

Karen Vivarelli

COURSE OUTLINE

VA Course



The path to success...



***“You don’t have to be good to start ...
you just have to start to be good!”***

Joe Sabah



Getting Started & SET UP

01

GET ORGANISED

I'll share some tips on how to get organised in your physical and digital space as well as mentally!

02

TECH TOOLS

I'll show you how to set up essential tech tools that will help you stay organised right from the beginning of this course. These tools will be what you use in your own VA business when you're working with clients.

03

TASK & PROJECT MANAGEMENT

I'll walk you through Asana and Trello which are two of the free project management tools I recommend to get started with.



Module 1

BUILD YOUR VA BUSINESS

01 YOUR BUSINESS NAME

We'll brainstorm ideas for your business name and how to register it with your local council. Once you have decided on your business name you'll go ahead and reserve your social media accounts and website domain.

02 YOUR DREAM CLIENT

We'll map out who your dream client is and what industry you're interested in working in like food, fitness, wellbeing, travel, children's fashion etc. We'll also look at mapping out what your working hours will be and how to set boundaries.

03 SERVICES & PRICES

We'll look at what current skills you currently have and which you can transfer to the online world and offer as a VA. We'll then look at what you can charge as a VA and create your prices and packages.



EXPERT MASTERCLASS!

Jessica Miller from The Inspired Mark is a business strategist. In this masterclass Jess talks about mindset, knowing how to price your services and so much more.





Module 2

BUILD YOUR BRAND

01

BRAND IDENTITY

We'll learn about your brand identity and get clear on your brand personality, brand voice, values and how to stand out amongst a sea of VAs.

02

YOUR LOGO & COLOURS

Get ready to be creative as we create a mood board for your brand and look at creating your logo yourself or outsourcing this to a professional.

03

BRAND PHOTOGRAPHY

We'll explore brand photography, why it's important and how you can get started on your own.



EXPERT MASTERCLASS!

Danielle Read of Readcity Writing presents a mini Brand Voice Workshop where she teaches you all about the importance of brand voice for your business and for your clients.



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Module 3

BUILD YOUR WEBSITE

01

CHOOSE YOUR PLATFORM

You'll purchase your domain name and choose a platform for your website to live.

02

MAP OUT YOUR WEBSITE

I'll guide you through mapping out the words and images needed for your website. And we'll touch on Search Engine Optimisation aka SEO and why it's important.

03

BUILD YOUR WEBSITE

That's right! You'll be building your own website because it's easier than you think and it's a great skill to have as a VA.



EXPERT MASTERCLASS!

Yiota of Ola Digital is a designer and digital marketer and she'll be teaching you about Squarespace and Wordpress and what the advantages/disadvantages are for both. As well as some essential website tips and the best practices that every website should have.



VAC
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Module 4

BUILD YOUR FINANCIALS

01

TRACK YOUR INCOME & EXPENSES

When you're starting out in your biz it's important to track your income and expenses into a start-up cost effective spreadsheet.

02

INVOICING

You'll design your invoice using Canva so that you can get paid. Yes please!

03

INSURANCE

We touch on Professional Indemnity Insurance and whether you need this in your business.



EXPERT MASTERCLASS!

Diana Todd from Balance Tax Accountants talks about what you need to know when setting up your new business's financials.



EXPERT MASTERCLASS!

Heather Doran, Intuitive Business Finance Coach & Consultant, has recorded this training for VAs in the US. She outlines the essential tax and accounting information you need to know for your business.





Module 5

GET SOCIAL ON SOCIAL MEDIA

01

SOCIAL MEDIA STRATEGY & PLANNING

We'll look at how to create a strategy for your socials, which platforms you should be on and what to post to them.

02

INSTAGRAM, FACEBOOK, PINTEREST & LINKEDIN

I'll take you through each platform and show you how to start using each platform for your business and your clients. Tip: you don't need to be on all of these platforms!

03

SOCIAL MEDIA TECH TOOLS

This will be jam packed with the best tech tools to manage your own socials as well as your clients for social media management.



EXPERT MASTERCLASS!

Kryshla from Shall We Social is an expert on all things Instagram. In this masterclass she talks about the key things you need to know about using Instagram effectively.



EXPERT MASTERCLASS!

Nadine from The Social Shells is an expert social media strategist and teaches women how to become social media managers. She'll teach you all the important social media tips and tricks so you can get started with confidence.





Module 6

WORKING WITH CLIENTS

01

HOW TO FIND CLIENTS

This is where I'll show you how simple it is to find clients and have clients find you!

02

CLIENT PROCESS

I'll show you the process from receiving a new enquiry all the way through to onboarding them as a paying client.

03

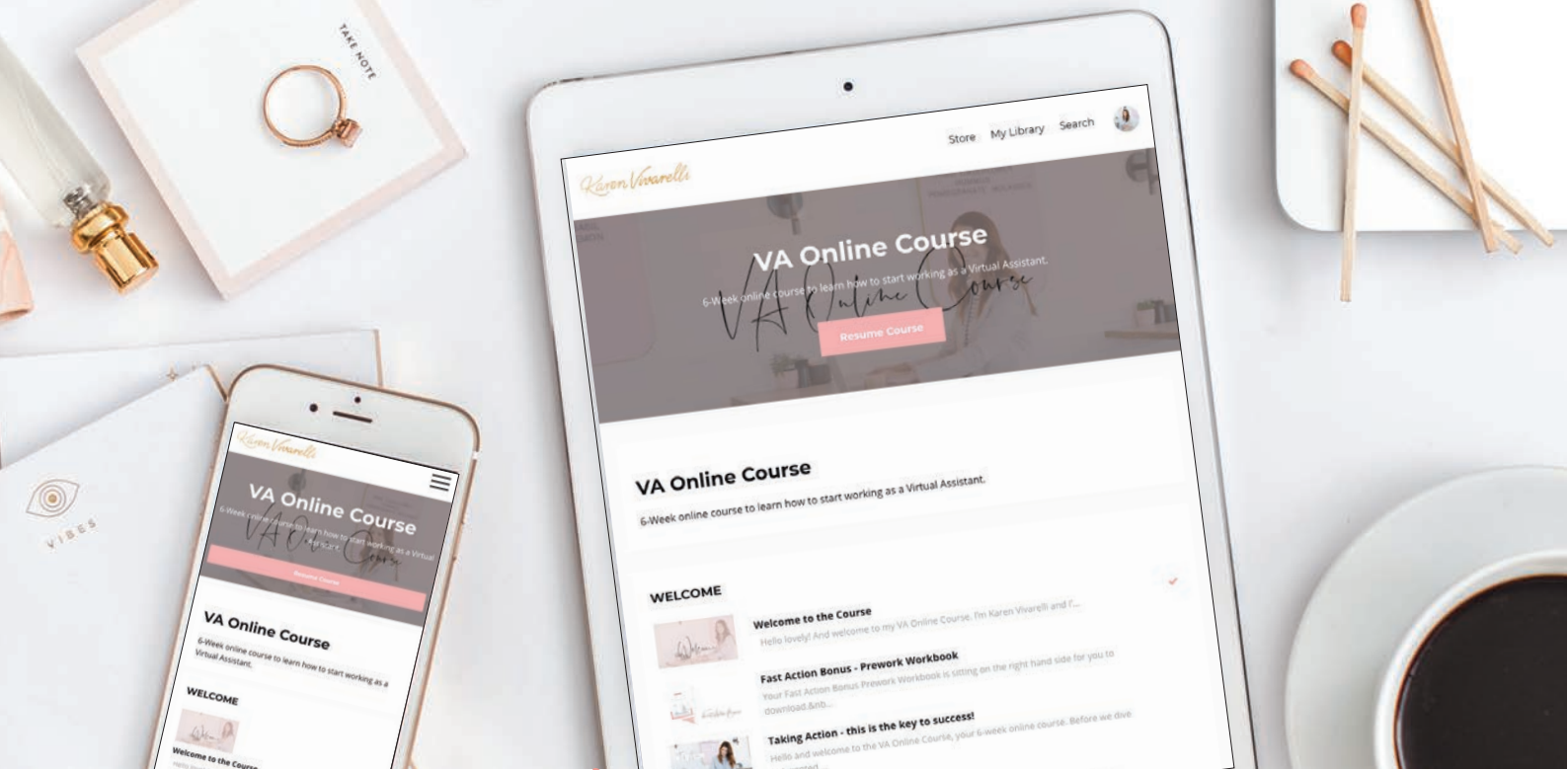
SET UP THE TECH

We'll set up Asana, email templates, questionnaires your clients will complete, setting up your scheduler so a client can automatically book a discovery call with you, creating a proposal and contract and how to onboard your new client.

04

VA BEST PRACTICES

I'll share with you the VA best practices that will help you stand out from the rest.



What's Included

- Short video tutorials and tech trainings via the course platform called Kajabi.
- Downloadable and interactive workbooks that you can type into or print.
- Tech tool trainings to show you exactly how to use each tool.
- Expert masterclasses.
- Templates and resources for you to use as your own.
- Complete the course at your own pace.
- Email support.
- Lifetime access to all content.
- Weekly LIVE group coaching sessions where you can ask questions (Group Coaching only)
- Access to a private Facebook Group to ask questions, get feedback and connect with a community of like-minded VAs.

What you'll learn

How to set up the foundations of your own Virtual Assistant business from scratch. You'll also have the tools and skills to start working with clients straight away. By the end of the course you'll have the clarity, direction and confidence, as well as the tools and support to start working as a Virtual Assistant. And getting paid for it!

What you'll walk away with

The confidence to know that you are your own boss and you can have the freedom and flexibility to work to your own schedule. You'll have a supportive network of VA peers by your side to cheer you on. You'll also know how to connect with paying clients who want to work with you.

Karen Vivarelli

JOIN THE
VA Course

Got a question? Send me an email to hello@karenvivarelli.com.au

WWW.KARENIVIVARELLI.COM.AU/VA-ONLINE-COURSE

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