

CORE SERVICES CHEAT SHEET

Not sure what services you could use in your VA business?

We've made it easy for you by putting together the most common skills we see Virtual Assistants offer to their clients.

To define your Cores Services, tick off what you can comfortably do from the list below



SMALL BUSINESS ADMINISTRATION

- ☐ Calendar Coordination
- ☐ Appointment Scheduling
- ☐ Email inbox support and management
- ☐ Business event coordination
- ☐ Travel coordination
- ☐ Client communication & support
- ☐ CRM updating and support
- ☐ Cloud filing set up, coordination and maintenance
- ☐ Social Media support
- ☐ Document preparation
- ☐ Bulk mailouts
- ☐ Invoicing & paying bills
- ☐ Debt Collection
- ☐ Expense management
- ☐ Reporting
- ☐ Research
- ☐ Team & Subcontractor Coordination / Management

ONLINE BUSINESS MANAGER

- Business process review
- Business process strategy development
- CRM system set up and management
- Developing and maintaining business processes / procedures
- Team coordination & management
- Operations management
- Business planning
- Marketing planning
- Project management

SALES ADMINISTRATION

- Client enquiries
- Client communication (emails and phone calls)
- CRM data entry and maintenance
- Email marketing campaigns / EDMs
- Sales flyers and documents
- Invoicing
- Reporting
- Cloud filing support and maintenance
- Sales events / conferences / trade shows
- Client onboarding
- Data entry

EXECUTIVE ASSISTANT

- Email inbox management
- Calendar management
- Appointment scheduling / reminders
- Customer relations / support
- Secretariat services
- Expense tracking
- Database / CRM creation and management
- Filing and records management
- Travel coordination
- Cloud file set up and management
- Event management
- Policy and procedure creation / management
- Business documents
- Transcription
- Team coordination
- Project management support
- Stakeholder communication

PERSONAL CONCIERGE

- Book medical appointments
- Arrange car servicing and maintenance
- Coordinate household support
- Book hair appointments
- Arrange travel
- Research and book family holidays
- Purchasing gifts
- Online ordering
- Coordinate private events and functions
- Arrange vet appointments
- Arrange pet accommodation

VIRTUAL RECEPTION

- Client enquiries
- Client support
- Taking messages
- Appointment bookings
- Confirm appointments
- Email support

BOOKKEEPING

- Expenses
- Financial Statements
- Invoicing
- Accounts Payable
- Accounts Receivable
- Debt Collection
- Data Entry
- TPB Registered Bookkeeper
- Tax Preparation
- Payroll

HR & RECRUITMENT SERVICES

- Placing job advertisements
- Candidate screening
- Interview scheduling
- Reference checking
- Email and telephone communication

EVENT MANAGEMENT

- Venue research
- Venue booking
- Guest / delegate communication
- Flyers and documents
- Run sheets
- Catering coordination
- Seating plans
- AV coordination
- Travel & accommodation for delegates
- Coordinating keynote speakers

CREATIVE SERVICES

- Website design and maintenance
- Graphic design services
- Book / E-book design
- Adobe
- Photoshop / InDesign
- Canva
- Presentations
- Templates
- Branding
- Logos
- Flyers
- Marketing materials
- Online course design / management
- EDM design and management

SOCIAL MEDIA SERVICES

- Social network profile management / set up
- Online community moderation / management
- Social media content research
- Social media copywriting
- Social media planning and scheduling
- Social media ad campaign set up
- Social media reporting / analytics
- Social media page design
- Social media optimisation
- Social media strategy

DIGITAL MARKETING

- Internet marketing - funnels / landing and lead pages
- Email marketing - newsletters, MailChimp, email lists
- Affiliate marketing
- Product launches
- SEO
- SEM
- Analytics
- Content marketing
- Facebook Ads
- Google Ads
- Lead Generation
- Market research
- Graphics and desktop publishing
- e-Commerce marketing

PROJECT MANAGEMENT

- Leading and coordinating a team
- Budget tracking
- Timeline management
- Creating Standard Operating Procedures (SOPs)
- Reporting against outcomes

BUSINESS DOCUMENT SERVICES

- Proofreading
- Editing / formatting
- Document Conversion
- Word documents
- Presentations
- Templates
- Document transcription (audio and / or video)
- Coordination / publication of books / E-books
- Copy typing
- Surveys
- EDMs
- Data Entry
- Minutes
- Transcription

BUSINESS WRITING SERVICES

- Sales copywriting
- Social media copywriting
- Web content copywriting
- Blog writing
- Instructional design
- Books / E-book writing
- Articles / Editorials
- Grant writing
- Policies / procedures writing
- Product description writing
- Reports
- Resumes / Cover Letters
- Email newsletters
- White papers
- Business plan writing
- Forum post writing
- SEO writing

BUSINESS SYSTEMS SUPPORT

- Ecommerce support
- CRM set up / support
- Email marketing system support
- Website management support
- Social media management tools support
- IT security strategies / support
- Online event support
- GSuite / Office 365 / Outlook support
- Web hosting services
- Online programs set up & support
- Podcasting systems set up and support
- Mobile App services
- Software systems research and advisory service

PODCAST SERVICES

- Podcast launch support
- Cover art
- Intro / outro / music / voiceover
- Hosting account
- Submit to Spotify / Apple Podcasts / Stitcher
- Set up and post on website
- Editing and publishing
- Audio - noise reduction / levelling / EQ
- SEO for podcasts
- Show notes for episodes