

# 101 THINGS A VA CAN DO FOR YOUR BUSINESS

**FREE GUIDE** *for entrepreneurs & business owners*



MAKE THE MOST OUT OF YOUR TIME

*with our help you can  
free up some of your time  
to enable you to grow  
your business.*

**NBPS**  
VIRTUAL STAFFING



# What A VA Can Do For You

Hiring a Virtual Assistant can help free up some of your time to enable you to spend time growing your business, making more sales, and focusing more on the areas in your 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 which 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 organize the administrative side of your business.

Real power, leverage, and scale comes when you are able to hire Virtual Assistants who specialize 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.

This team will allow you to spend more time with clients in the sales process, and in creating new products and services which you may feel you had no time to do previously.

Did it take time? Yes!

Will it be worth it? Absolutely!

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. There are a couple of blank pages at the end for you to keep beside you while working to take notes on tasks you spend time on, just possibly, a Virtual Assistant could do instead.



# 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 accommodations
5. Reply to social media direct messages
6. Answer 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. Follow up with clients and customers (send thank you and reminder emails)
11. Send client invoices
12. Segment and tag client lists in CRM
13. Update client and customer details
14. Ask for feedback, testimonials, and reviews
15. Data entry
16. Recurring tasks such as end of month profit and loss, subscriber, website traffic, social insights, and other reports
17. Convert lead magnets to PDF
18. Personal errands such as placing supermarket online orders, buying birthday and special occasion gifts, booking personal appointments, etc.
19. Reminder services
20. Dropbox and Google Drive organization 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



# Tasks A Virtual Assistant Can Help With

26. Moderate and monitor 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. Create links
33. Transcription
34. Add tags & images to blog posts
35. Check Voicemail
36. Triage email
37. Create and schedule broadcast emails and newsletters
38. Edit follow-up emails and auto-responders
39. Proofread emails, posts, and content
40. Graphic design (e.g. with Canva)
41. Video editing
42. Audio editing
43. Add intros and outros to videos
44. Image editing
45. Webinar and web conferencing meeting management
46. Website visual layout & editing
47. Create 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 provide)
53. Add tags and images to blog posts
54. Reply to comments on your blog
55. Participate in discussions in Facebook Groups, Instagram, LinkedIn



# Tasks A Virtual Assistant Can Help With

56. Set up email campaigns, workflows, & autoresponders
57. Prepare of training materials, workbooks, and handouts.
58. Research competitors
59. Project management and lies 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. Track 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 VAs
73. Answer 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, YouTube, Instagram)
83. Social media management (Facebook, Twitter, LinkedIn, YouTube, Instagram)
84. Create and manage Pinterest account by creating pinnable images on Pinterest, scheduling, and tracking Pins
85. Web Development - install theme/Plug-Ins/ theme customization/ functionality





# Tasks A Virtual Assistant Can Help With

86. On-page SEO website optimization
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 pros and cons
98. Manage office stationery and supplies
99. Hire small jobs
100. Add captions to videos for social media and video channels
101. Submit support tickets for website plugins and applications you need help with

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 VAs for more specialist tasks.

Finally, if you have questions regarding Virtual Assistants and how we can help your business send us an email at [alyssa@nbpsvirtualstaffing.com](mailto:alyssa@nbpsvirtualstaffing.com)