

VIRTUAL ASSISTANT BUSINESS

# LAUNCH CHECKLIST



# THE ESSENTIALS

- Choose the services that you will offer in your business
- Decide on the hourly rate that you will charge for your services
- Create packages to sell your services as a bundle
- Choose a niche or specific skill set that you'll focus on
- Decide on the amount of time you can devote to your business each week
- Create a mission statement for your business. For example:  
*My name is \_\_\_\_\_. I assist \_\_\_\_\_ with \_\_\_\_\_ so they can \_\_\_\_\_.*
- Create a pricing sheet of your services

# BRANDING

- Discover your own unique brand personality
- Choose a name for your business
- Make sure your business name is not already Trademarked
- Register your business name with your state and/or local government
- Purchase your business name domain
- Claim your social media names / links
- Choose the branding colors and fonts you will use for your business

# YOUR PROCESSES

- Decide on the tool you will use to track time
- Decide on the invoicing / accounting software you will use
- Create a contract to be used between you and your client
- Decide on the project management tools you will use while working with clients
- Create an intake questionnaire for your clients
- Create a portfolio of your previous work
- Create a Welcome Packet for new clients, outlining your processes
- Open a business bank account for your VA earnings
- Develop a weekly plan for keeping track of your money flow (earnings and expenses)

# LEGALITIES

- Apply for an EIN number
- Set reminders in your calendar for paying quarterly taxes
- Choose if you will operate as a sole proprietor or LLC and register as such

**Business Name:**

\_\_\_\_\_

**Website Domain:**

\_\_\_\_\_

**Starting Hourly Rate: \$**\_\_\_\_\_

**How many hours per week I can devote to my business:** \_\_\_\_\_

**Top 5 VA Services I'll Offer:**

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

**Will I operate as an LLC or a Sole Proprietor?**

\_\_\_\_\_

## My Target Market / Ideal Client:

---

---

---

## My Mission Statement:

---

---

---

## My Packages:

	PACKAGE #1	PACKAGE #2	PACKAGE #3
NAME			
PRICE			
INCLUDES			

# TOP RESOURCES



Wave is a FREE accounting software that let you send unlimited invoices for free to your clients. Their processing fee is standard, and you can easily accept credit card payments. What more could you ask for?



Toggl is a free time tracking tool that I recommend to all VAs just starting out. You can track time and categorize per client AND per project. This is a great tool to have in the back pocket.



Trello is a free productivity and project management tool. This is a great place to organize clients and projects in a visual board format. As an added bonus, you can add clients to boards individually, so that everyone stays on the same page!

# TOP RESOURCES



[Freshbooks](#) is an amazing accounting software that handles not only invoicing and expenses, but time tracking and project management too! It is a paid software, so we recommend it to VAs who have a robust client list.



Need a website? [The Savvy Site](#) is a website created just for you! Created specifically for VAs, this Wordpress theme will blow you away with its sophisticated simplicity.



[The VA Toolbox](#) is your new BFF. Created with VAs in mind, inside you will find a customizable contract template, a customizable subcontractor template, a mock portfolio, and a customizable welcome packet template!