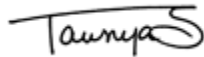


Are You Riding the Inside Track to Virtual Success Yet?

The Virtual Assistant Start-Up Checklist

A handy checklist that every new Virtual Assistant business owner should have by their side that follows the outline of **The VBSS** (Virtual Business Startup System) at: www.VirtualBusinessStartups.com

To Your Virtual Success as a VA!



Tawnya Sutherland



Business Sense

- Think about why you want to go into business for yourself and what your motivation is
- Think about if being self-employed right for you
- Think about your business goals
- Make sure that you and your office are organized and ready for business
- Make sure that the “time stealers” (i.e., phone, visitors, email, etc.) don’t affect your business
- Get a daily planner or calendar to keep yourself organized

Business Description

- Understand what starting a Virtual Assistant business is all about
- Figure out your target market
- Figure out your niche
- Decide what services you want to offer
- Decide if you want to offer other services that you may need to get training for
- Decide if you want to become a certified Virtual Assistant and check out your options
- Decide what type of business structure (sole proprietorship, LLC, etc.) you want to be



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- Make sure your business is legalized per your State, Country, Country, and/or Province regulations
- Choose a business name
- Write out your Mission and Vision statements
- Write out your milestones for your business

Marketing

- Decide and design a logo (either yourself or hire a professional)
- Decide on a tagline
- Make sure you have your printed material (business card, stationary, invoice, fax coversheet, brochure, flyer, postcard, etc.)
- Write a press release for your business opening
- Design a PowerPoint presentation
- Choose and register your domain name
- Set up your hosting for your site
- Set up your business email address
- Plan, design, and develop your website (either yourself or hire a professional)
- Compose your e-Marketing plan (e-mail signature, ezine, etc.)
- Make a list of local networking opportunities
- Make a list of online networking opportunities
- Compose your marketing (elevator) speech for networking
- Join Virtual Assistant organizations
- Join local organizations
- Join online lists and/or forums
- Look into tradeshow
- Decide which social networking sites will work for your business (Twitter, blogs, Facebook, LinkedIn, etc.)

Operations

- Decide whether you want to purchase business insurance or not
- Make sure your business documents are legal



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- Decide how you want to receive payment from clients (PayPal, credit card, check, etc.)
- Decide whether to set up a business account at a local bank
- Decide whether you want to get an online merchant account
- If your business starts booming, think about whether or not you'll be hiring an employee or outsourcing via an employment agency or subcontracting to other VAs
- Complete a client profile
- Set up your office equipment, office supplies and your software
- Purchase office equipment, supplies and software, if needed
- Create an emergency contingency plan

Financials


- Determine your expenses
- Decide on your rates
- Choose your office hours
- Choose how you will keep your books
- Get tax advice

Business Plan

- Develop your business plan

Maintenance

- Decide whether you want to be a typical VA or a ProActive VA
- Purchase a VAinsider Club membership
- Decide if you need a business coach
- Assess your business needs and find a business coach
- Keep the momentum!!!

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The Virtual Assistant Start-Up Checklist

Further Resources:

VirtualBusinessStartups.com - Home of the VBSS, a startup system for Virtual Assistants.

VAnetworking.com - The Free Social Network for Virtual Assistants to connect, share, discuss and promote at.

Download our Virtual Assistant Kickstart Package at:
VAnetworking.com/downloads/VAkickstart.pdf

VAinsiders.com - Exclusive club for VAs who want to kick things up a notch in their business

VirtualAssistantShop.com - A shopping area of reviewed products for the VA industry.

VAcertified.com - A worldwide certification program for Virtual Assistants.

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VA Client Blog: www.VAnetworking.com/blog

VA Startup Blog: www.VirtualBusinessStartups.com