



HyWood Services

Laid off – Again

Is it time to start
your own business?



Making the transition from...



Executive Assistant



to Virtual Assistant

Being a Business Owner

Advantages:

- You never have to look for another job
- You set your own schedule
- You are the boss
- You can make as much money as you are willing to work for
- As a virtual business you can work from home (or anywhere in the world!)

Disadvantages:

- You don't have a job
- You set your own schedule
- You find and service your clients, you do the marketing and backoffice stuff
- No salary – and every week will have a different bottom line
- You work from home

Being a Business Owner

- Learn how to run your own show:
 - your legal obligations
 - paying your taxes & licensing
 - bookkeeping
 - branding, marketing, choosing a company name
 - and a thousand other details
- Finding the right course:
 - night school
 - chamber of commerce
 - small business associations
 - government sponsored programs



What do you need to succeed?

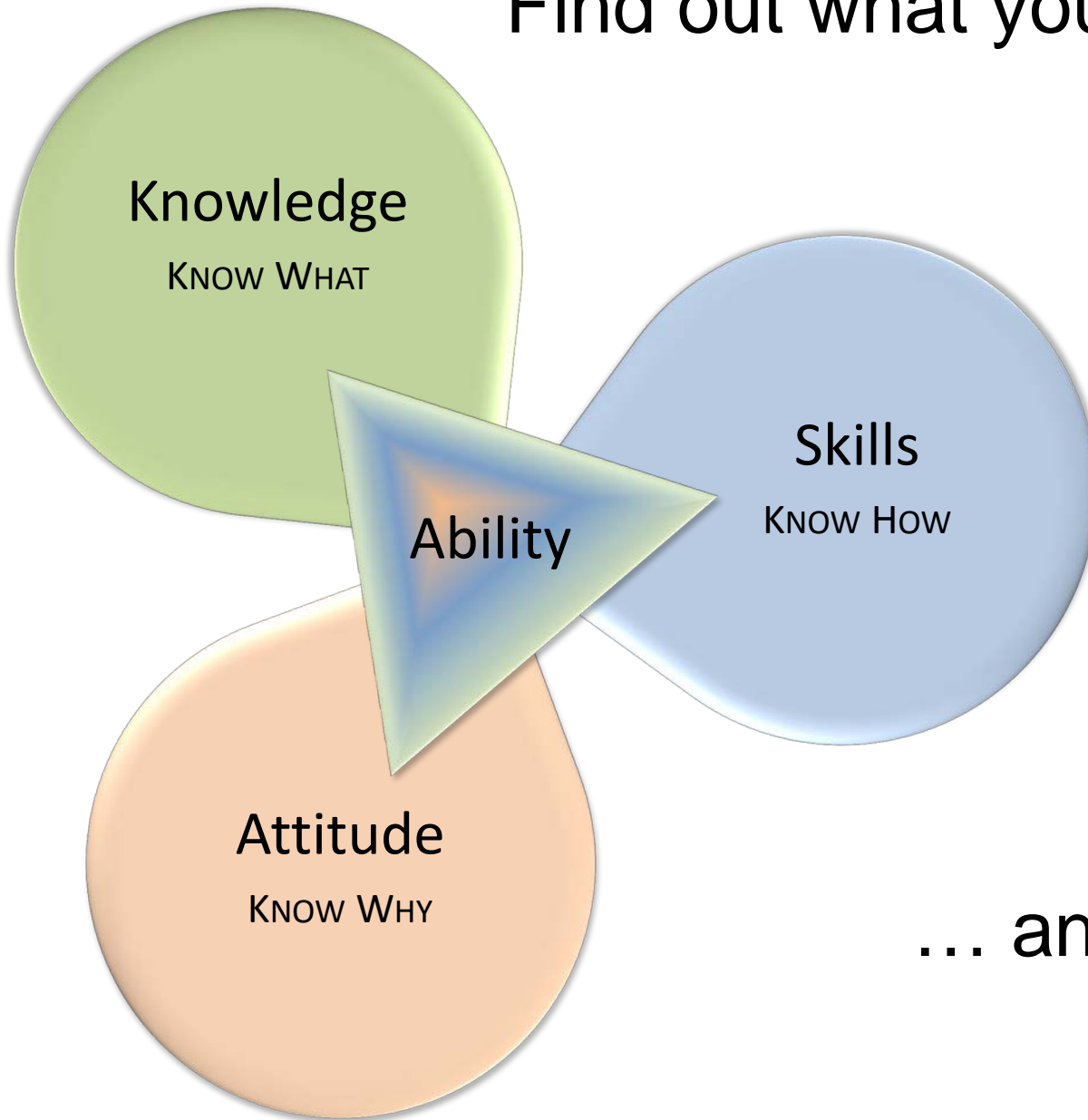
- ✓ Be a self-starter
- ✓ Persistence / perseverance
- ✓ A strong drive to succeed
- ✓ Able to provide your own motivation and rewards
- ✓ A positive mental attitude
- ✓ Self-confidence
- ✓ High energy levels
- ✓ Physical resilience



Ability: Knowledge + Skills + Attitude



Find out what you need to know ...



- Up to date skills
- New software, tools and apps
- Network with other VA's in your niche market
- Go where your clients are

... and go get it

Other should haves:

- Independent critical thinking and problem solving ability
- Ability to see the big picture
- Prioritization and trade-offs
- Adaptability
- Initiative
- Mind reader and magician



Corporate Office



to



Home Office

Expenditures

MUST HAVE:

- The very best ergonomic office chair you can afford
- Work surface (*desk*)
- Document software (*word processing, spreadsheet, presentation*)
- Website
- Business Cards
- Email account
- Firewall protection and antivirus software
- Separate business phone line & long distance package

SHOULD HAVE:

- Separate area for your office
- Industry standard software (*Microsoft / Mac / Google*)
- Printer
- Webcam
- File back up system
- File Sharing account
- Skype Account
- PayPal Account

NICE TO HAVE:

- A door
- File cabinet
- Headset
- Speakers
- External USB drives
- Mobile hardware (tablet, laptop, etc)
- Specialty software (graphics, video, bookkeeping, CRM)

Busy entrepreneurs need an assistant ...

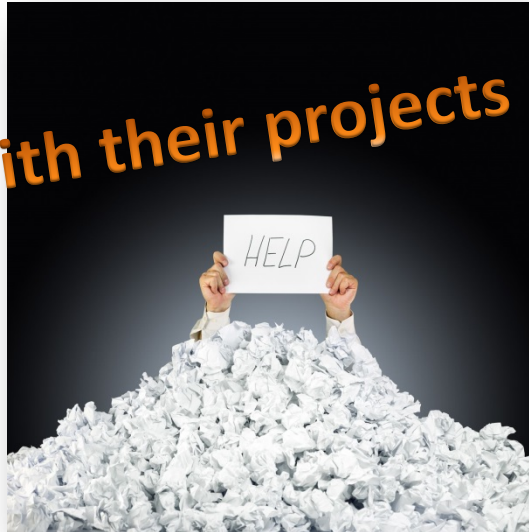


to manage their time

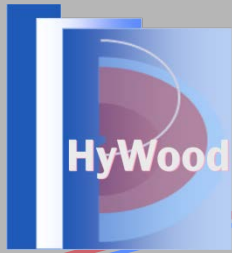


to organize their systems

to assist with their projects



to be there when needed



HyWood Services

What clients want from you



Most Requested Skills

- Bookkeeping – invoicing, expenses
- Blogs, newsletters and autoresponders
- Calendar & email management
- Datamining
- Event and workshop management
- Project management
- Social media
- Videos and photos – upload and embed
- Webinar management
- Websites – maintain, edit and build



You can work from anywhere there
is an internet connection...

... and so can your
clients

Business
without
borders





HyWood Services

Are you ready to get off
the merry-go-round?

It takes hard work and
determination, and a
willingness to get up each
time you stumble.

But it sure is nice
to be the boss ...

