

A woman with long dark hair is sitting at a white desk, looking stressed. She has her hands pressed against her face, covering her eyes. In front of her is a silver laptop. To the left of the laptop, there is a smartphone and a red pencil. To the right, there is a white mug. The background is a plain white wall. The image is framed by decorative black wavy lines at the top and bottom.

5 Biggest Mistakes

**A Virtual
Assistant
Makes**

**In The first 3 To 5 Years
Of Their Business**

Hi there!
Welcome and thank
you for your interest
in learning the
mistakes you should
avoid.



My name is Angela (I'm the one with the blue hair!) and I've had my Virtual Assistant business for 8+ years. I've made my share of mistakes and learned a lot through trial and error.

I've built a small team at ***That Helpful Chick*** and Kathy and I are committed to helping others become successful by avoiding all those mistakes we made.

If you have any additional questions not addressed here, feel free to reach out to us @ 2chicks@thathelpfulchick.com.

Don't forget to check your inbox daily for the additional 12 FAQs we will cover there.

To Your Success!

Thinking because my service is great, everyone will buy it and I don't have to do anything.



You may well be amazing at what you do but your potential clients don't know you so why would they hire you? So how do you start getting new clients? There is no "If you build it, they will come"!



Hang out where they hang out. Join a few Facebook groups. Look for people asking questions and answer as many as you are able. This will show people you know what the hell you are talking about. Potential new clients will message you to have a chat.



You can also offer your own 'try me out' special. Give a discounted rate for the first month or two.



Attend live events and go prepared with an 'easy YES offer'. An offer for event attendees only and they have to sign up at the event! (Have an order form printed out - at least 20 copies.)

What do I need to know/ask before hiring a coach?



You want to look at testimonials but they can't be your only source of information. You also cannot rely solely on recommendations from friends or colleagues. A coach might resonate with your friend but that doesn't mean that coach is a good fit for you.

Most coaches will give a free or low cost 'try me out' call. Take advantage of this and get on a call with them.

What to look/listen for:



How well do they know your industry? There are a lot of coaches out there but a large majority of them are coaching speakers, authors and other coaches. So how well are they going to be able to help you build your VA business?

What do I need to know/ask before hiring a coach?



Avoid Too Many Trade Offers. Some coaches will see value in what you do and may offer to trade your services for their coaching. This is okay as long as you are comfortable with the terms. Don't agree to longer than 1 year (you can always renew the agreement at the end of the term if you were both satisfied with the initial agreement.). Don't agree to a ridiculously reduced rate on your services. (You charge \$40/hour but the coach wants the trade rate to be \$20/hour)



What kind of advice do they give you on the call? Many coaches have 'signature' strategies and they don't always work for a VA business, especially if you are still a 'one woman show'. So listen to the advice they give, take notes and then take time to evaluate the advice to determine if it really is a good strategy for your business.

What do I need to know/ask before hiring a coach?



Don't let anyone pressure into making a decision on the call. A good coach is going to be good at sales and they will try and close the deal on the call. Make up your mind before the call that you won't be making any large investments that day. Stick to your decision!

Buying software/programs I don't need or before I need them.



There are a lot of tools out there which will make your life a lot easier - and they come with a cost. When you are first starting out, you want to be careful you are not spending out more than you are taking in. Every paid tool you use takes away from your bottom line!



You can create contracts in word and do free e-signatures with Hello Sign.



You can upgrade your PayPal to a business account for free. You can create invoices in PayPal and create 1 time and recurring charges.



Asana free account is more than enough to get you started and manage your projects.

Not joining the right community for help and support.



You must NOT worry if your friends and family don't initially support you when you start on this path. Even today, honestly, a few years into online marketing, there are still people I haven't told because I would never get support or understanding from them.

When most people are getting started online, they discover that it is both a real job, a real opportunity, and a real path to having a profitable online business.

This kind of excitement often leads them to tell others...

Then the non-support comes in.

Many don't believe it's possible, even when you show them your numbers!

Not joining the right community for help and support.



Many lose self confidence as to why they can't do it, too. The fact is, most can.

What you need is a community of like minded individuals that have experienced everything you have. They offer consistent support, and they are there for you when things are not looking so good and when they are.

My mother has been a great supporter, even when I first started out and wasn't making much money. My father, on the other hand, laughed when he first heard I was working online (which was a couple years later lol). He laughed until he saw how much money I was making!

Most of your friends and family will have no concept of how working online works and will be skeptical of your ability to make a living. Those are not the kind of people you want to listen to.

Trying to do everything in my business.



This is what we usually tell our clients but it applies to you as well! When you are first starting out, it makes sense to do everything because you don't have the income to support outsourcing tasks. So when do you know it is time to outsource or even start building a team?

Small tasks can sometimes be done cost effectively on Fiverr. Weigh your options: cost for hiring on Fiverr vs. the time it would take you to learn something (like creating graphics).

Join a community of other VAs for support ([like our Training Community](#)). A place where you can ask questions and possibly even trade services - your specialty for theirs.