



ROLE: GENERAL VIRTUAL ASSISTANT (GVA)

Email & Schedule Management Tasks

One of the biggest time-suckers in the land of entrepreneurship is email. Working with a GVA to handle your email, as well as things like your calendar is essential to becoming more productive as a modern-age entrepreneur.

1. Filtering Emails / Managing Spam
2. Database Building / Updating Contacts or CRM
3. Answering Customer Service Emails / Tickets / Chat Support
4. Sending of Greetings eCards, Event Invitations, etc.
5. Calendar Management
6. Appointment Scheduling
7. Travel Arrangement and Planning
8. Reminder Services

File Storage & Organization Tasks

Being organized is about as important as being productive, if not more. VA's can help you systematize and put processes in place to help your business become more organized.

9. Dropbox / Google Drive Organization
10. Data Entry in Word, or Google Docs
11. Creating / Managing Spreadsheets
12. Preparing Powerpoint / keynote Presentations
13. PDF Conversion, Splitting and Merging



Administrative & Blogging Tasks

VA's can manage your blog, or VA's can help with the marketing of your blog. 14.

Transcription of Video and Audio Files

15. Simple eBook Layout / Formatting

16. Preparing Online Meeting Minutes

17. Report Creation

18. Forms Creation

19. Document Template Creation

20. Online Research

21. Data Mining & Development / Lead Generation

22. Blog Publishing Management

23. Moderating Blog Comments

24. Adding Tags & Images to Blog Posts

25. Receptionist Duties

26. Voicemail Checking

27. Sending Client Invoices

28. Basic Bookkeeping (MYOB, XERO & Quickbooks)

29. Personal Errands (Purchasing Gifts Online, etc.)

30. Project Management & Training Tasks

31. Project Management Between You and Team members

32. Preparation of Training Materials

33. Training of New Virtual Staff (Check out my *VSF Academy*, too!)



34. Deadline / Deliverables Tracking
35. Social Media Management Tasks
36. Creating Facebook Fan Pages / Groups (see example below)
37. Posting and Scheduling Facebook Insights
38. Promoting Facebook Pages
39. Collating and Interpreting Facebook Insights
40. Creating a Twitter Account
41. Managing and Increasing Your Twitter Following
42. Schedule Tweets and Track Mentions and Hashtags
43. Create and Manage LinkedIn Account / Profile
44. Create Pinnable Images on Pinterest
45. Scheduling and Tracking Pins
46. Create and Manage YouTube Account
47. Upload Videos on YouTube
48. Moderating YouTube Comments
49. Uploading Videos to other Video Sharing Sites / Social Media
50. Answer inquiries and Messages on All Channel & Profiles
51. Create Slideshare Presentations



Email Marketing

All this work is pointless if you're not a) growing your email marketing list, and b) engaging with that list on a regular basis.

52. Creating a New List in Email Marketing Software

53. Adding and Removing Subscribers from Lists

54. Creating and Scheduling Broadcast Emails to Promote Content

55. Editing Follow-up Emails and Auto-responders

56. Creating Email Newsletters

57. Editing / Proofreading Emails

ROLE: AUDIO / VIDEO EDITOR

The use of virtual staff in audio and video production is still a little new – it's only just started to emerge over the last few years.

58. Basic Editing of Audio Files

59. Removing Background Noise from Audio and Video

60. Adding Intro's and Outro's to Videos

61. Basic Photoshop / Image Editing (Not Graphic Design)

62. Powerpress (Podcasting WP Plugin) Installation

63. Podcast Setup on iTunes

64. Podcast Insertion on Blogpost



ROLE: CONTENT WRITER

Outsourcing your content is not something I suggest you do often, especially if your brand is attached to it. However, if you're doing a lot of online marketing, especially if you're involved with niche site creation and promotion, or even bigger, more authoritative sites, it pays to save time on creating all that written content, by teaming up with a good selection of virtual writers.

65. Content / Blog Post Creation 66. Guest Blogging / Ghost Blogging

67. SEO Writing

68. Press Release Writing

69. Newsletter Writing

70. Copywriting (Don't Suggest Sales Copy)

71. Directory Submission

72. Article Spinning

73. Article Marketing

ROLE: SEO / WEB MARKETER

The SEO (Search Engine Optimization) world has changed drastically over the last couple of years. What used to work doesn't anymore. And what works today might not work so well tomorrow. But, what happens after you've marketed and promoted your new blog post, or podcast episode via social media? .

74. Site Analysis

75. Keyword Research for Blog Content

76. Competitor Analysis

77. Landing Page Set-up/Creation

78. Web Master Submission



79. Sitemap Submissions
80. On-page optimization for a post / page (see below example)
81. Off-page optimization for a post / page
82. Social Bookmarking (Digg, Stumble Upon, Reddit, Digg, Delicious)
83. Creating a Social Bookmarking Tracking Sheet
84. Blog Commenting – Off Page Optimization
85. Forum Participation / Moderation
86. Creating Backlinks / Link Building
87. Weekly / Monthly Google Analytics & Traffic Reports
88. Monthly Keyword Ranking Reports

ROLE: GRAPHIC / WEB DESIGNER

Tinkering around in Photoshop is a massive waste of time for every entrepreneur that doesn't know what he / she is doing. 89. Designing Logos, Banners, Icons, eBook Covers and Headers

90. Designing Infographics Images (Content Provided)
91. Designing Websites, Creating Mock-Ups
92. Designing Landing / Sales / Opt-In Pages
93. Basic Video Editing (Splicing Intros & Outros with Raw Footage)



ROLE: WEB DEVELOPER

While you're putting together content plans and a publishing schedule for your site, get a super-skilled Web Developer VA to handle the coding and customizing side of things for you. It's just plain smart!

- 94. Support and Develop WordPress (PHP) Websites
- 95. Install WordPress Plugins and Themes
- 96. WordPress Theme Customization
- 97. WordPress Functionality and PlugIn Enhancement
- 98. Site Maintenance / Security and Troubleshooting
- 99. CRM Integration & Social Media Integration
- 100. Payment Gateway Integration
- 101. Install and Support an Email Ticketing System (eg. ZenDesk)