

Essentials of Marketing the VA Way

Your guide . . .



created and designed by [Lisa Bhella](#) and [Birgit Olson](#)

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Introduction

Essentials of Marketing the VA Way

was written to give you a head start.

Why reinvent the wheel if we already went through it and can help you on your way to become a successful business owner.

If you are reading this e-book you are most likely a Virtual Assistant or you are considering starting your B2B business. The objective of this e-book is to set you on the right path to marketing your B2B business successfully.

A separate book could be written about each chapter subject by itself, but our goal is to get you excited about marketing your business, and remind you of some of the key points to consider when implementing your marketing strategy.

Here's a little background to our e-book creators. Six years ago, Birgit Olson and Lisa Bhella began talking on the sidelines of the local soccer field where their children were practicing and playing games on the same team. Both originally from Europe, they became good friends, and have shared many coffees and business brainstorming sessions together since 2005, as they have made their journey

from stay-at-home moms to virtual assistant business owners. The journey for each of them has at times been bumpy, quiet, busy, stressful, humorous, insane and thoroughly enjoyable, with never a dull moment. They both agree that a sense of humor as a VA is a definite advantage.

For many, including Birgit and Lisa, becoming a virtual assistant was the first time they became their own boss. Although many fundamentals of corporate business are still valid such as the laws of supply and demand, being an entrepreneur really has its own set of rules, and remember YOU are in the driving seat. Feeling nervous?

Relax and read on. 😊

Introduction

Both Birgit and Lisa feel that finding your true niche as a VA is more than half the battle. Once you find your niche, you can then find your target market and direct your marketing efforts and dollars more effectively. Think about what you are passionate about in your business and how you can do more of it.

Birgit and Lisa hope you enjoy their take on the “Essentials of Marketing the VA Way”, and they wish you every success on your journey.

They have included their “Two Euros Worth” at the end of each chapter, and a marketing checklist at the end for you to complete.

Happy Reading! 😊



Lets Start at the Beginning...

a Business Plan?

Your Business Plan

Is a working document, one that continuously changes as you and your business grow.

You are ready to market your VA business but before you do you must write your business plan, even if it is just an outline initially.

A common myth is that a business plan is written only when you start your business and/or if you are seeking a loan from a financial institution.

That myth is most definitely busted!

A business plan is vital for running a business, regardless of whether a business needs new loans or new investments. A business plan gives us a window into our business so that we can allocate resources, focus on key points, prepare for problems and opportunities, measure results and remind ourselves of our business purpose. A business plan is a working document that will continuously change and evolve with time.

Even if you

[Purchase the book for many helpful tips and resources!](#)

Social Media for the VA...

Social Media has enough material for several e-books and constantly changes with new updates and insights. Sites that are useful for staying ahead of the curve in social media include [Read more in the book](#)

We are focusing in this e-book on important points for your social media strategy implementation.... [Read more in the book](#)



2 Keys to VA Social Media:

1. Follow your target market:

To understand your target market.... [Read more in the book!](#)

2. Make it easy by integrating:

Your social media needs to be integrated... [Read more in the book.](#)

[*Purchase the book for many helpful tips and resources!*](#)

Bios...



Lisa Bhella, owner of [INBOX2OUTBOX, LLC](#) helps businesses implement their social media marketing strategies, including e-newsletters and blogging. She loves the flexibility that being a virtual assistant brings to her work and family life. “Before I owned my own business I’d studied corporate marketing only from a text book. There is a world of difference implementing it in your own small business, when it’s your time and money! We hope this ebook gives you some practical advice on marketing as VA.”



Birgit Olson, owner of [Focused On Your Business Virtual Office Assistance LLC](#) has worked as an Executive Assistant in Sales and Marketing for many years. She now offers her virtual office and marketing assistance to business owners and helps her clients find their message and deliver it through various marketing channels.

We hope you enjoyed this ebook.

Lisa and Birgit