

14 Ways a Virtual Assistant Can Help Your Online Business

By Cathy Yerges

No matter what stage your online business is at, there's certain to be more things on your to-do list than you can effectively complete by yourself. Engaging the services of a virtual assistant, VA, from the start can help grow your business even faster. Here's a quick list of tasks you can delegate to a VA.

1. Social Media Updates- Save hours by having your VA post regular updates to Facebook, Twitter, and LinkedIn, as well as monitor discussions that you should be a part of.
2. Ezine- Your VA can format your email newsletter, manage your email list, and provide an analysis of the email's effectiveness.
3. Article Marketing- Submitting articles to online directories is very time consuming. Free up hours of your time by delegating the task to your VA.
4. Website Maintenance- Your VA can add new products, update calendars or schedules, and add new content so your website is always up-to-date.
5. Database Management- Keeping a full pipeline of business is critical. Your VA can enter and maintain a list of prospects and work to highlight which prospects you should be targeting with your service or product offerings.
6. Research- Thinking of a new business idea or strategic alliance? Let your VA do the preliminary research for you.
7. Calendar and Appointment Management- Your VA can get all your reminders organized in one place with an online calendar and appointment system.
8. Travel Planning- Let your VA book your airline tickets, hotels, and rental cars. He or she can also arrange for tickets to area attractions or concerts.
9. Screen phone calls and emails- The phone and email can be huge time wasters. Let your VA screen all messages, handle the ones he or she is able to, and forward only the important ones to you.
10. Event planning- From conferences and networking functions to open houses and holiday celebrations, your VA can handle all the details of planning your event.
11. Transcription- Have your VA format teleseminars into ebooks or special reports that can be sold or given away as a free taste.
12. Desktop Publishing- Get a professional look for all your ebooks, special reports, and written correspondence by having a talented VA create your documents.
13. Shopping Cart Maintenance- Leave the details of adding new products, setting discounts, and set up autoresponders to your VA.
14. Bookkeeping- Keep up-to-date financial records for your business by enlisting a VA who specializes in accounting to maintain your records on a daily or weekly basis.