



Spring 2009

# Newsletter

## How to find new clients and market your Freelance VA business

Go networking with your expert virtual admin support solutions and a big smile!

Be definite and confident about what services you can offer to businesses

Sell them the benefits — how you can make their life easier

Take away the stress and strain of their mounting admin tasks

Remember they are buying YOU more than just your services

### **People Buy People**

People buy the confidence you present to them

Always deliver on promises

**Make sure people remember you!**

**Always follow up your events with an email to those people you spoke with and the business cards you collected - they will remember you next time.**

## Action Plan

**Make sure you fill in your Action Plan each week – and try to stick to it!**

Organise your week to have '**Slipper Days**' and '**Out and About Days**'

'**Slipper Days**' are for concentrating on your business, working on your client's admin work, and contacting new companies by telephone - especially if the weather is bad!

'**Out and About Days**' are for meeting new people at networking events, workshops, attending exhibitions and trade shows to create new business opportunities.

Get in contact with your local **Chamber of Commerce** or **Business Link**

Check out their **FREE networking events** on their website for dates.



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### How to avoid not being paid!

This month one of my close VA colleagues experienced a miserable time with a long standing client who she thought was trustworthy and of a good reputation.

Following numerous emails and phone calls to the client to chase late payment, the client took advantage of the VA, delaying payment owed, causing great distress and unnecessary cash flow problems.

In this current climate you do have to be aware and be careful!  
Every client you take on board — must be presented with your Terms and Conditions of business before any work is started.  
It is so important that the client understands how you invoice and how you expect to be paid.

### Different Ways To Market Your Business

Take a look at the popular online business networking sites like:

Linkedin [www.linkedin.co.uk](http://www.linkedin.co.uk)

Twitter [www.twitter.com](http://www.twitter.com)

Take 20 minutes to fill in your profile and get searching for people you've met at networking events – you'll soon see how you can link up with lots more people in business.

If you've got your own freelance business website up and running – make sure your website is submitted to the main search engines.

You need to do this regularly - every 6-8 weeks

Google, Yahoo, Ask.com, AOL Search, MSN/Live Search, Altavista Gigablast & Snap



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### More Ways To Market Your Business

Get your freelance business website working for you while you sleep at night!

All websites have '**Key Words**' which sit amongst your content which can be viewed by everyone over the internet and within the 'Meta Tags' which sits in the coding of your website.

If you're not sure about Meta Tags – speak with the person who built your website – they will know what to do.

You need to do a bit of detective work and think about what key words someone would type into Google if they were looking for someone to sort out their admin work, could be in your area, or particular set of services you offer.

These specific key words that sit in your content pages and Meta Tags are what the search engines pick up and use to pick out your website and display on the Google pages when searching.

This process forms part of a series of tasks in the role of Search Engine Optimisation

Get writing articles about virtual assistance and the wonderful business support services you provide and offer to companies

There are loads of free article directories to submit to...

### Training

For those who wish to find out more about '**How to become a Freelance Self Employed Virtual Assistant**' and work from home - you'll need to invest in our PDF/Audio VA Training Programme which is available on CD to purchase at a cost of £57.50

For further details about our other VA Training materials to purchase on Mail Merge, Search Engine Optimisation, Delegate Follow-up Service and Database Cleansing, plus many more, along with information from the Spring Newsletter Please contact Tracey Clarke at [tracey@virtual-administration.com](mailto:tracey@virtual-administration.com)