



Today's Admin

101 Ways to Use a Virtual Assistant

The following list describes various ways you can utilize a Virtual Administrative Assistant. Remember all documents created by or used by a virtual assistant can be quickly and easily transmitted via email attachment, FTP, fax, delivery of diskette or hard copy using overnight delivery, priority mail or regular postal services.

Internet & Web Services

- Maintaining a newsletter subscription database
- creating and maintaining email marketing campaign
- creating and updating websites and blogs
- performing an internet search for an item or piece of information

Desktop Publishing

- designing and printing brochures and business cards
- creating flyers, price lists, and other marketing documents
- laying out, printing, and mailing regular client newsletters
- printing labels using company logos or clip art

Database Management

- entering business card data into a database
- sending an introductory letter to new prospect leads
- sending scheduled marketing pieces to clients and prospects
- tracking marketing efforts and summarizing the results in a report
- sending regular follow-ups, reminders, and communications to clients
- calling people for missing contact information
- sending fax and email broadcasts

Research

- researching potential locations for an upcoming seminar
- finding which locations have the appropriate dates available
- finding which can accommodate the size and type of event
- researching the services available (decorating, food, entertainment)
- obtaining written quotes and specifications from each location
- monitoring periodicals and clipping articles of interest
- researching products for websites
- researching competition websites for price and product analysis
- obtain information about specific keyword(subject)

Secretarial Services

- confirming upcoming appointments
- scheduling or rescheduling appointments
- getting directions for a meeting or appointment
- storing back-up computer tapes for safekeeping
- tracking birthdays, anniversaries, and other important dates
- sending out the appropriate cards or gifts for special events

Telephone and Fax Service

- receiving phone calls while a client is out of town



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- forwarding important messages that require immediate attention
- retrieving voice messages and responding to routine requests
- receiving and handling faxes while a client is out of town
- contacting prospective clients and setting up appointments

Transcription Service

- typing letters and memos from tape or handwritten notes
- typing legal transcripts from cassette tape
- typing medical reports from tape or handwritten notes

Word Processing

- typing handwritten notes from a meeting or seminar
- typing letters, printing on stationery, addressing, and mailing
- proofreading, editing, and checking spelling / grammar
- laying out larger documents

Presentations

- preparing PowerPoint slides from sketches of diagrams and charts
- sending questionnaires to seminar participants before the talk
- tracking completed questionnaires and calling non-responders
- summarizing the questionnaire results in a report

Personnel Services

- sending reminders for annual performance reviews
- preparing or updating resumes and introduction letters
- reviewing resumes and summarizing each in a short biography
- sorting resumes for a job according to pre-arranged criteria

Marketing Services

- sending out the appropriate sales brochures for inquiries
- creating and mailing a customer feedback questionnaire
- tracking the responses to this questionnaire
- summarizing the responses and suggestions in a report

Mail and Email Services

- retrieving email and mail, sorting, and getting rid of junk
- responding to routine email requests
- forwarding items of importance to the client for attention
- tracking and forwarding urgent issues while client is out of town
- preparing packages and mailing out products as orders arrive