

# SIX FIGURE BLUEPRINT

FOR

*virtual assistants*



# WELCOME!



*hi there*

My name is Abbey Ashley, and I'm the founder of The Virtual Savvy.

Let me be the FIRST to welcome you and to tell you how EXCITED I am to have you here. You're here because you are ready to earn a six figure income with your virtual assistant business.

I'm here to help you do just that.

In this blueprint, I will outline the exact three-phase system that you can use to earn \$100,000 or more in your virtual assistant business.

Are you ready?

Let's jump in!

*Abbey*

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THIS BLUEPRINT?  
CLICK HERE TO ACCESS.**

# LET'S COVER THE BASICS

## 1. Marketing Matters

Marketing doesn't have to be a big, scary "M" word. Marketing just means letting people know who you are and what you do. Your marketing doesn't have to include cold-calling, but it does have to happen. You might have to send out 10 Proposals to land 1 client, but you'll never get any clients if you don't get yourself out there at ALL.

## 2. Know Your Own Boundaries

Making 5k-10k per month is totally possible, but it will likely require 35-40 hour work weeks at first. 15 hours a week is still feasible for making a profitable business, but then you may need to adjust your financial expectations. Be realistic about the hours you can work, and therefore the money you can make. Hours need to be quality, focused work hours, not 10 or 15 minutes here or there.

## 3. Know Your Worth

How valuable is your time? What is your experience in the areas you are offering? In just starting out with general/admin work as a VA, I recommend setting your rate at 30/hour. \$30/hour is a great starting point to scale up to reach high income goals. Low rates usually boil down to a confidence issue. The people who can pay you more are more worth your time.

*Higher rates = better clients.*

# LET'S COVER THE BASICS

## 4. Set a Goal

In deciding what a profitable VA business actually looks like for you specifically, you need to know what your goals are.

Set actual numbers. This is such a small and simple step, but incredibly powerful. Don't overlook this part. Set an ACTUAL NUMBER.

For example, this number is how much I would like to make per week, month or year.

Create your #1 goal & put it somewhere where you can see it all the time. If it's a certain amount that you want to make per week / month / or year - put that number some where where you can see it and view it every day.

**Print out the following sheet and write your income goal on it.**

**Place it somewhere that you will see it every day!**

# MY NUMBER ONE GOAL IS...



# THE SIX FIGURE BLUEPRINT

## HOW THE PHASES WORK

In this interactive workbook, I'll be breaking down the process to help you start making \$100,000 or more in your business.

I do this by breaking apart a three-phase system for pricing and selling your virtual assistant services.

The amount of time that each of these three phases takes is up to you.

Yes, the three phases can be completed in three months total (each phase taking one month). I would recommend this path if this is going to be your full-time venture.

However, each of these phases could also last 3-6 months a piece.

Even if each phase lasts three months total and it takes you nine months to complete all three phases, ***you will have still built a \$100,000 business in under one year!***

As you read through each phase, decide how long you predict it will take you to complete it.

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## PHASE ONE

### Phase One Goal:

## Get $\frac{3}{4}$ of your total hours booked

Note: Your rate should be at least \$30/hour or more during this phase.

### EXAMPLE

If you have 40 hours per week to work on your business,  $\frac{3}{4}$  of your hours would be 30 hours per week. Your goal for phase one would be to get 30 hours booked per week.

If your rate is \$35/hour, 30 hours a week brings in \$1,050 per week. **This is an annual salary of \$54,600.**

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## PHASE ONE

### ASSIGNMENT

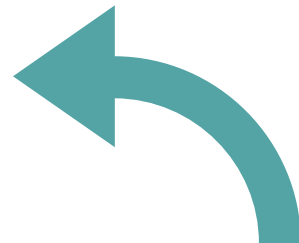
ANSWER THE FOLLOWING QUESTIONS:

- How many hours per week do you have to complete client work?

\_\_\_\_\_ HOURS

- What is 3/4 of that total amount?

\_\_\_\_\_ HOURS X .75 = \_\_\_\_\_



**THIS IS YOUR PHASE ONE TARGET  
HOURS BOOKED GOAL**

**YOUR PHASE ONE GOAL:**

- SELL OUT YOUR TARGET HOURS GOAL



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## PHASE TWO

### Phase Two Goal: Add a High End Service

In this phase, you want to add a high end, package service so you can start making money beyond your currently hourly rate.

*Examples of high end services might include Facebook Ads, Pinterest Strategies, Website Design, Create Online Courses, Creating Landing Pages and Sales funnels, to name a few .*

#### EXAMPLE

If you specialize in Facebook Ads, and book 2 Facebook Ad Packages per month at \$1,000 each, **your annual salary increases from the \$54,600 annual salary in Phase One to \$78,600.**

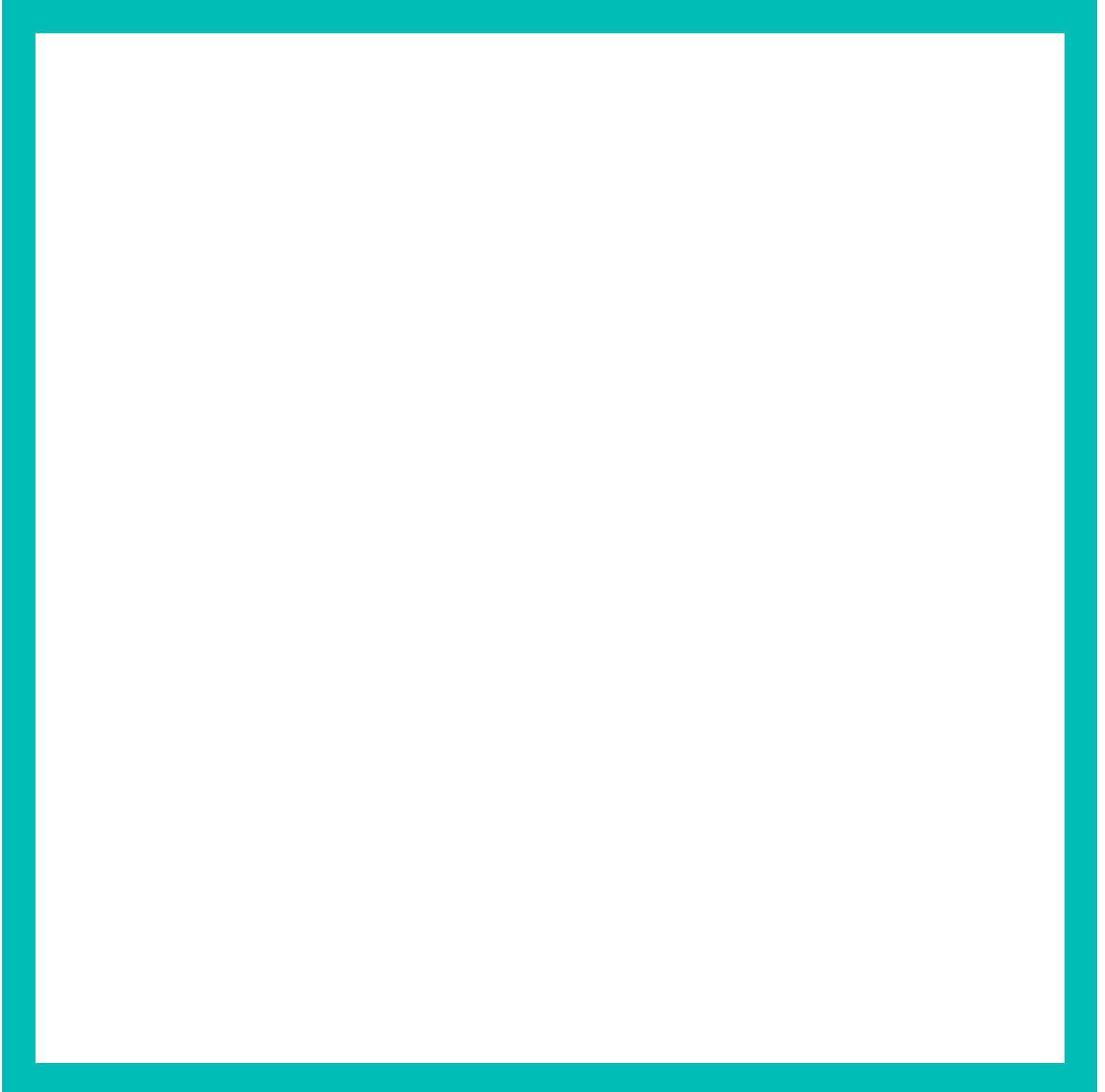
You are working the same amount of hours in Phase One at the same rate, but adding in a few extra hours with a high-end service to up-level your VA Business.

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# PHASE TWO

## ASSIGNMENT

USE THIS SPACE TO BRAINSTORM WHAT YOUR HIGH END SERVICE MAY BE:

A large, empty rectangular box with a thick teal border, occupying the majority of the page below the text. It is intended for the student to brainstorm and write down their high-end service ideas.

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# PHASE TWO

## ASSIGNMENT


HOW MUCH WILL YOU CHARGE FOR THIS HIGH END SERVICE (IT'S BEST TO DO THIS IN PACKAGE FORM).

*Example: \$750 Facebook Ads Package or a \$1,000 website design package.*



YOUR GOAL IS TO ADD \$1000 - \$2000 PER MONTH BY SELLING THIS SERVICE IN ADDITION TO YOUR VA SERVICES.

HOW MANY OF YOUR PACKAGES WILL YOU NEED TO SELL TO ADD AN EXTRA \$1,000 - \$2,000 PER MONTH TO YOUR INCOME?



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## PHASE THREE

### Phase Three Goal: Raise Your Rates

#### EXAMPLE

Double the rate of your high-end service. The \$1,000/month Facebook Ad package from Phase Two becomes \$2,000/month.

3 Facebook Ad clients x \$2,000/month =  
\$6,000/month = \$72,000 annual salary

Raise your VA work rate to \$40/hour  
15 hours/week x \$40/hour = \$31,200 annual salary

VA work + Facebook Ads = **\$103,200 annual salary!!!**

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## PHASE THREE

### ASSIGNMENT

WHAT IS THE CURRENT RATE OF YOUR HIGH END PACKAGE?

LET'S DOUBLE THAT RATE. NOW WHAT WOULD THE RATE OF YOUR HIGH END PACKAGE BE?

*INCREASING YOUR RATE CAN BE SCARY. BUT REMEMBER, BY THIS POINT YOU HAVE HAD A STEADY FLOW OF CLIENTS AT YOUR LOWER RATE. YOU HAVE TESTIMONIES OF YOUR PREVIOUS WORK EXPERIENCE AND READY TO RAISE YOUR PRICES.*

*DON'T FEEL COMFORTABLE DOUBLING YOUR RATE? THAT'S OK. DO SOME RESEARCH AND SEE WHAT OTHERS ARE CHARGING FOR THIS SERVICE. RAISE YOUR RATES TO THEIR LEVEL.*

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## PHASE THREE

### ASSIGNMENT

IF YOU DON'T FEEL LIKE YOUR PACKAGE HAS ENOUGH VALUE, WHAT COULD YOU ADD TO IT TO GIVE IT MORE VALUE?



NOW THAT YOU HAVE A STEADY STREAM OF HOURLY CLIENTS, IT'S TIME TO RAISE YOUR RATE FOR YOUR VA SERVICES. EXPERIENCED VA'S CAN EASILY CHARGE \$35-\$55 FOR THEIR SERVICES.

WHAT WILL YOUR NEW VA HOURLY RATE BE?



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# PHASE THREE

## ASSIGNMENT

WHAT WAS YOUR NUMBER ONE GOAL THAT YOU HAD LISTED FOR YOURSELF? (IT'S ON PAGE 5 OF THIS WORKBOOK)



HOW MANY HOURLY CLIENTS AND HIGH END PACKAGES WOULD YOU NEED TO SELL PER MONTH TO MAKE THAT AMOUNT?

