

Take Your Skills Virtual!

Everything you need to know
about the exciting VA industry!





About Me

delegate^{*}

A Boutique Executive Support Services Firm



Delaware Valley
Virtual Assistants
Association





What is a VA?

- A Virtual Assistant (VA) is an independent entrepreneur providing administrative, creative and/or technical services.
- Utilizing advanced technological modes of communication and data delivery, a professional VA assists clients in his/her area of expertise from his/her own office on a contractual basis.



Watch us in action!

Video

<http://vimeo.com/7592706>



History of the Virtual Assistant

- The “virtual assistant” concept began to emerge circa 1995, when isolated Internet sites began advertising Web-based staffing solutions.
- While recent research indicates that the majority of VAs are now based in the US, practices are to be found in Canada, Australia and the UK.
- “Offshore” development of the industry is expected to grow rapidly in English-speaking countries in particular as Internet usage spreads.



What spurred the growth?

- Growth of the Internet
- Changing demographics
- Corporate downsizing
- Evolution of telecommuting relationships
- Expansion of the field of virtual services



The Virtual Community

- The Virtual Assistant community has developed into a global workforce of highly skilled and trained office and technical professionals.
- The VA community is often praised for its camaraderie and free-flow of knowledge and experience.
- VA Associations have developed Professional Certifications for qualifying VAs. The process of certification measures the skills of the VA and their background training.



VA Niches

- Administrative Support
- Association Management
- Marketing
- Bookkeeping
- Web Site Design and maintenance
- Scheduling
- Data entry
- Multimedia Presentations
- Desktop publishing
- Real Estate support
- Database design
- Graphic design
- Research
- Transcription
- Legal secretarial
- Insurance Broker/Agent support
- Business Coaching
- Personal Assistance



Why work with a VA?

- No payroll expenses
- No need of office space
- Flexible work hours
- Skilled professional service
- No geographical limitations
- Access to new technology
- Saves you time and money
- A partner in the success of your business



Who Works with VAs?

- Small businesses
- Self-employed workers
- Executives of any kind
- Busy people
- Clubs and associations
- Sales executives
- Chief executives
- Presidents
- MPs
- Real Estate Agents
- Entrepreneurs
- Consultants
- Market Agents
- Home-based business
- New start-up business
- Internet business
- International business
- Lawyers
- Doctors
- ANYONE!



What is NAA?

- Non-profit organization
- Dedicated to development and education of its members
- Public education on role and function of Virtual Assistants
- Resource for businesses seeking Professional Virtual Assistants
- Not an employment agency
- Not a training organization



Reasons to Join NAA

- Networking
- Benefits
- Certifications
- Annual Summit
- Reputation
- Exposure



Benefits of Joining NAA

- Preferred partners
- Expert of the Month
- RFP (Job Postings)
- Integrity, honesty and diligence
- Safeguard the interests of colleagues and clients
- Skills and technical competencies
- Professional responsibly to the public at large



Exposure with NAA

- Robust RFP system
- Membership directory
- Search engine ranking



Membership Costs

- Regular \$125.00
- Emerging \$105.00
- Renewal \$ 99.00

<http://www.ivaa.org>



Q & A and Resources

- Our Local VA Organization: DVVAA
- My Ebook
- Coaching