

“How to Find a Virtual Assistant to Help with Your Publicity Campaign”

Cindy Greenway
Today's Leadership
cindy@multiplestreamsteam.com
Phone: 250-655-8276

Diana Ennen
Virtual Word Publishing
diana@virtualwordpublishing.com
Phone: 954-971-4025

Virtual Assistant Definition:

Virtual Assistants (VAs) are highly skilled professionals who take the time to excel in their given area of expertise. They provide extensive marketing solutions, creative and innovative advertising campaigns, administrative support, proofing and editing capabilities, and other specialized services for entrepreneurs, small businesses, authors, and others who want to bring their business to a new level, or market their books for greater results. VAs work globally, taking full advantage of the growth of the Internet and its many useful tools.

When considering a VA for your business, take some time to identify specific tasks a VA can help you with. Of course, a VA can assist with administrative-type tasks such as scheduling appointments. However, by having the VA help with items such as email list building, article submission, and researching the media and bloggers, as well as possible joint venture partners, you will see much more return on your investment.

Finding VAs: Recommended Forums / Listservs and Directories

Multiple Streams Team – www.multiplestreamsteam.com

Virtual Assistant Startups – www.virtualassistantstartups.com

VANetworking – www.vanetworking.com

The Publicity Hound's Resources List www.PublicityHound.com/resources.htm

IVAA – www.ivaa.org

IAVOA – www.iavao.com

Virtual Assistance Chamber of Commerce www.virtualassistantnetworking.com/

Canadian Virtual Assistant Connection – www.cvac.ca

Kathy Thomas – www.asecretary.com.au/

HireMyMom. – www.hiremymom.com

Tasks a Virtual Assistant can perform:

- Takes phone messages
- Helps answer email
- Updates media contact list
- Writes and submits articles to online directories
- Researches podcasts and blogs
- Helps book speaking engagements and prepare handouts
- Finds ways to recycle publicity
- Looks for book reviewers
- Finds content for client's ezine and blog
- Manages email list
- Compiles print media kits
- Website maintenance (limited)
- Maintains online media room
- Orders reprints of articles
- Writes and distributes press releases
- Fills orders and ships products
- Creates invoices
- Does keyword research
- Takes notes during conference calls with client
- Does scheduling for client

Questions to Ask Candidates During the Interview:

1. What is your availability?
2. What is your normal turnaround time?
3. What experience and skills do you have in this area?
4. May I contact any current or former clients to check references?
5. Can you explain your retainer rates and how they work?
6. What is the best way to get work to you and also to communicate with you during the projects?
7. Do you have a proposal or portfolio that I can see that would give me additional information on your services?
8. What services do you provide? And what services do you prefer?
9. Is there anything else you'd like to tell me about your services that I might not have already asked?

What to Look for in a VA:

1. Professionalism
2. Responds quickly to your request for additional information.
3. Similar work experience and skills that match your business or project.
4. Good website that clearly defines what they do and how they can benefit you.
5. Knowledgeable
6. Testimonials from clients
7. Certifications
8. Good communication skills & organizational skills

9. Trustworthy & dependable
10. Passionate about their business and what they can do for you.
11. Willingness to learn
12. Excellent internet and computer skills

More VA Resources

Virtual Assistant the Series: Become a Highly Successful, Sought After VA & Workbook – www.virtualwordpublishing.com

Grow Your VA Biz – “The 10 Critical Skills for a Thriving Virtual Assistant Practice” ecourse – www.GrowYourVABiz.com

Corel/WordPerfect Office Ready Virtual Assistant Solution Pack -- <http://www.corel.com/servlet/Satellite/us/en/Product/1152796546494>

A-Z Guide: The Best Way to Work with a VA
<http://www.vandeservices.com/ebooksalespage.htm>

Virtual Assistant Startup Business by Tawnya Sutherland-
<http://virtualbusinessstartups.com/>

2 Second Commute – (Available at Amazon)

Entrepreneurial Freedom by Jeannine Clontz and Lauren Hidden Amazon)