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IN OFFICE VIRTUAL ASSISTANCE

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# Virtual Assistance Simplified

*Your FREE guide to delegating for success!*

[www.inofficeassistance.com](http://www.inofficeassistance.com)

# VA Tasks

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A Virtual Assistant (VA) is a professional contractor who supports you with business-related tasks remotely. Hiring a self-employed VA means working with someone who understands the ins and outs of running a business. This allows you to focus on the tasks you enjoy or excel at while delegating other responsibilities to a skilled professional.

Virtual Assistants offer a wide range of services, as shown in the list below. To find the right fit for your business, it's important to choose a VA whose style and expertise align with your brand. Look for VAs who are dedicated to improving their skills and expanding their service offerings. Don't hesitate to ask if they outsource any of their own work—it's often a sign of efficiency and professionalism!

A great starting point is hiring a self-employed VA with proven experience across different industries. At In Office Virtual Assistance, I've supported solo entrepreneurs, such as real estate agents, as well as larger companies like non-EMT transport services. If you're looking for reliable assistance tailored to your business needs, don't hesitate to reach out for guidance!

Although this guide lists many tasks that Virtual Assistants can handle, it's important to note that In Office Virtual Assistance does not offer every service mentioned. For a detailed list of the services we do provide, please visit our website at [www.inofficeassistance.com](http://www.inofficeassistance.com).

*Rochelle*

FOUNDER & VA

\*CREATED WITH ATTRIBUTES TO [WWW.VIRTUALLYOURS.COM.AU](http://WWW.VIRTUALLYOURS.COM.AU)

# To Do List

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### Administration

- Internet Research
- Minute taking (onsite or virtual)
- Reminder Services
- Reporting
- Sourcing quotes
- Print management



### Audio & Video

- Editing videos
- Editing audio files
- Recording audios
- Uploading audios
- Uploading videos

There are a number of programs VAs can use to support you with your video and audio files. Make sure the VA knows the program you want them to use.



### Author Support

- Creating eBooks from existing documents
- eBook creation
- eBook promotion
- Amazon management
- Book editing
- Publishing support

Some VAs specialize in supporting authors- both digital and print. The process of publishing (both online and off) is not simple, so make sure your VA knows what is involved and has the appropriate contacts.

# To Do List

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### Customer Service

- Website support tickets
- Website chat inquiries
- Sending cards/gifts to clients
- Responding to email inquiries

A VA with sales skills is really useful for this type of work.



### Bookkeeping

- Bookkeeping data entry
- Invoicing
- Payment of accounts
- Debt collection

Make sure you and your VA know what certifications they need to be providing bookkeeping support.



### Databases

- Cleaning up, managing & updating databases
- CRM support
- Data entry

There are so many CRMs to choose from and they can be quite involved, so a VA who knows CRMs can be worth their weight in gold!



### Calendar Management

- Appointment booking
- Booking travel, accommodation & flights
- Travel management

Flexibility and ability to problem solve are important here, and the right VA can make your schedule much more satisfying and stress free!

# To Do List

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## Documentation

- Business template creation
- File management (Dropbox, Google drive, etc)
- Formatting documents
- PDF conversion
- PDF creation
- Policy development and maintenance
- PowerPoint/ Keynote presentations
- Preparing minutes
- Procedure development and maintenance

Some VAs have excellent skills in Microsoft/Gsuite or programs like Adobe Suites. They can make impressive documents which ensure consistent standards across your business. Policies and procedures are really important if you want to hire staff, take a break, or even sell your business one day.



## E-mail management

- E-newsletter mail outs
- Setting up auto responders
- Syncing calendars and making appointments
- Subscriber management

Never underestimate the importance of maintaining contact with your community.

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## Events

- Conference registrations
- Setup of webinars
- Taking payments for events
- Webinar recording
- Booking speaking gigs
- Following up with new contacts
- Event promotions
- Event follow up

Events are a big deal. A VA can show their value in the follow up stages when everyone else has gone home and there are no leads to follow up.



## Graphic Design

- Desktop publishing
- Logo design and development
- Photoshop and image editing
- Creating Infographics
- Social Media graphics
- Banners
- Magazines
- Advertisements
- eBook and book covers

Not everyone can do graphic design. This is a highly skilled area and your VA should have a good understanding of not only marketing, but YOUR market.

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### Phone Management

- Outbound phone calls
- Reception services
- Lead follow up

With the different VOIP and reception programs, you can now handball your reception and cell tasks! Don't forget to let your VA know what your objectives are and the brand/personality of your business.



### Sales

- Lead generation
- Participate in forums online on your behalf
- Follow up contacts
- Reporting

Many VAs simply don't know how to manage and increase leads- so a VA with sales experience and skills can make a huge difference.



### Marketing

- Blog posting
- Arranging promotions
- Arranging partnerships
- Marketing strategies

A background in sales is a really valuable asset and a VA with these skills can take the stress out of your business marketing.

# To Do List

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### SEO Support

- Directory submissions
- Tag management
- Keyword set up
- Keyword research

Search Engine Optimization (SEO) takes time, so you will need to allow at least a few months for your VA to really make a difference to your SEO and then be able to maintain it.



### Social Media

- Social media strategies
- Creating and managing Facebook groups
- Managing and utilizing Facebook Insights
- Creating and managing LinkedIn groups
- Creating and managing LinkedIn accounts
- Creating and managing Facebook accounts
- Creating and managing Pinterest accounts
- Creating and managing X (formerly Twitter) accounts

- Creating and managing YouTube accounts

If you don't have time to manage social media accounts, your VA can be your voice, can post notices about your business' upcoming events, webinars, products, blog updates, etc, and answer questions on your behalf.



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### Specialty Support

- HR Support and recruitment
- Real Estate support
- Project Management
- Mortgage broker support
- Team Management
- Training

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### Transcription

- Legal transcription
- Medical transcription
- Transcription of video and audio files
- Typing up handwritten notes
- Dictation
- Lecture Transcription
- Focus Group transcription
- Interview transcription

Transcription is not just typing, it's a complicated service. Ask your VA if they've done transcription training.

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### Websites

- eBay listings
- Filter and respond to comments
- Updating online shops (e-commerce)
- Updating websites
- Uploading videos
- Website creation and maintenance
- Website writing
- Landing pages
- Setting up opt-ins
- Social Media integration
- Website security
- CRM integration

Websites have become much easier to manage, but there are still a lot of things about websites that should be left to professionals. VAs with web development skills are incredibly useful for business owners who have or want a strong online presence.



### Writing

- Blog writing
- Business tender writing
- Editing proofreading
- Resume writing
- E-mail writing
- Newsletters
- Product descriptions
- Editing/proofreading blogs
- Editing/proofreading newsletters (print/online)
- Press releases
- Guest blogging/management

Writing is a specialized skill, so find a VA who is trained and who writes in the style that best reflects your business brand.