

# VA MARKETING CHEAT SHEET



## DAILY

- Post about your life and marketing message in 3-5 core groups
- Search for "VA" or "virtual assistant" in your 20-30 groups
- Send personalized messages to each VA search post
- Respond to private messages and email requests
- Look for/ apply to jobs on Upwork, craigslist, ect.

## WEEKLY

- Attend one live networking meeting
- Follow up to private messages/ emails that have not been replied to
- Pitch to at least one high end client

## MONTHLY

- Look at the upcoming month. Have you carved out time for marketing?
- Do something that scares you

## QUARTERLY

- Ask past clients if they need your services again
- Ask current clients for reviews and referrals
- Ask current clients if they need more work done

# VA FACEBOOK CHEAT SHEET



## STEP 1

Join Facebook groups that are filled with your IDEAL CLIENT

## STEP 2

Make a goal to show up at least once a day in three groups

## WHAT TO POST

Share something that you learned about yourself today

Share a tip - something techie that you just discovered

Read a marketing article and pull a quote out of it. Describe why you like it.

Shoot a quick video of yourself "just to say hello".

Shoot an on-screen video tutorial of a task you complete

Share tips on how to stay organized

Share what made you frustrated today.

Be real and transparent. What are your doubts and fears for your business?

Take a selfie and ask about a wardrobe choice, or something non-work related.

Involve the group in decisions that you make for your business (even if you think you know what you will choose).

Tell people your WHY - why did you decide to become a VA?

Share a victory, something good that happened to you today.

Brag on your spouse or significant other

Show off a cute picture of your kid

Share your workspace and ask other people where they are working from

Ask people for input on your logo

Ask people for input on your services

Ask people for input on your website

Ask people what the top task they would hand off to a VA would be

Share a fun testimony from a client

Thank the group for being supportive.

Compliment individuals that you connect with in the group