

VA STARTUP CHECKLIST

This checklist contains the main tasks you will need to complete in order to set up your VA business. The list is not exhaustive: depending on your own circumstances, you may find that there are other tasks you need to take care of or that some tasks don't apply to you. It's roughly in the right order of doing things, although you are free to complete them in any order you like.

THE ESSENTIALS

- ☐ ABN Registration
- ☐ Business Name Registration
- ☐ Domain Name Registration
- ☐ Bank Account Set Up
- ☐ Payment Options for clients (c/card/Paypal/direct deposit)
- ☐ Insurances (PI / PL)
- ☐ Logo Design - fiverr / 99designs / Canva / VistaPrint
- ☐ Website - Wix
- ☐ Website Copy - About / Services
- ☐ Website Images - PXHere / Unsplash / Adobe / Pexels
- ☐ Link Website to Domain
- ☐ Run Wix SEO Wizard
- ☐ Connect to Google
- ☐ Email Set up - Gsuite / Office365
- ☐ Business Cards - Vistaprint / Moo / Black Rainbow
- ☐ Email Marketing - Wix Shoutout / MailChimp / Mailerlite
- ☐ CRM - Hubspot / Dubsado

BUSINESS SOFTWARE

- Microsoft Office - Word / Excel / PowerPoint
- Dropbox Basic
- Password Storage - LastPass / Dashlane
- Timekeeping Software - MyHours / Toggl
- Antivirus Software - Norton / Trend Micro / McAfee
- Backup Software - Carbonite / iDrive
- Online Meetings - Zoom
- Project Management - Asana / Trello
- Accounting - Quickbooks / Rounded / MYOB / Xero
- Adobe Acrobat Pro
- Canva
- Express Scribe
- Virtual Reception - Spoke / Phone Systems Bris / Maxo Tel
- White label Virtual Reception Services

SOCIAL MEDIA

- Join Social Media Essentials for VAs Facebook Group
- Facebook Business Page
- LinkedIn - join Jo Saunders Facebook group
- Instagram
- Pinterest

BUSINESS HARDWARE

- PC or Laptop
- Monitor
- Printer/Scanner– fast black and white and/or colour
- Mobile Phone
- Backup Device (e.g. laptop etc for travel / emergency backup)

DOCUMENT TEMPLATES

- Professional Profile
- Service Agreement
- Subcontractor Agreement
- Onboarding Brief
- Welcome Pack
- Privacy Policy (for website)

F2F NETWORKING STRATEGIES

- Women in Business
- BNI
- Business Chamber / Chamber of Commerce
- Meetup Groups in your area
- Startup Communities / Co-working spaces

ONLINE NETWORKING STRATEGIES

- Find a VA
- Digital Mums Directory
- Virtually Yours
- VA Directory
- Upwork
- AAVIP - industry association

ADDITIONAL

- Register Google for Business
- Register Local Directories
- Organise Flyers / Brochures for networking

LEARNING RESOURCES

- [Google](#)
- [YouTube](#)
- [Udemy.](#)
- [Skillshare](#)
- [Freelance University.](#)