100+ Ways You Can Use a Virtual Assistant (VA)

By: CallYourVA.com

16 Ways I Have Worked with My Virtual Assistant(s) & You Can Too

About 6 years ago, I founded a digital marketing company called Blue 16 Media and also manage a community of blogs called CBNation.co (CEO Blog Nation) and I have leaned heavily on virtual assistants to help us grow as a company. Building a six-figure business with no additional employees, I have learned a lot about how I could be in multiple places at the same time. Many people ask me, "how are you able to do so much?" My answer is that I simply have a great team and I leverage technology extremely well with loads of "CEO Hacks." I do have really good self-awareness and have an idea of where my blind spots and weaknesses are and generally take care of myself and have a good "motor." I also know where there's room for growth.

However, it has been virtual assistants that have been an absolute game-changer for me. Just like any leader, my focus is to put every person of the team in the best place to be successful.

On any given week we have the following:

1) Clients e-mailing
2) 20-30 meetings, including weekly team meetings (presently 5), prospect and client meetings
3) A daily podcast
4) Guest on podcast episodes
5) A more experimental podcast
6) 1-3 daily blog posts on CBNation.co
7) E-mail updates
8) Basecamp messages
9) Client support tickets
10) Client social media and blog scheduling
11) And so much more...

I personally make it to the gym 3-5 times a day and walk or go to the park with my dog at least twice a day and make some time for watching at least Pardon the Interruption to get my sports fix.

We have built everything from the ground up, exactly how I want it to flow. Not using one "system" that does it all (because I don't think any of them do everything well) but by leveraging the best of the best systems that I use regularly. Even though, I'm a techie, my goal was to create systems so that I would simply have to follow a plan and it would help everything run smoothly. As long as I follow the plan, (and everyone else on the team does too) we achieve success.

I consider virtual assistants to help grow both brands to be those that are kind of swiss army knives and able to do a little of a lot. As a digital marketing company, our core offering is website design and SEO services and because we provide expertise, we don't have our virtual assistants work on projects integral to clients UNLESS we provide direction. But one of the reasons you won't see website updates on my list is because we have developers and tasks that require expertise like website design or development, we leave to our experts. However, we are still a virtual team.

Here are some of the ways that I work with my virtual assistants:

1) Calendar Management

2) Podcast & Video Editing
3) Website Support & Updates
4) Data Mining
5) Cold Calls
6) Client Outreach
7) Content Creation like Blog & Social Media Scheduling
8) Vacation Research
9) Collaborating with Team Members
10) Replying to E-mails
11) Prospecting
12) Internet Research
13) Document Creation
14) Scheduling Newsletters
15) Data Entry
16) Voicemail Checking and Monitoring

84 Other Ways You Could Use Your VA

Email & Scheduling

17) Email Management / Filtering & Marketing as Spam
18) Database Building / Updating Contacts or CRM
19) Answering Customer Service Emails /Tickets / Chat Support
20) Sending of Greetings Cards (physical and electronic), Event Invitations, etc.
21) Reminder Services
22) Relationship Management including clients, vendors, partners
23) Managing Live Chat
24) Mail Merge

File Storage & Organizing

25) File Sharing Organization including Dropbox / Google Drive / One Drive
26) Data Entry in Microsoft Word, or other Google Docs
27) Creating / Managing Spreadsheets like Microsoft Excel
28) Designing PowerPoint / keynote Presentations
29) PDF Conversion, Splitting and Merging

Admin & Content Creation (Blogging & Social Media)

30) Transcription of Video and Audio Files
31) Basic and simple eBook Layout / Formatting
32) Preparing Online Meeting Minutes
33) Report Creation
34) Forms Creation
35) Document Template Creation
36) Moderating Blog Comments
37) Adding Tags & Images to Blog Posts
38) Receptionist Duties
39) Voicemail Checking
40) Sending Client Invoices

41) Basic Bookkeeping (MYOB, XERO & Quickbooks)
42) Personal Errands (Purchasing Gifts Online, etc.)
43) Project Management & Training Tasks
44) Project Management Between You and Team members
45) Preparation of Training Materials
46) Training of New Virtual Team Members
47) Deadline / Deliverables Tracking

Copywriting Tasks

48) Content & Blog Creation
49) SEO Writing & Article Spinning
50) Press Release Writing
51) Newsletter Writing
52) Copywriting
53) Content Curation
54) Content translation

Social Media Management Tasks

55) Creating Facebook Fan Pages / Groups (see example below)
56) Promoting Facebook Pages
57) Creating Content for Instagram
58) Creating Story Content for Instagram
59) Managing & Increasing Instagram Following
60) Creating Content for Snapchat
61) Collating and Interpreting Analytics on Facebook
62) Creating a Twitter Account
63) Managing and Increasing Your Twitter Following
64) Schedule Tweets and Track Mentions and Hashtags
65) Create and Manage LinkedIn Account / Profile
66) Scheduling LinkedIn Content & Posts
67) Creating Slideshare Presentations
68) Create Content for Pinterest
69) Scheduling and Tracking Pins
70) Create and Manage YouTube Account
71) Editing of Content on YouTube
72) Upload Videos on YouTube
73) Moderating YouTube Comments
74) Uploading Videos to other Video Sharing Sites / Social Media
75) Answer inquiries and Messages on All Channel & Profiles

Email Marketing

76) Creating a New List in Email Marketing Software
77) Adding and Removing Subscribers from Lists
78) Creating and Scheduling Broadcast Emails to Promote Content
79) Editing Follow-up Emails and Auto-responders
80) Scheduling Email Newsletters
81) Editing / Proofreading Emails

Audio/Video Editing

82) Basic Editing of Audio Files
83) Removing Background Noise from Audio and Video
84) Adding Intro's and Outro's to Videos
85) Basic Photoshop / Image Editing (Not Graphic Design)
86) Creation of Audiograms
87) Podcast Setup on Apple Podcast & Podcast Directories
88) Podcast Insertion on Blogpost

Website Support & Updates

89) Website Management
90) Adding products to e-commerce sites like Amazon, Shopify or WooCommerce or Etsy
91) Processing returns, refunds and cancellations
92) Website Updates & Support
93) Keyword Research

Graphic Design

94) Creation of Flyers, Banners and Materials
95) Use of Canva to create social media graphics
96) Edit photos using Photoshop
97) Basic Logo Design

Miscellaneous

98) Landing PR opportunities (e.g. Podcasts, Local News)
99) Creation of Backlinks
100) Managing a Company Database
101) Job posting or classified posting
102) Real Estate Agent Support
103) Personal Task
104) Analytics Review

16 Best Practices for Working with Your Virtual Assistant

Virtual assistants offer executive-level assistance to businesses from a remote location, making business administration easier and efficient in unprecedented proportions. Here are 16 best practices you should pay attention to when hiring virtual assistants in your business.

1) **Plan Ahead:** Before contacting and hiring a VA, it is imperative that you first have a list of the tasks you want to delegate so that you know exactly what kind of a VA you require.
2) **Give Clear Instructions**: Without you giving clear instructions on what you want to be done and how, chances of a VA falling short of your expectations are high. Their performance is dependent on the clarity of your instructions.
3) **Choose the Right Project Management Tools**: When sending documents to your VA, ensure that you choose modern and useful project management tools such as Basecamp, Trello or Asana.
4) **Hire only what You Need**: If you need hourly assistance, for example, don't hire a VA who charges you on a monthly basis. Avoid wastage.
5) **Share Your Entrepreneurial Goals**: VAs are people of high professional standing and are ready to be part of your vision. Let your goals be known to them.
6) **Hire the Most Skilled Skill**: Instead of hiring for every single task, get a VA who can handle tasks from multiple fields, e.g. writing, research, tech, etc.
7) **Give Tutorials and Demos:** Some technical tasks require high-level expertise. For optimal results, send tutorials and video demos to your VA.
8) **Trustworthiness**: Your VA will have access to confidential information about your company. Don't trust them blindly- ensure that you do due diligence before hiring.
9) **Communicate Regularly**: Working from a remote location means that you don't see each other often. Ensure that you check on them on a regular basis to ensure that all is going as per schedule.
10) **Be Respectful:** Whenever your VAs calls in to report on their progress, respectfully address them. This boosts his/her morale.
11) **Give Useful Feedback:** After reviewing your VA's performance, make sure that the feedback you give is both constructive and mutually beneficial.
12) **Hire from an Agency:** VA agencies serve as assembly points for the most talented VAs. Hiring from there gives you a variety to choose from. Most importantly, your tasks are worked on by a team of VAs.
13) **Don't Give Urgent Tasks to VAs:** it should not be lost to you that you are the custodian of your company's reputation. To avoid tarnishing the name of your business, take up the tasks that you feel are urgent.
14) **Get a Good Fit:** While it's good to emphasize skills and experience when hiring a VA, you can't ignore the "fitting" factor. Abad fit may not deliver much no matter how skillful he is.
15) **Consult other Business Owners**: If you are hiring for the first time, businesspersons from your neighborhood will advise you on where to find the best VAs.
16) **Team Effort**: Your VA isn't your substitute. After delegating duty, stick around and work with him/her as a team. Remember that a VA is more of a partner than an employee.