



SOUTERS[®]

Business and Office Skills Training Specialists

VIRTUAL ASSISTANT TRAINING COURSE

COURSE OBJECTIVES

To provide a VA with the necessary knowledge and confidence to establish themselves in their own VA Business.

COURSE FORMAT

The course will take place in our training centre in London, on scheduled dates. There will be two live tutors, one covering business aspects, the other advising on marketing and social media/web based activity.

The course runs for 2 days from 10:30 to 16:30.

COURSE REQUIREMENTS

Experience as a Secretary, PA or other Office Administrator is ideal. If you have another type of background get in touch with the centre for advice [CLICK HERE](#)

COURSE ADD-ONS

- Sage Line 50 Training Programmes
- Microsoft Office Training
- Social Media and SEO Training Course
- Bookkeeping/Finance Training Course for a VA
- Managerial Soft Skills
- Secretary/PA Course

BENEFITS

Opening a new business venture is a major step and it will require a range of skills.

This course introduces the complete range of financial, legal, marketing, IT and managerial knowledge needed to open a new company and start a business as a VA.

COURSE CONTENT

We consider all aspects of the decision to become a VA, whilst testing the viability of your idea. We then provide a realistic and actionable Business Plan.

What skills and attributes do I have?

We run through every attribute needed to be an effective VA and examine where additional skills may be marketable, perhaps at higher fee rates.

We test your skill base to give you confidence in your abilities.

Business format

We consider:

Sole trader, Partnership, Limited Company.

A legal overview of incorporating and forming a Limited Company, giving consideration to simpler forms of business structure, which may be more appropriate in the early stages.

Legal, financial and operational

- An explanation of double entry bookkeeping and computerised accounting. Where does this fit in your business?
- Client contracts, charge sheets, billing routine, terms and conditions etc.
- How much should I charge? A marketer's approach.
- Cash flow explained
- Taxation. we explain if, and maybe when, the following may become relevant:
 - VAT
 - PAYE
 - Corporation tax
 - Business rates.

Marketing and client handling

- An introduction to conventional marketing and launching your own Internet marketing;
- An overview of opening and administering a website, launching and administering a social media campaign, search engine optimisation etc.
- Managing relationships with customers, as your own boss.
- How to handle the first client meeting.
- Soft skills
- Networking

Business Plan

A detailed and structured report on your idea and how to implement it. This can be the blueprint to get you started and includes:

- What business format?
- Objectives and goals; must be S.M.A.R.T
- We examine the implications of working from home and set up clear rules.
- SWOT analysis
- Target markets
 - Should I specialise?
- Advertising media
- Social media
- Costs and revenues
- How much to charge?
- Financial reports including cashflow.

Project management

- Individual projects
- Client record tracking
- Can I offer Project Management as a service?

Routine matters

- Creation of your own professional operational area at home or elsewhere
- Establishing a work/life balance
- Planning daily/weekly schedules
- SMART goals
- Procedural manual for relief staff and allowance for your sickness or absence

The future and action plan

We get you ready to go out and get started.

Feel fully charged and ready to go as soon as you finish the course.