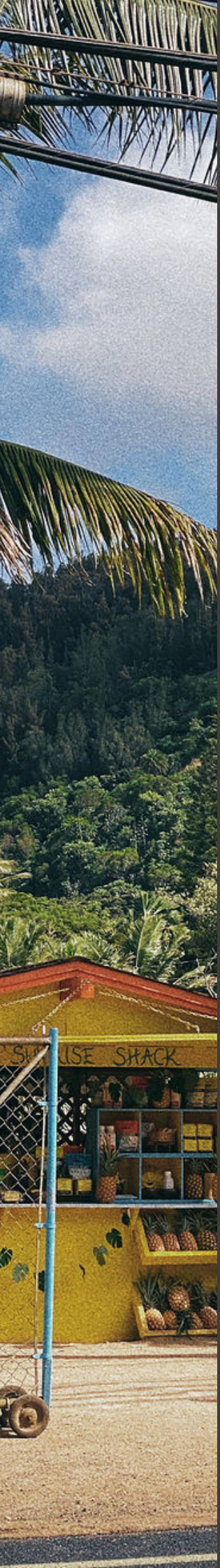


W B T S A T

ASSISTANT STARTER GUIDE
by kerryporteus.com





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Earn income from *anywhere*, as a Virtual Assistant

If you're reading this, there's a good chance you want more from your life. More time, more freedom, more flexibility, more control over your income, or simply the ability to work in a way that supports your lifestyle instead of restricting it.

- Maybe you're **stuck in a 9–5** that drains you...
- Maybe you **crave the freedom** to pick up your laptop and work from a coffee shop, your sofa, or even a new country...
- Maybe you're a mum who wants **work that fits** around school hours...
- Or maybe you just want to **build something of your own**.

Whatever the reason you're here, I'm a strong believer that you're here for a reason.

You'll probably agree, there is so much contradictory, overwhelming information out there about what a virtual assistant is and how to get started.

It breaks my heart to be honest... knowing that so many people will be put off when they can't find simple answers to what they're searching for.

Particularly with the rise of the AI gods (like chat gpt), VA resources are popping up left, right and center and they're a pile of shit (*mostly*).

The people selling them haven't made money as a VA at all, or if they have, they divert into coaching way too soon because they find it easier to manipulate people with their social content and sell online products instead. I mean, fine. We all work for money right, but that just doesn't sit right with me.

That's why I waited 4 years to create this.

4 years of **working hard** to build my business.

4 years of **figuring out what works**.

4 years of **figuring out what doesn't**.

& 4 years to actually ditch my own imposter syndrome and realise that **I can and will help you**.

Tbh, that's actually one of the main reasons I'm so proud of myself, and grateful to myself, for taking the steps 4 years ago to start my business.

I could easily have not. Things were good at my job. And tbh, my mindset was wrong, and shouldn't have let me succeed.

But *something* inside me pushed through.

& my business gave me **the time & the space** to work on that.

I'm a different person now. And I genuinely believe this wouldn't have been possible for me if I didn't 'go for it' with my business all those years ago.

My promise to you. This guide is from my head, and my heart (genuinely). No chat gpt input. I mean, I may ask it to help me list out the services virtual assistants can offer, but that's it.

Now let's get back to the real reason you're here.

- Will a virtual assistant business work for you? **Yes.**
- Do you need half the shit you're seeing online? **No.**
- Can I help you simplify everything and take meaningful steps forward? **Yes.**

Let's begin...



Who am I?

I'm Kerry. I'm a marketing geek that loves spending time with my two nephews when I'm at home, a Sunday roast (I certainly miss these since I've been travelling the world), bouldering, yoga, scuba diving, any Denzel movie and pretending I'm a regular gym-goer.

My online virtual assistant business was born in June 2021 when I **swapped my 9-5** office job to work for myself.

The beauty of what I do is that I can do it from *anywhere!*

I'm not special. I wasn't privy to any industry secrets. I'm just a regular girl from the UK who started questioning things and *wanted more* than what my routine was offering me.

My business has not only shaped my finances. It has shaped me as a person.

And for that reason alone, I'd recommend a virtual assistant career journey to everyone.

The space and freedom it gives you to sit with yourself and truly become who you want to become, is invaluable. Plus, the **uncapped income** is a lovely bonus! Of course.

Ready to start building your very own life of freedom?



What we'll cover

What's crazy for me is that when I started being a virtual assistant, it used to feel so random.

"What is that?", "Sorry, what did you say you do again?", "People actually do that?"

Fast forward to today, it's recognised as an actual career. When you start now, you're not starting something random. You're starting something smart, **that is growing!**

People want flexibility. Businesses want remote help (it literally saves them time and money than hiring full-time staff).

The world of work has changed, permanently. The demand for online support is growing fast.

In the next few pages, I'm going to share a thorough list of skills you can offer as a virtual assistant.

There is no way you'll be able to offer all of them. But skim through and see what looks doable and interesting to you.

We'll then jump into the steps you'll want to take to get your business moving.

These are clear, actionable steps. No fluff, no overwhelm.



Services

Services you can offer

I've listed below a number of services you can offer as a virtual assistant.

There's no right or wrong here. Figure out what you can offer already, look into what interests you and if you need to learn some skills, learn them. I have some mini trainings on [my website](#) if you get stuck.

Admin support

- Inbox management
- Calendar/diary management
- Booking appointments
- Travel research & planning
- Document creation (PDFs, forms, guides)
- Data entry
- File organisation (Google Drive/Dropbox)
- Taking meeting notes
- Creating simple reports
- CRM updates
- Preparing agendas
- Creating spreadsheets

Operations and business support

- Creating SOPs (simple how-to guides)
- Basic project management
- Tracking KPIs
- Invoicing
- Chasing late payments
- Setting up onboarding forms
- Creating or updating business templates
- Organising files, processes, and workflows
- Light operations/agency support

Email marketing support

- Writing emails
- Preparing newsletters
- Uploading newsletters
- Formatting email campaigns
- Segmenting email lists
- Creating automations
- Setting up sign-up forms
- Managing opt-ins

Customer service

- Responding to customer queries
- Managing support inbox
- Processing refunds/returns
- Client onboarding/ offboarding
- Community management

Content support

- Blog formatting
- Uploading blogs to websites
- Product demos
- Creating simple lead magnets
- Proofreading
- Transcribing audio/video
- Formatting digital products
- Repurposing content (turning long form into short form)

Ecommerce support

- Product uploads
- Updating product descriptions
- Stock checks
- Order processing
- Customer support
- Creating discount codes
- Shopify/WordPress maintenance (simple tasks)

Influence support

- Managing brand emails
- Sending rate cards
- Tracking collaborations
- Uploading content to platforms
- Managing content calendars
- Engagement + community management

Personal assistant services

- Online shopping support
- Booking appointments
- Gift sourcing
- Travel itinerary planning
- Household admin support

Copywriting

- Website content
- Social media captions and content
- Blogging
- Newsletters
- Emails
- Sales copy
- Video subtitles
- Transcription reviews and tweaks
- Proofreading and tweaking

Growth & marketing support

- Analytics tracking
- Creating funnels
- Lead generation tasks
- Lead nurturing
- Market research
- Buyer personas
- Marketing plan creation

Social media

- Designing posts
- Scheduling posts
- Planning content calendars
- Caption writing
- Hashtag research
- Template creation
- Bio optimisations
- Engagement (replying to comments/DMs)
- Creating simple graphics in Canva
- Uploading Reels/TikToks
- Pinterest pin uploading
- Community management
- Analytics

Podcast/Youtube/video support

- Uploading episodes
- Writing show notes
- Creating social clips
- Basic editing (optional)
- Timestamping content
- Uploading to platforms
- Keyword/SEO title research
- Video editing

Tech & tools

- Setting up forms (Typeform, Google Forms, Jotform)
- Setting up Calendly
- Setting up basic automations (Zapier)
- Creating simple landing pages
- Updating website content (no coding)
- Uploading courses to Kajabi/Teachable
- Managing memberships

Websites

- Content updates
- Copy updates
- Navigation updates
- Link checking
- Landing pages
- Search engine optimisation (SEO)
- Keyword research
- Adding e-commerce products
- Uploading blogs
- Adding lead capture
- Adding social proof
- Installing Google Analytics and tracking pixels
- Integrating third party tools (e.g. email, CRM forms)
- Website designs and wireframes
- Website builds (Wix, EditorX, Squarespace etc)

Graphic Design

- Social media content
- YouTube and video thumbnails
- Blog feature images
- Website mockups
- Website graphics
- Lead magnets
- Workbooks
- Course materials
- PDFs & help guides
- Infographics
- Business cards
- Leaflets & Banners

Event support

- Design collateral (banners, leaflets, business cards)
- Organise printing
- Invite design
- Email invites
- Email follow-ups

Sales support

- Collateral creation (pitch decks, proposals)
- Email copy
- Automated email sequences
- Lead qualification
- Content Alignment
- Pipeline management
- Calling leads
- Followup calls

Paid ads

- Google Ads
- Other PPC
- Facebook Ads
- TikTok Ads
- Other social ads

Marketing automation

- Welcome email flows
- Delivering content downloads
- Action-triggered emails
- Cart abandonment
- Setting up chatbot flows
- Upselling to customers
- Automated product demo videos

Now we'll move onto the steps to getting started...

Steps to get started

- **CHOOSE SOME SERVICES**
& DECIDE WHO YOU WANT TO WORK WITH
- **LOOK THE PART**
- **FIND SOME CLIENTS**

Yes, sounds simple, but we all know it's easier said than done.

The next few pages will break down each of those. I've removed the overwhelm and kept it simple and achievable.

Because it *absolutely is*.

A photograph of a beach scene with waves and a person's arm in the foreground. A semi-transparent white box is overlaid on the image, containing the text 'StepONE'.

StepONE

ONE:

Choose some services

So you've had a look through the skills above and perhaps you're thinking 'WOW, I didn't even know I could offer these... I can do loads of this already'. Amazing!

You may be thinking that you can probably do a few of them with a little bit of help from the AI gods. If so, also amazing.

You may be thinking 'omg, what the hell Kerry, these sound horrible, I cannot continue on this journey'. If this is you, that's OK.

As long as you are **willing to put in the work** to learn a few of these skills, that is enough. You will make this happen, and you will be a success. As long as you are a self-starter, you have a good work-ethic, and you are willing to learn, you've absolutely got this.

I'd recommend choosing 3-4 groups of skills you can offer. Not too many, but also not too little. Having this many (give or take) will allow you to better sell the value of your services and help with your marketing and getting clients. These may change after you get started as you add/remove skills, and that's ok!

If you want to explore some mini-trainings I've put together to help you **easily learn new skills**, they're on my [website](#).

ONE A:

Decide who you want to work with

You might be wondering why this is step 1A, and not step 2. Well, this is because I was reluctant to even put this in here in the first place, at such an early stage of your journey. This is because I'm a strong believer that when you're starting out, you don't want to be too fussy.

You may have heard about 'choosing a niche' and only going after clients in that niche.

In my opinion, at this stage of your business, your niche should be **anyone who is willing to pay you** for your services.

Let's say you've chosen a niche 'health and wellness businesses'. You start working with a health coach and everything is going great. Then an estate agent comes along and wants help with the same services you're doing for the health coach. Are you going to turn them down, because they're not in your 'niche?'. No. Maybe later on when you've swamped with incoming business enquiries you might - but when you're starting out - of course you're not.

What I'm getting at here, is **don't get hung up on niching** when you're starting out. If this starts to define itself later, then great, but for now, just chill and don't let potential clients go to waste.

If you do choose a niche, I guarantee you'll want to change it after a month anyway. My advice... save yourself the hassle.

If you're reading this guide, it's likely you found me on Instagram. Instagram is rife with information about niching down.

You're probably, rightly, thinking: "But don't I need to niche my Instagram for it to perform well?" "How can I create marketing messaging when I don't know who I'm talking to?"

Ok, I hear you. Having a target in mind, will of course help you refine your messaging and make your marketing efforts much more effective. I'm not saying you should try and cater to every single client on Instagram.

But, **prospective clients aren't all on Instagram.**

Busy business owners who have a budget and need your services aren't necessarily scrolling on Instagram looking for you. Start thinking about where they are, and creating the best plan to reach them. Please **don't get hung up on Instagram** as the only source for finding your clients.

This is exactly why I don't even have Instagram for my VA business. My clients follow me on my personal (/now VA mentoring) account because they know me. But they did not find me through Instagram (they're too busy running their businesses).

But if you do wish to have an Instagram for your business, by all means have a niche Instagram strategy for your clients that are on there. But please don't neglect the opportunities that aren't.

My niche journey

For me personally, my niche has naturally been defined (a bit) over time. Skills are very transferable and I use that to my advantage.

I used to work with anyone who would pay me. Over time, I now lean towards aesthetics clinics (maybe 70% of my work is this). That work lights me up the most.

However, if something comes along that sounds fun, I'll take it. After 4 years, I can afford to be fussy.

When you're 4 years deep, you can afford to be fussy too.

My point here is, don't cut your nose off to spite your face. **Business is business** in the early stages. Your niche will develop over time and that's ok! If it doesn't, that's also ok.

And just a note, I got to £5k+ a month without Instagram and without a niche. Lesson there!

Summary

- Start out working with **whoever will pay you** to do the job
- In the beginning, **niche by skills** rather than by industry
- Start to **define your niche** over time, (IF it makes sense for you (guess work here is a waste of time and energy, and it won't generate you any revenue)



A top-down photograph of a person's hands typing on a silver laptop keyboard. The person has several tattoos, including a large one on their left forearm. They are wearing a gold chain bracelet on their right wrist and a ring on their left hand. The laptop is open on a light-colored, speckled surface. The text "Step TWO" is overlaid in the center of the image.

Step TWO

TWO:

Look the part

Ok, so now you should have a good idea of the skills you want to, and can, offer. And to who (anyone in the beginning). What's next?

Technically you could go and reach out to prospective clients right now. But you don't want to land in your clients inbox with a 'hotmail' email address and nowhere to send them to learn more about you, if for some unlikely reason they didn't spot the email domain and ask in the first place.

It's SO important to represent your business in the right way.

The first thing to make it a **simple, yet professional, looking logo**. This will be used on your email signature and your outreach collateral. I mean a 5 minute canva job. Don't waste time on this.

Outreach collateral??? ...(lol, don't panic, we'll talk about this in a minute).

The second thing is a **simple website**. I cannot stress the word simple enough here. It doesn't need to be a £2000 ten page website with a blog and a booking form and god knows what else. It just needs to be a simple site that tells prospects a little bit about you and what you can do for them. But most importantly it should tell them **how they can contact you** (and even that just needs to be a simple website form that links to your email address).

This is also a great way for clients to share your business with others.

You *could* get away without a website to start, but some people **feel more comfortable** having somewhere to send people, than having to chat through everything.

Also, some people don't always have the time to give you the time to learn about you, so a simple website is a good way to follow up with people and allow them to learn in their own time.

With any website, you'll need a **domain**. A domain is what will come after "@" in your email address, and after "www." in your web address. You can purchase these super cheap from a domain registrar. I'd recommend [GoDaddy](#) or [123-reg](#) to browse domains that are available.

No need to get fancy here, just keep it simple. Clients care more about how you can help them than what your business is called.

One tip here from me... when you buy the domain, you'll be asked if you want domain privacy. It's about £8 extra (per year) but it stops your personal details being made available online. I made the mistake of not getting this once and I had about 25 emails per day from web developers overseas looking to sell me services. It got exhausting deleting them all and for the sake of £8 I wish I'd just eliminated the issue before it became a problem.

After you've secured your domain you can kill two birds with one stone. You can really get pro by setting your website live on the domain ready for clients to access. You'll also be able to create a **business email address**.

I recommend Gmail (as it has built in anti-spam filters, and you get google workspace included which I basically use to run my whole business'). Google charges, I think, £7/m for business email and workspace, but you will be able to find other business email hosts for free.

Website tip: I run another small business called 'VA Websites', and you can easily grab a decent website there. I have templates you can choose from.

I created it, because I was sick of the costs that start to add up with the likes of wix, squarespace etc. There needed to be an affordable option for VAs that looked stylish. Plus, they can be quite hard to use if you're not too familiar with website builders.

Summary:

- **SIMPLE LOGO**
 - canva template is more than fine
 - 5 minute job (don't waste time on this)
- **VERY SIMPLE WEBSITE**
 - vawebsites.io for a cheap, high-converting site
 - feel more confident in your business
 - easy to share/followup with people
 - easier for your clients/friends to refer you
- **CHEAP DOMAIN**
 - godaddy/123-reg
 - Buy domain protection to stop spam overload
- **BUSINESS EMAIL**
 - google workspace/other free options are fine too
 - I like google because it gives you docs/sheets too and has built in spam filters



A patterned bikini set, including a top and two bottoms, is laid out on a green outdoor chair. The chair is positioned on a wooden deck. In the background, there are various plants and a trellis structure. The text "Step THREE" is overlaid in white, bold, sans-serif font across the center of the image.

Step THREE

THREE:

Find some clients

Right, now you're armed to take yourself to market. You've got your *simple* website behind you, you look professional with a business email address and you know the services you have to sell.

Now the question that always comes next...

"How do I sell my services?" "How do I even get a client to my website and make them book a discovery call??" "They must have people sliding into their DMs every day, why would they choose me???"

Great questions. You're thinking in the right way.

When it comes to securing clients, getting in front of them in the first place is half the battle. VA, PA, EA, Admin, Marketing... it's a competitive market. When you land in a client's inbox, or apply for the job they are advertising, you need to stand out. But not only stand out, you need to **stand out fast**.

And what I mean by this is, you need to hook them in the first few seconds. You could have the best portfolio in the world, but if you don't position it in the right way, the chances are 'Mrs business owner' isn't even going to open your portfolio.

There are *loads* of ways you can find work as a virtual assistant, and I'm going to include my **two favourites** here. If you can master these two approaches, the others will become a doddle.

ONE: Utilise your existing network

My **number one recommendation** & the method that *will* secure you your first client.

There are a few parts to this - friends, family, ex-colleagues etc. I go into more detail in my [‘finding clients guide’](#).

But just know for now that your existing network is **invaluable** when it comes to getting clients.

Seems simple, but SO many people don't do this. Or they want to do this, but they don't because they're worried about judgement.

When I first moved to Bali and started posting with my laptop by the beach, I had SO many people I already knew asking me: *‘What do you actually do?’* and *‘How are you working from Bali?’*

People I just *assumed* already knew. Well, they didn't. When I told them, they asked for my help. They needed some of my VA services, or they knew someone that did.

So I started telling everyone I knew about my business and asking them to keep an ear out for people who needed help. I posted on my socials, I emailed a few people. You get the jist.

Just from **sharing what I did** with my network, I got business.

Someone I went on date with reached out and asked if I could help with some content writing.

An old boss had just invested in a company and told me they were looking for some marketing support... so I pitched, and guess what, they became a big client of mine (£3k/month big)!

My friend's mum needed some website support for her dance school.

I could go on... but the **biggest takeaway** from this is please, please, please utilise your existing network.

Tell *everyone* what you do!

TWO: Put yourself out there

I'm talking **outreach**. Not speaking to your existing network.

Too often I see coaches telling new virtual assistants that all they need to do is create an Instagram account, develop a niche content strategy and start warming prospective clients up in the DMs. I'm not saying this won't work. If your prospective clients are on Instagram, then sure, do this.

But why are you limiting yourself to only business owners on Instagram?

There is a whole 'world wide web' out there, where you can find companies and business owners that are actively looking for support in their business. These people are busy. I guarantee you they are NOT scrolling Instagram looking for you.

Your best bet? Find their details and contact them!

You will need some captivating copy (for the email, LinkedIn message, upwork application for example) you send. Make this as **personalised to the client** as possible. Sending a copy paste to everyone just won't cut it...people will see straight through it.

Then, to go with your captivating copy, you'll need a short pitch deck to give an overview of **how you can ease their pain points**. This needs to be short and snappy. Business leaders don't have time to read an 80 page portfolio (not yet anyway!)

The purpose of this pitch is to get you standing out from the 199+ other VA's falling into their inbox as a result of the same job advert that you've seen online.

Keep it short, focus on the problems you can solve for clients and **get them excited** to want to talk to *you*... not the rest of the noise in their inbox.

It's important to be realistic at this stage.

When you start reaching out to clients, don't expect the first one to want to chat to you. The **key to success here is volume**. The more people you contact, the more chances you have of landing clients.

That might sound super simple, but you'd be surprised how many people send 10 pitch decks out and get disheartened when they still don't have clients.

You could send 100 and get one bite. But that one bite could pay you £2k per month.

Business development is a numbers game.

You need to be resilient. Keep positive and consistent and you'll get that first client (it'll more than likely come from your network, but the outreach is so important too).

From there you will optimise your process and find more. Then the referrals will kick in and your business will snowball.

There are lots of other ways you can find clients, but for now, start with these two and you'll absolutely start growing your client base.

If you want to know all the methods to find clients, including some tech that can help automate the outreach at scale, [here you go](#).

My Journey



My Journey

Just over 4 years ago (well, 4 years at the time of writing this guide) I was tired, burned out, stressed to the max. I liked my job, but I was always the kind of person who gave 100% and if this meant working 10 hour days for a company I just did it.

I had one nephew at the time (two now), who I adored spending time with, but the time was getting less and less. My working hours were getting more and more, but my income was stagnant.

I remember clearly, one Monday evening in March 2020 - it was raining, early evening and the TV news announced that the UK would be going into a full lockdown the following morning due to the global pandemic. I jumped in my car and drove to the office to collect my computer. At home, I got my office (living room) set up and I was ready to crack on the next day. Like I said, a good worker lol.

Lockdown also stopped all of my holiday plans. Going abroad was out of the question. Maybe it was that that got my feet itching. You know, when you're told you can't do something so you want to do it even more?

Slowly regulations began to change and travel was on my mind a lot. When the restrictions were lifted and we were able to travel again, I went on some nice holidays with my (at the time) partner and things were OK.

But I always had to return home, to my living room (the company I worked for made the decision to keep everyone at home for the foreseeable future so at least I didn't get pulled back into an office.

Even with restrictions lifting and the town opening up, I couldn't even go to a coffee shop in my local town to work because my job needed me to be at home on a video call all day (*seriously!*) with the team.

I started to question things and thought to myself more and more each day...'I need more than this'. I wanted to be able to go and pick my nephew up from school if I fancied it (his school was literally behind my house) but even though it was close, it just wasn't an option without asking permission.

I hated asking for permission, I'm a grown up for god sake. I'll catch up on the work this evening. But those few hours with Tommy were important to me and it really got me thinking - I want a life where I can do what the hell I want, when I want. Of course I want to get work done and earn a decent living, but should I really need to ask permission to pick up my nephew from school?

Maybe I was being a rebellious teenager too late. I didn't like being told what to do. My boss actually said this to me when I finally handed in my notice around 12 months later!

The company was great, they encouraged my journey and they actually ended up being one of my first clients.

See!! Utilise your network (read back if you skipped the section above!)

The skills I started with

When I started landing my first few clients I was doing tasks I already knew how to do from my full-time role - copywriting, email scheduling and CRM management. I also supported some new tasks I hadn't done before... HR tasks (posting jobs and contacting successful applicants to book interviews).

Your skills won't be the same as mine (they might be, but they don't have to be). Your entry point might also be different.

Coming from a full-time office-based role **isn't a prerequisite** for being a virtual assistant. But I will tell you what is - being a **self motivated, hard-working** person who says yes.

The main purpose of a virtual assistant is to take stress away from the business leader/team you are working with. If you can offer a range of services that make that happen, you're already halfway there.

My clients would ask if I could do X, Y, Z and I'd say *yes I can give it a go!* Don't get me wrong, I wasn't telling them I could fully code a website when I don't have a scooby doo how to, but Google, was and still is, my best friend. (AI also nowadays, but that just wasn't much of a thing when I started).

I guarantee you, after you've built trust with them and shown them you're a good worker, a busy CEO would rather deal with one person (*you!*) and not five different assistants who are doing five different tasks.

So that's what I did. I started to take on more and more tasks as the months went on. I started putting myself out there and approaching prospective clients. Approaching is a *key* word here. If you take one thing away from this document it's **don't wait for clients to come to you**. You need to tell people what you do, and put yourself out there.

You never know who you'll catch when they're most in need!

That's pretty much what marketing is right, getting in front of the right person at the *right time*.

I guarantee that the reason my clients keep using my services is because I just get on with sh!t - I work hard, I don't cut corners, I meet deadlines, I pay attention to detail and I'm not scared to ask questions if I'm not sure - sometimes figuring sh*t out together is fun, and it helps build relationships.

Never underestimate how **valuable** this working attitude is. As a result of this I now have a *huge* mix of clients that are paying me on high monthly retainers, small monthly retainers, paying per project, paying per hour - a mix!

When a client sees this and their life starts to become easier, they will give you even more work. I promise.

Here's an example... I was taken on by a client to help with email marketing, content repurposing and social media management for a monthly retainer of £1500/m for 1-2 days per week.

The role changed slightly after I'd started as they were asking me to help with creating sales collateral, fundraising decks, trade show collateral and even project managing an entire rebrand!

It wasn't agreed when I started but this was an opportunity for me to **learn** - and learn I did! I didn't make a fuss about it being out of contract, I just got on with it.

The fundraising deck I had created helped secure the company a LOT of investment, the website I designed and managed (I'm not a designer btw, in any way shape or form) is now linked with their CRM to automatically nurture new leads, and the pretty average work I created for the trade show brought in a considerable amount of new leads.

3 months later I got a message from the CEO telling me they were *doubling* my retainer for the same amount of hours. £3000/m for 1-2 days per week!

This was a real **pinch me moment** for me. *'People are actually willing to pay this?'* I thought.

And the answer is yes! If you can **provide real value** and help a business make more money (or save them money, or give them back time so they can make more money), **you are an investment** and you will earn good money.

Of course, I can still face challenges and I get stressed. Starting out was particularly tough. Entering the unknown world of freelance work can bring about uncertainty when it comes to money.

I've had to remain extremely resilient at times when I've been turned down by clients after a discovery call.

But honestly, the experiences I have had over the past 4 years, both good and well, not so good, have moulded me into the person I am now and I really believe are the reasons for my success.

Some days I work late. Personally, I love to travel so maintaining communication over time differences can be testing. For context, right now I'm in Sunny Coast Australia and my clients are literally asleep when I'm awake, and vice versa.

But I chat with them during my early mornings and my late nights. I'm being the self-motivated human that I **need to be** to keep my business running smoothly.

Summary:

- Did I think building my dream lifestyle was possible? **No.**
- Is it possible? **Absolutely.**

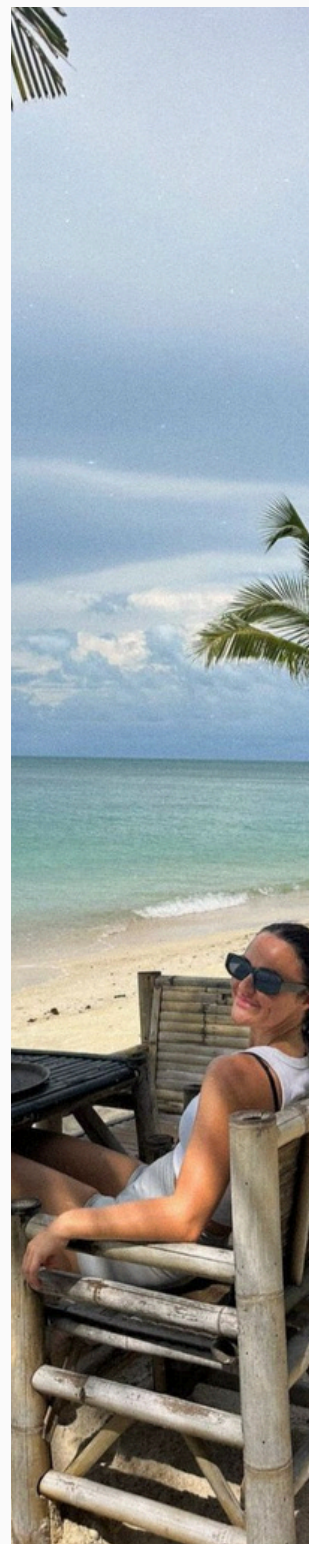
Sometimes I pinch myself because of where I'm at. I cry about it, a lot. Happy tears.

I'm genuinely SO content and grateful.

I really hope this guide helps bring you closer to the feelings I experience on a day to day basis, all because I made that decision four years ago, to **go for it!**

(not me, crying again)

I promise, even if there are ups and downs. **Your future self will thank you for it.**



Final notes for me

- **Confidence + self-belief** = virtual assistant success
- There's **no perfect time** to begin so don't wait
- Start with the skills **you have** (you probably already have more than you think)
- You **don't need to quit** your job straight away, build things up on the side
- Be OK with not knowing everything yet - you **will learn** as you go

A group of people are relaxing on a sandy beach under a large checkered umbrella. In the center, a woman wearing a white bucket hat and a blue patterned bikini sits on a pink floral towel, holding a drink. To her left, another woman in a black bikini and cap sits on a green and white striped towel, also holding a drink. To the right, a third woman in a green cap and sunglasses sits on a grey patterned towel. The background shows a wide sandy beach, a calm blue sea, and a clear blue sky with distant hills. The text "Need Support?" is overlaid in white on a semi-transparent rounded rectangle in the center of the image.

Need Support?


Need some support?

Run with the actions that I've shared in this free guide and you'll make huge progress. When you're ready to jump into the next steps, come back to these resources.

They'll save you time, money and a lot of overwhelm & confusion.

Figuring things out on your own *can* be a good learning curve, but it can also cost you progress, time and money.

If you feel yourself getting stagnant, these will help.



Getting Started as a Virtual Assistant Step by Step Self-Paced Online Course

Actionable steps. Setup guides. Copy & paste resources that I use personally. 'To the point' advice. I hold nothing back.

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Need help finding clients?

You've got the foundations of your business in place but you need help landing that first, or next, client.

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@kerryporteusvirtual
kerryporteus.com

KerryPorteusVirtual