails.

16. A client needs a manual typed. The client mails/couriers the document to the VA. The VA types the manual, saves it to a disc and mails/couriers the disc back to the client.

17. A client is preparing a seminar and needs a PowerPoint presentation prepared. Sketches of diagrams and charts are faxed to the VA. The VA prepares the PowerPoint slides and sends the document to the client via e-mail attachment.

18. A client is preparing a seminar and needs a questionnaire fact sheet for each participant prior to the seminar. The client faxes the questionnaire along with a list of participants to the VA. The VA types the questionnaire; calls each participant, obtains their fax number/e-mail and sends the questionnaire; tracks each one completed and follows up on those who have not responded. The VA summarizes the questionnaire responses in a report format and delivers the report to the client via e-mail attachment.

19. A client needs a proposal written. The client faxes or e-mails the VA with the necessary information. The VA types the proposal and faxes/e-mails it back for final approval. The VA then e-mails the finalized Word document back to the client, or mails the proposal for the client.

Data processing/Database Management

20. A client collects business cards all month long. At the end of the month, all business cards collected are mailed/couriered to the VA, or copies of the business cards are made and faxed to the VA. The VA enters the data into the client's database, zips the file, and returns the database to the client via e-mail attachment.

21. A client e-mails all new prospect leads to the VA. The VA enters the information into a contact database, and using mail merge, sends an introductory letter. The VA monitors the marketing follow-up program sending a pre-determined marketing piece every 2 weeks. Each week the database is sent to the client via e-mail attachment so the client has a record of the transactions. When a prospect responds, the client e-mails the VA to remove them from the active marketing follow-up program.

22. A client is preparing a direct mailing and needs to verify his database. The database is sent to the VA by e-mail attachment. The VA telephones each name and verifies name, spelling, title, and address. All corrections are made, old names are deleted, and new names are added. The corrected database is zipped and returned to the client via e-mail attachment.

23. A client is preparing a fax broadcast but has an incomplete database. It is emailed to the VA. The VA telephones contacts and obtains missing fax numbers or corrects incorrect ones. The updated dataset is e-mailed back to the client.

24. A client faxes copies of business cards he has gathered at a presentation to the VA. The VA enters the information into a contact database, uses mail merge to produce a follow-up letter, uses a signature font to sign the client's name, and mails all letters.

25. A client is changing database software and needs to convert his database. The VA can handle the conversion.

Writing/Editing Services

26. A client is preparing a brochure and needs assistance with the copy. The VA can write marketing literature.

27. A client is preparing a marketing flyer and needs assistance with the copy. The VA can edit marketing literature.

28. A client is preparing a website and needs assistance with the copy. The VA can proofread and/or write website material.

29. A client has prepared a manual that needs to be edited. The VA can type, format, proofread, edit, spell check, and grammar check documents.

Telephone/Fax Services

30. A client is going on vacation but needs to stay in touch with important business calls. The client forwards his line to the VA who will contact the client with important messages and inform other callers that client is out of the office and will return their call when he/she is back.

31. The client is frequently out of the office or travels and cannot check voice mail on a regular basis. The VA calls and retrieves messages from voice mail, responds to routine requests and contacts the client with urgent messages.

32. A client is going out of town but needs to respond to any faxes received. The client places call forwarding on the fax machine to ring to the VA's fax machine. The VA handles the faxed requests and contacts the client with urgent messages.

33. A client would like to save the cost of paying for an extra phone line for fax service. The VA sets up an e-fax account so he/she can receive faxes via email.

Research

34. A client is selling business success tools and seminars. The client has the VA research a target industry. Once a list of companies has been prepared, the VA calls to identify a contact individual. The VA prepares and mails introductory material. Later, a follow-up call is made to verify information has been received and to schedule a sales appointment.

35. A client wants to find more speaking engagements. The client e-mails a list of organizations he/she would like to contact. The VA researches the organizations online, finds local chapters, contact names, addresses, phone numbers, e-mail addresses, meeting times, and upcoming events. The VA compiles the information and e-mails it to the client.

36. A client wants to publish a book. The VA researches the publishers that are looking for this type of book, compiles the submission information needed and emails to client.

37. A client needs a hotel conference room for a seminar. The VA contacts several hotels in the area to find availability of the date, size, and specifics of the seminar. The VA obtains written quotes from the hotels that can accommodate the request. The VA reviews each quote for completeness and reports the findings to the client.

38. A client needs CD duplication. The VA calls several vendors and obtains written quotes for the project. Upon approval, the VA coordinates sending the original CD to the vendor, designs and prints labels, receives the completed order, attaches labels and sends the package to the client.

39. A client needs to buy some office equipment. The VA calls several vendors or researches the information on the Internet. The VA obtains pricing information and e-mails the information back to the client. Upon approval, the VA places the order for the client.

40. A client needs software to perform a specific task. The VA researches the Internet and inquires among business networking groups about such software. Once the software is identified, the VA contacts the vendor for price and availability. The VA then reports the findings to the client.

41. A client is interested in what competition exists online. The VA can do a keyword search and list the appropriate web sites/findings back to the client.

42. A client is trying to locate a hard to find item. Using the Internet, the VA can perform a search to try to locate the item.

43. A client is preparing an advertising plan. The VA contacts possible advertising places on the Internet, magazines, periodicals, newspapers, etc. and acquires information on pricing, publishing dates, publishing deadlines, payment policies, etc. All information is compiled into a report for the client to review.

Desktop Publishing

44. A new entrepreneur needs a tri-fold brochure for his/her new business. The VA can design, type, and print a tri-fold brochure and may use client-provided art.

45. A new entrepreneur needs business cards. The VA can design and either print or send out for printing.

46. A client needs a price or product list prepared. The VA can design, type, and prepare price lists in flyer format or catalog format.

47. A client needs a schedule prepared. The VA can design, type and prepare flyers such as schedules or calendars.

48. A client has documents that have been created in a program that most people don't have, so they cannot open the e-mail attachment. The VA can convert the documents to PDF format for easy accessibility.

49. A client needs certificates for participants completing a seminar. A list of class participants is faxed to the VA. The VA designs and prints certificates. The completed certificates are delivered to the client to issue to participants upon completion of the seminar, or they can be mailed directly to each participant.

50. A client awards an employee of the month and needs certificates. The VA can design and prepare certificates.

51. A client is preparing an awards ceremony for the annual company meeting and needs award certificates. The VA can design and prepare certificates.

52. A client wants to publish a quarterly newsletter. The client provides the content and the mailing list to the VA. The VA prepares the newsletter and labels and mails or e-mails newsletter to recipients.

53. A client is distributing CD's in a mailing and wants the company logo to be included on the label. The VA can design and print CD labels using client provided art, attach labels and coordinate the mailing/shipping.

Mail Services / E-mail Services

54. A client who travels frequently returns to a stack of mail and sometimes misses important correspondence. All mail can be forwarded to a post office box near the VA. The VA can retrieve and review the mail, fax or overnight to the client's hotel urgent items, respond to routine matters, and forward items to the client's office items that can wait for the client's return.

55. A client needs fulfillment services for books, tapes, or other materials. As orders come in, the client e-mails or faxes the VA with the information. The VA prepares the package and mails.

56. A client wants to send a flyer to all the contacts in the contact database. The VA can create the flyer, and then do a mail merge to prepare the mailing. The VA can sort the mailing and take to the post office.

57. The client sends out Welcome Packets to new customers. The VA can print and prepare the packet, and then mail the information to new customers.

58. A client cannot keep up with the volume of the e-mail and is missing important messages. The client sets up a general e-mail account (info@mycompany.com). The VA retrieves all e-mail, sorts, responds to routine requests, and forwards items of importance to the client at their personal e-mail account.

59. A client is going on vacation and doesn't want to miss important e-mail messages. The VA checks the client's e-mail, deletes the e-mail not needed, leaving the rest on the server. The client can download the remaining e-mail to his/her e-mail program upon return from vacation.

60. The client has or wants auto responders on his/her website. The VA can write and set up the auto responder. The VA can also monitor the number of requests and establish a database of who is requesting the information.

61. A client wants to fully utilize their e-mail software program (i.e. filters, auto reply, signatures, etc.). The VA can “walk them through” the set up and teach the client how, while on the telephone and computer at the same time.

62. A client is having a software problem. The VA can utilize a remote control program, connect to the client’s computer and troubleshoot the problem for the client.

Internet Services

63. The client operates an automated e-mail mailing list/newsletter. Although automated, the client still receives incorrect submission requests or failed mail messages. The client forwards all related e-mail messages to the VA to correctly process request to subscribe, unsubscribe, or delete bounced e-mail messages.

64. A client publishes a manual e-mail mailing list/newsletter. The VA manages the e-mail database, adding subscriptions, deleting those wanting to unsubscribe, deleting failed mail addresses, and posting announcements/newsletter to the list.

65. A client publishes an e-mail newsletter. The VA can compile a list of resources to be used in future newsletters, hi-lighting each topic as it is used. The VA can then organize the newsletter and publish it for the client.

66. A client needs content and articles for his/her e-newsletter. The VA can provide resources and search for appropriate articles. The VA can also e-mail authors of articles to ask permission to use the article in the newsletter.

67. A client wants to increase the number of subscribers to their electronic newsletter. The VA can list the newsletter with a variety of online directories and follow-up to make sure the listings are accurate.

68. A client wants to increase the number of subscribers to their electronic newsletter. The VA can contact other list owners of similar subjects to inquire about mutual cross promotion.

69. A client has written an e-book in Word. The VA can convert the document to PDF format, which can then be downloaded from the website.

70. A client has written an e-book and wants to sell it on his/her website. The VA can set up the shopping cart and crate a new web page dedicated to information on the e-book. The VA can also create the e-book cover and set up the procedures for downloading the e-book.

71. A client has written an e-book and wants to set up a separate website to sell it. The VA can register the domain name, set up an account with the Web Host, then create the website, linking it to the client’s other website(s). The VA can then submit the URL to search engines and directories.

72. The client needs changes on his/her website. The VA can submit the URL, keywords, and description to various search engines and directories on a routine basis.

73. A client wants to promote his/her company online. The VA can submit articles written by the client to electronic newsletters to increase exposure of their company.

74. A client doesn't have time to monitor website traffic. The VA can monitor banner ad placements/click-throughs and make recommendations for adjustments.

75. A client doesn't have time to monitor web site traffic. The VA can monitor traffic reports and make recommendations for adjustments to improve traffic.

76. A client wants to improve web site traffic with related links. The VA can contact similar web sites and requests mutual link exchange.

77. A client doesn't have time to monitor his website for errors or broken links. The VA can periodically review the website and verify links.

Marketing Services

78. A client implements an advertising plan. The VA monitors the plan, submits ads by deadlines, tracks expiration dates, coordinates payment, handles correspondence with advertising vendors, and continually updates the advertising reports and/or advertising budget report for the client's review.

79. A client issues a variety of sales brochures. E-mail request are forwarded to the VA. The VA's fax number is advertised. Postcards are mailed with the VA's address as the return address. The VA is stocked with a supply of each sales brochure and mails the appropriate brochure upon receipt of request. The VA also updates the client's database with name, address, date, and type of brochure requested.

80. A client wants to monitor customer satisfaction. The VA types a customer feedback questionnaire, mails to customers, receives the completed questionnaire, summarizes the responses and issues a report to the client.

81. A client wants to submit press releases to both print and online news services. The VA can write and/or edit and proofread the press release, then submit it to the various news services. The VA can then follow up two weeks later to ensure the release was received.

Personnel Services

82. A client has employment applications faxed to the VA. The VA verifies past employment, calls the references, checks criminal history, and reports the findings to the client.

83. A client needs to hire on-site office personnel. A VA can write a help-wanted advertisement, place the ad, receive and review the resumes, conduct the initial phone interview, short list the selection and schedule personal interview for the client.

84. A client needs reminders for annual Performance Review dates. The VA can track the dates and send reminders to the client.

85. A client needs assistance with payroll requirements. The VA can monitor and verify that all payroll requirements have been met, appropriate taxes paid, and forms filed.

86. A client hires a new employee. The VA can prepare a welcome package or orientation materials and send them to new employees.

87. A client receives hundreds of resumes for an ad posted. Giving the VA some key specifications to look for, the VA reviews the resumes, types a short biography on each, and sorts the resumes based on client's criteria.

88. A client wants to put an Employee Orientation and Safety Training Program into a PowerPoint presentation. The VA takes the written information, pulls important points out and creates the presentation.

Bookkeeping

89. A client needs bill-paying services. The client has all bills mailed to a P.O. Box near the VA. The VA sets up a checking account with payment authorization for both the client and the VA. As the bills are prepared for payment, the VA notifies the client how much money to deposit into the account. The bills are then paid. Another option is to use online bill payment services directly from client's account.

90. A client needs bill-paying services. The client collects bills and mails them to the VA twice a month. The VA pays bills as described above.

91. A client needs bill-paying services plus data entry into the accounting software. As bills are paid, the VA then enters the transactions into accounting software. In addition, the VA can reconcile bank statements, enter credit card transactions, prepare invoices, make and/or enter deposits, and prepare month end reports.

92. A consultant needs invoicing services only. The consultant sends an e-mail to the VA with the number of hours to be billed to a customer. The VA prepares and mails the invoices.

93. An association mails annual due invoices upon membership renewal. The VA prepares the invoices and mails according to schedule. The VA can also receive payments and deposit into the association's account. All transactions are recorded in accounting software and sent to the association by FTP transfer, email attachment or mailed on a disc.

94. A client has several accounts receivables that are past due. The VA can mail past due notices or follow-up via telephone to collect on past due invoices.

95. A client continues to pay his/her own bills, but needs monthly bank reconciliation. The client mails a copy of the check register along with the bank statement. The VA enters all data into accounting software and reconciles the account. The accounting software is sent back to the client via e-mail attachment.

96. The client continues to pay his/her own bills, but needs reminders to pay in a timely manner. The VA can remind the client by e-mail or telephone when due dates arrive.

Personal Services

97. A client is planning a birthday, anniversary party or golf outing. The VA can send invitations, receive RSVP's, coordinate with catering etc.

98. A client has a hard time remembering birthdays, anniversaries, etc. The VA can e-mail or telephone the client with these important dates.

99. A client makes appointments and then forgets to keep them. The VA can keep a calendar for the client and remind him/her of dentist/doctor appointments, classes to teach, classes to take, project deadlines etc.

100. A busy client needs an extra set of eyes. The VA can tape favorite TV shows or shows of importance and send the video to client.

101. A busy client needs information on summer camp for his/her children. A VA is an extra set of hands to research the various options.

102. A VA can regularly monitor particular newspapers/magazines and clip articles of interest or take a trip to the library and copy specific articles.

103. A client is planning a wedding. The VA can assist with the invitation list, mailing invitations, tracking RSVP's, tracking gifts received, and even send thank you cards.

104. A client is planning a wedding. The VA can take care of travel arrangements, research hotels, and make reservations.

105. A client was traveling and broke his tooth. The client called the VA and requested a dentist appointment in his destination city. The VA located a dentist, set up an appointment, and asked for directions.