

The logo for SmashGo, featuring the word "Smash" in orange and "Go" in black, set against a white circular background.

SmashGo

A close-up portrait of a young woman with long, dark, wavy hair, wearing a red turtleneck sweater. She is smiling broadly, showing her teeth. The background is blurred, suggesting an outdoor setting with lights.

FREE Guide for entrepreneurs & business owners

101 Things A VA Can Do For Your Business ...

Read this FREE Guide to get you started thinking about the sort of tasks a VA can help you with in your business ... and may be surprised with item #71

What A VA Can Do For You

Hiring A Virtual Assistant can help to free up some of your time to enable you to spend that time growing your business, making more sales and focusing more on the areas in the business that generate revenue or are related to delivering your product and service.

The initial tasks you delegate to a virtual assistant may be those administrative and personal tasks that need to be done, just not necessarily by you. This Virtual Assistant (VA) is a General VA (GVA) and, similar to a Personal Assistant, helps to organise the admin in your business.

Real power, leverage and scale comes when you are able to hire specialist Virtual Assistants who are involved in sales & marketing, delivery of products and services, or content management which then allows you to focus only on the activities that are of the highest value in your business.

For example, when I had a web development business, I had a team of Virtual Assistants who would handle the entire client support process. They would receive support emails, reply to the client, allocate tasks to a designer or developer, manage the quality control, report progress to the client, communicate with billing to send an invoice and close off the job. I was not involved in the process at all unless there was a significant decision to be made.

This team allowed me to spend more time with clients in the sales process, and in creating new products and services which I had no time to do previously.

It took almost two years to get to the point that the team was autonomous, which involved developing systems and processes, templates and standard operating procedures, working through problems and issues as they arose, regular team meetings and check-ins along with a buy in and commitment from everyone on the team.

Did it take time? Yes!

Were there frustrations and problems? Of course!

Was it worth it? Absolutely!

It enabled me to take Fridays off to play Golf.

Now, golf may not be your thing ... and I am no pro :) but the point is I made a decision to take that day off.

So ...

... you need to start somewhere, and with some of the simpler tasks, to achieve a level of success and to experience what the possibilities could be.

This document is just a starter to get you thinking about what a VA could do for you. At the end are a couple of blank pages for you to keep beside you while you are working and jot down some things that you spend time on that, just possibly, a Virtual Assistant could do instead.

Have the document beside you for 7 days, and jot down everything you do from checking emails to delivering your genius to your customers and clients.

I hope this helps and please feel free to email me at nikcree@smashgo.co to ask a question or for advice. I am happy to personally reply. (One of my VA's goes through my emails and lets me know which ones I should answer personally.)

Enjoy!

Warm regards



Nik Cree
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Ideas On Tasks A Virtual Assistant Can Help With

1. Record steps from a systems video or screencast
2. Edit and add Website content
3. Add business cards and lead slips to your database (CRM)
4. Book travel and accommodation
5. Reply to social media direct messages
6. Answering customer service emails, support tickets or live chat
7. Calendar management and appointment scheduling
8. Research and enquire about podcast and speaking gigs
9. Complete quotes and send to clients
10. Following up with clients and customers (sending thank you and other reminder emails)
11. Send client invoices
12. Segmenting and tagging client lists in CRM
13. Updating client and customer details
14. Ask for feedback, testimonials and reviews
15. Data entry
16. Recurring tasks like end of month profit and loss, subscriber, website traffic, social insights, and other reports
17. Convert lead magnets to PDF
18. Personal errands like placing supermarket online orders, buying birthday and special occasion gifts, booking hair appointments, etc

19. Reminder services
20. Dropbox and Google Drive organisation and file management
21. Create survey and information gathering forms
22. Document template creation
23. eBook layout and formatting
24. Online research
25. Record online meeting minutes
26. Moderate and monitoring social media comments and direct messages
27. Prepare events, webinars and online meetings
28. Promote Facebook pages and groups
29. Creating and manage YouTube account
30. Moderate Youtube comments
31. Upload videos to video sharing websites
32. Creating links
33. Transcription
34. Adding tags & images to blog posts
35. Voicemail checking
36. Triage email
37. Create and schedule broadcast emails and newsletters
38. Edit follow-up emails and auto-responders
39. Proofreading emails, posts and content
40. Graphic design (e.g. With Canva)
41. Video editing

42. Audio editing
43. Add intro's and outro's to videos
44. Image editing
45. In webinar and Zoom meeting management
46. Website visual layout & editing
47. Create Powerpoint or Keynote Presentations
48. Membership website management and support
49. Keyword research for blog content
50. Research topics for blog posts and newsletters
51. Manage blog (basic WordPress skills)
52. Publish posts on blog (content you provided)
53. Adding tags and images to blog posts
54. Reply to comments on your blog
55. Participating in discussions in Facebook Groups, Instagram, LinkedIn
56. Setting up email campaigns, workflows & autoresponders
57. Preparation of training materials, workbooks and handouts.
58. Research what competitors are doing
59. Project management and liaison between you and other team members
60. Data mining and lead generation
61. Create systems and procedures
62. Train new virtual assistants and team members

63. Tracking tasks, deadlines and deliverables
64. Customer Support
65. Manage CRM campaigns
66. Press release writing
67. Directory submissions
68. Manage customer onboarding
69. Event management
70. Bookkeeping
71. Manage VA Team
72. Recruit additional VA's
73. Virtual Receptionist answering phone calls
74. Payment gateway integration
75. Landing page set-up creation
76. Design infographics
77. WordPress functionality and plugins enhancement
78. Website maintenance & troubleshooting
79. Social media integration
80. Copywriting (blog posts, email, social media)
81. Podcast setup on iTunes, Spotify and other platforms
82. Set-up social media accounts (Facebook, Twitter, LinkedIn, Instagram)
83. Social media management (Facebook, Twitter, LinkedIn, Youtube, Twitter)
84. Create and manage your Pinterest account by creating pinnable Images on Pinterest, scheduling and tracking Pins

85. Web Development - install theme/Plug-Ins/ theme customisation/ functionality
86. On-page SEO website optimisation
87. Graphic design for Print, Brochures, Banners (Photoshop, Indesign for Logo / Banner / Header, Icon design)
88. Telemarketing
89. Financial accounting
90. Google analytics reports and analysis
91. Facebook ads management
92. Google ads management
93. Source guest blog posting opportunities
94. Maintain and update systems and procedures manual
95. Watch training courses and extract the processes to implement
96. Read business books to write a one page summary of the best ideas
97. Evaluate apps and tools to provide a summary of the pro's and con's to choose from
98. Manage office stationery and supplies to reorder when stocks are low
99. Hire and brief small jobs to outsource on Fiverr.com
100. Add captions to videos for social media and video channels
101. Submit support tickets for website plugins and applications you need help with.

Your Ideas

Here is some space to write down other things you think of that a VA could do for you.

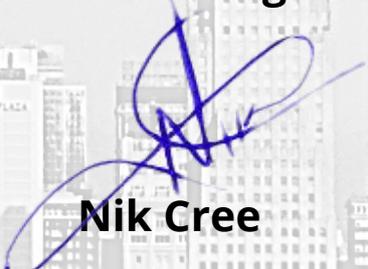


I hope this has given you some inspiration and ideas to help you on your journey to get your first VA, or if you already have one, to further refine what they can help you with and move you further towards building and developing a team.

Remember, a single VA may not be able to do all the things on the list so start with what is most important for you, then you can either outsource or hire additional VA's for more specialist tasks.

Finally, I have a question for you. If you could have a private conversation with me, what is the biggest question you would ask me about Virtual Assistants and your business?

Warm regards



Nik Cree

P.S. I'm really serious - go ahead and email me at nikcree@smashgo.co to tell me your question.

What do you need help with?