Virtual Assistant Starter Guide

Help busy business owners online — email, scheduling, social media, research — from your phone or laptop.

Honest note: nobody can promise how much you will earn. Results depend on your effort, skills, time and luck. Never pay anyone who "guarantees" income.

What a virtual assistant does

Task	Tools (free)
Email and inbox management	Gmail, labels, templates
Calendar and bookings	Google Calendar, Calendly free plan
Data entry and research	Google Sheets, Google Search
Social media scheduling	Meta Business Suite
Customer replies	WhatsApp Business quick replies
Simple design	Canva

Skills checklist

- Write polite, clear emails and messages.
- Use Google Docs, Sheets and Drive confidently.
- Organize: lists, deadlines, follow-ups.
- Be reliable: answer within agreed hours, keep information private.

Where to find clients

- Local first: salons, clinics, schools, real-estate agents, churches and small shops need help with WhatsApp replies, bookings and posts.
- Online: Upwork, Fiverr, LinkedIn job posts, Facebook groups for small business owners.
- Your network: tell 20 people what you do — referrals are the fastest first client.

Pricing ideas

Package	What is included	How to price
Starter	10 hours a month: inbox + bookings	Fixed monthly fee
Social	Schedule 12 posts + reply to comments	Fixed monthly fee
Custom	Research or data project	Per project, agreed upfront

Your first week

1. Pick 3 services you can do well.
2. Make a one-page service list in Canva with prices.

3. Message 10 local businesses with a friendly offer (one free small task to show quality).
4. Create profiles on one freelance platform.
5. Track every lead in a Google Sheet.

Protect yourself

- Never use your own money for a client's purchases unless paid first.
- Do not share client passwords; ask for team access instead.
- Use a simple written agreement: tasks, hours, price, payment date.