



# **Virtual Assistant Start Up Checklist**

by

**Kathie M. Thomas**  
**“A Clayton’s Secretary”®**

**26 Simple Steps to get you started**  
brought to you by



***Congratulations on your decision to become a Virtual Assistant.*** The following checklist is designed to help you get started with your VA business. If you action all these items you will be ready to run your new business and secure clients.

Action	Date Completed
<p>1. <b>List all your skills and strengths.</b> By doing this list it will help you determine the type of services you can provide.</p>	
<p>2. <b>Cross out any you don't enjoy doing.</b> This you will ensure you and your business a good start because you'll be doing things you do enjoy.</p>	
<p>3. Think about <b>what type of services</b> you could offer using these skills and strengths.</p>	
<p>4. <b>Research any licensing or registrations</b> you may need to do in your region, i.e. business license, business number, etc. In Australia that means an ABN.</p>	
<p>5. <b>Decide if you want to use a business name.</b> Brainstorm with one or two trusted people to help you decide on a suitable name but please note you don't have to have a business name. You can operate under your own personal name.</p>	
<p>6. <b>Research domain names.</b> If using a business name you'll want to see if you can get a relevant domain name before registering the business name. Or you can use your own name.</p>	
<p>7. <b>Decide if you're going to have a website.</b> Being virtual having a web presence is important.</p>	
<p>8. If you are going to have a website, <b>source webhosting</b> and purchase so you can set up an email address, even if website isn't yet set up.</p>	

<p>9. <b>Set up an email address for your business.</b>  Don't use info@, sales@, admin@, web@ as these are targeted by spammers. Use your name or something that relates to what you're doing.</p>	
<p>10. <b>Get a PO Box address</b>  Annual fee, low cost and it means you don't have to give out your home address for mail.</p>	
<p>11. <b>Decide if you're going to have a logo</b> and outsource this – unless you're really good at graphic design.</p>	
<p>12. Once all the above has been done, you can <b>plan your business card.</b>  Make sure the registration has been approved and the domain secured before printing of the cards.</p>	
<p>13. <b>Work out how much you need to earn on a monthly basis.</b>  Don't forget you won't be travelling daily, needing work clothes, buying lunches, etc so what you need when working in a job will be different to what you need working at home. Break this monthly figure down to an hourly rate to help determine your minimum required for setting rates.</p>	
<p>14. <b>Research rates of local VAs</b> to get an idea of what realistic rates are in your area and work out a good minimum so that you can be sure never to go below that.</p>	
<p>15. <b>Set up your home office.</b>  Work out what software you have versus what you might need. Ensure you have a good quality desk, ergonomic chair (as you'll be in it for many hours), reliable internet connection, good printer and a phone for use.</p>	

<p>16. <b>Determine whether you want to have a separate phone/line</b> for business use. You don't really want to be on call 24/7 by giving out your personal number do you?</p>	
<p>17. <b>Ask around for a good small business accountant.</b> You will need one for your tax returns annually, and any other accounting requirements. They will also be able to give advice on setting up your business as required in your state/country.</p>	
<p>18. <b>Organise a business banking account.</b> You will need to keep your business earnings separate from your personal account, for tax purposes and making it easier to track income and expenditure.</p>	
<p>19. <b>Create a simple website</b> or create a Facebook page. You can get your domain address pointed to it.</p>	
<p>20. <b>Check your LinkedIn profile</b> and ensure it is complete and professional. Use a good quality headshot image – not a selfie or blurry shot.</p>	
<p>21. <b>Set up any other social media profiles</b> you plan to use (Twitter, Google+, etc)</p>	
<p>22. <b>Start networking.</b> Find local business networking groups so you can get out and meet other business owners. Some will need your services and some will have services that you need. Building relationships is important.</p>	
<p>23. <b>Join online networking groups via LinkedIn, Facebook, and yahoogroups.</b> But don't make the mistake of thinking all your networking can be done online only – it can't and you need to be meeting people on a local basis too. #22 is important too.</p>	

<p>24. <b>Join VA networks.</b>  One, two, three or more. Some will have membership fees and you will get something back in return. Some will be free. Important you mix and mingle and get to know members as some of these will outsource or subcontract to you – once they’ve gotten to know you. You’ll learn from them too.</p>	
<p>25. <b>Create a Business Plan</b> and keep adding to it and refining to it over time. This will be your map for your business.</p>	
<p>26. <b>Don’t stop learning.</b> Spend time reading, trying things out, researching. You’ll have more ‘downtime’ in the first year or two of your business. Make that time work for you and put in the research and study required.</p>	

Feel free to contact me via email anytime, or via any of the VA groups I participate in. I would love to hear of your progress and encourage you on your journey.

**Kathie M. Thomas**  
Kathie@vadirectory.net