

## **“What is your Niche as a Virtual Assistant?”**

### **Checklist**

#### **1. Skills**

What Skills do you have that could help a Small or Micro Business Owner?

- Microsoft Office
  - Word
  - Excel
  - PowerPoint
  - Access
  
- Microsoft Publisher
  
- Open Office (very similar to MS Office)
  
- Email Organization
  - Microsoft Outlook
  - Gmail
  - Yahoo Mail
  
- Database Management
  - General
  - Industry Specific

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- Website Updates
  - General
  - HTML
  - SEO
  
- Pictures
  - Upload and tag
  
- Blogs
  - Writing

- Distributing
- Articles
  - Writing
  - Distributing
- Event Posting
  - Distribution Event Websites
  - Adding Pictures and Links
- Bookkeeping
  - Basic Accounting
  - Quickbooks
- Filing (In Office)
  - File Management
  - Organization
- Social Media
  - Facebook Fan Page
  - LinkedIn
  - Twitter
  - YouTube
  - Instagram
  - Pinterest
  - Google+
  - Hootsuite
  - Tweetdeck
- Zoho (Project Management)
- BaseCamp (Project Management)

**2. What have You Been Praised for at Previous Positions?**

\* What sets you apart from other Virtual Assistants in this area?  
Here are some examples to consider:

- Integrity
- Go the Extra Mile
- Give 100%
- Strong Customer Service
- Communication Skills
- Organization Skills
- Attention to Detail
- Confidential
- Leader
- Strong Support
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### **3. What industries have you previously worked in that you did WELL in?**

- Accounting
- Author
- Auto
- Bookkeeping
- Banking
- Coach (Life Coach, Business Coach, etc.)
- Health
- Insurance
- Internet / Online Business
- Marketing and Advertising
- MLM: Multi Level Marketing
- Real Estate
- Speaker / Trainer
- Wellness
- Utilities
  
- Micro Business (less than 10 employees)  
(<http://bit.ly/microsmallbusiness>)
- Small Business (less than 50 employees)

### **4. Conclusion**

Now take the information from all 3 areas. (Here is an example:)

1. Skills: Microsoft Office, Publisher, Facebook, Blogs, Filing, Gmail
2. Praise: Confidentiality, Attention to Detail, Strong Organization Skills
3. Industries: Real Estate, Marketing, Internet

## 5. Niche

(Please Note: this may change as you dig deeper into your Virtual Assistant business, but it is a GREAT place to start!)

*"I am going to start serving micro business owners in the real estate, marketing and internet industries. I am experienced with MLS Data Input, Realtor.com and Homes.com (specific real estate programs). I offer Microsoft Office, Publisher, Facebook, Blog, Filing and Gmail services. I have a strong attention to detail, honor confidentiality and impressive organization skills. Excellent references upon request."*

## 6. Notes