

80+ Ways to Utilize your Virtual Personal Assistant

The following list describes various ways my clients are utilizing Virtual Personal Assistant. This list will give new clients ideas on how they can personally benefit from the services of VPA. It may also give existing clients some new ideas or thoughts on how to expand the services of VPA. Remember, all documents created by or used by Virtual Personal Assistant can be quickly and easily transmitted via email attachment, FTP, 'cloud computing', fax, delivery of CD, thumb drive, or hard copy.

DATABASE MANAGEMENT

- entering customer data into a database
- sending an introductory letter / email 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
- maintaining a newsletter subscription database

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
- ad copy / article writing
- book / CD / DVD cover design
- photo / photo editing

INTERNET SERVICES

- editing or uploading new information to a website
- auction management
- blog installation / themes / upgrades
- blog post writing
- blog post scheduling
- webinar / teleseminar setup
- website updates
- website proofreading
- social networking management
- social bookmarking management
- membership sites

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

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

- press release writing / distribution
- copywriting / editing
- business plan editing
- branding management
- direct mail / postcard marketing
- newsletter writing / proofreading
- ebook writing / proofreading

PRESENTATIONS

- preparing Keynote/PowerPoint slides from sketches of diagrams and charts
- creating questionnaires and/or surveys
- tracking completed questionnaires
- summarizing the questionnaire results in a report

RESEARCH

- researching pricing information on items prior to purchase
- performing an internet search for an item or piece of information
- monitoring periodicals and clipping articles of interest
- competitor research
- keyword research

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
- managing lists of necessary office supplies and ordering refills
- coordinating air travel, car rental, and hotel reservations
- entering monthly transactions into bookkeeping software
- reconciling bank, credit card, and other account statements

TELEPHONE AND FAX SERVICES

- receiving phone calls while a client is out of town
- 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
- customer support

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 / formatting of documents
- manual / user guide / technical / report writing
- preparing or updating resumes and introduction letters