

150 TASKS YOU CAN DELEGATE

to your virtual assistant

You know you need a hand, you shouldn't have to do those tasks you can't do, don't do, or shouldn't do.

Tasks that need doing, but don't need doing by you.

A virtual assistant is a scalable resource to make sure you spend more time in your zone of genius ... doing those tasks only you can do.

Browse through this guide, often clients who start working with us struggle knowing what they CAN delegate. It's a tip in the iceberg in terms of what's possible to delegate but we've captured the most popular tasks to help you see what's possible.

Note down those tasks you see as either not being done in your business (and should be) or being done by you and isn't the best use of your time.

Then, if you're keen to learn more about how we can help you simply click this link for a no-strings chat with Justine.

Before you know it you'll be working on the tasks you love doing, that only you can do and that ultimately increase your revenue, grow your business ... and give you your life back!

Justine

“Productivity is not about getting more things done;
it's about getting the right things done.”

~ Michael Hyatt (Free to Focus)



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ADMINISTRATION

- Automation strategy and implementation
- Client Onboarding
- CRM management
- Data entry
- Database and list maintenance
- Dropbox / Google Drive organisation
- CRM support and management
- LastPass setup
- Managing online bookings
- Managing website updates
- PDF conversion: splitting and merging
- Resource library: creation, maintenance and management
- SOP and procedure creation and management
- Spreadsheet creation and management
- Supplier pricing research
- Training manuals and Materials
- Training of new virtual staff
- Transcription of video and audio files
- Updating staff headshots & team images

DESIGN

- Branding and Re-branding
- Canva templates and images
- Company branding
- Diagrams and flowcharts
- Document template construction
- Document template creation and organisation
- eBook creation and formatting
- Email signature creation and setup
- Forms creation
- Logo design
- Photo & image edits
- PowerPoint presentations
- Report creation
- SlideShare presentations
- Social media posts, banners, quotes, blog images
- Sourcing images (free and paid)
- Style guide creation
- Website design and development



EVENTS

- Coordinating events:
 - Meetings
 - Product launches
 - Conferences
- Staff incentives
- Workshops
- Boutique events
- Delegate management
- Onsite management
- Project management
- Supplier management
- Travel arrangements
- Venue and supplier research

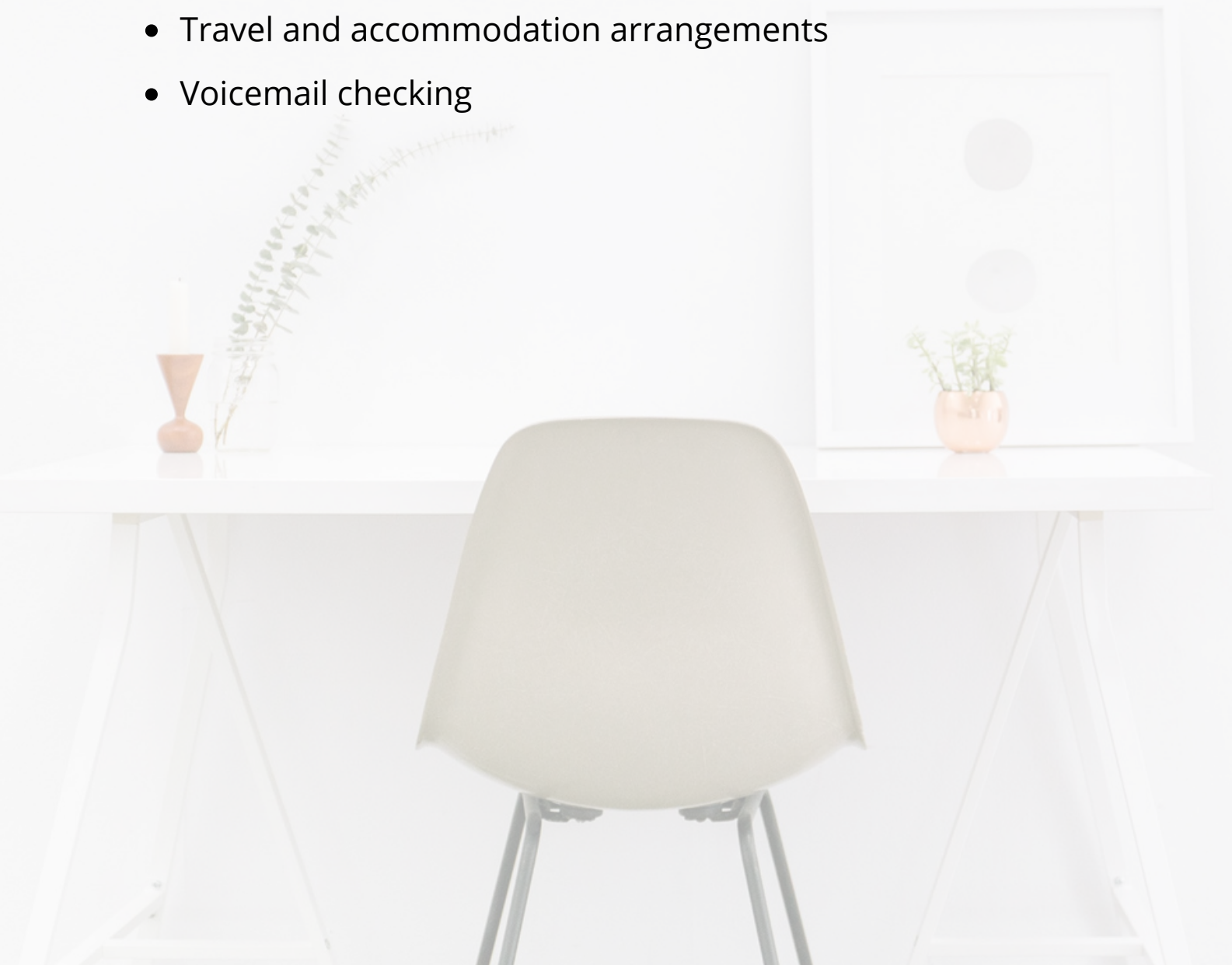


EXECUTIVE ASSISTANCE

- Annual Reports
- Booking personal appointments (doctor/dentist/school etc.)
- Calendar management – scheduling clients and appointments
- Co-ordinating birthday parties
- Co-ordinating gifts and flowers
- Co-ordinating reservations and personal catch ups
- Company Newsletters
- Customer service email support
- Diary and calendar management
- Distribution of client material
- Drafting agendas for meetings and events
- Editing / proofreading emails
- Email management – reviewing your inbox and actioning tasks where appropriate
- Expense reports and reimbursements
- Facilitating meetings – coordinating attendees, location and requirements
- Organising catering for groups of all sizes

EXECUTIVE ASSISTANCE continued

- Presentation slides creation
- Proofreading and grammar checking
- Recruitment: developing job descriptions, job advert, running ad, processing applicants, phone screening, reference checks, interview coordination, contract preparation
- Reminder services
- Researching and booking childcare/holiday programmes
- Sending invitations, e-cards
- Travel and accommodation arrangements
- Voicemail checking



FINANCE

- Accounts payable (including batch payments)
- Budget management
- Bank integration
- Bank reconciliation
- Credit control and statements
- GST returns
- Month end bookkeeping
- Monthly financial dashboards
- Payroll
- Producing and distributing client invoices
- Xero setup and integrations



MARKETING

content marketing

- Adding tags and images to blog posts
- Blogging strategy and implementation
- Content calendar setup and implementation
- Content marketing
- Moderating blog comments
- Repurposing content
- Voiceovers for presentations

email marketing

- Creating and scheduling broadcast emails to promote content
- Creating email newsletters
- Editing follow-up emails and auto-responders
- Email sequences
- Email templates and automation
- Mailchimp automation
- Newsletter: templates, creation, distribution and reporting (with recommendations/summary)

MARKETING

lead generation

- Conversion pixels and remarketing
- Create opt-ins and call to action assets
- Designing landing / sales / opt-in pages
- Landing page sequence strategy, creation, reporting and recommendations
- Onboarding new subscribers
- Prospect tracking and marketing
- Sales funnels: creation, strategy and management
- Webinar strategies, management, setup and support

list building

- Adding and removing subscribers from lists
- List building strategy, implementation and reporting
- Managing inactive subscribers

MARKETING

online courses

- Course validation research
- Online course creation
- Online launch strategy, implementation and reporting
- Online course admin and community support

social media

- Answer enquiries and messages on all channel and profiles
- Create pinnable images on Pinterest
- Scheduling and tracking pins, posts and tweets
- Social media ad campaigns
- Updating social media profiles: banners, groups, copy, call to actions etc

SEO

- Checking backlinks and broken links
- Directory submissions
- Google Analytics reporting
- SEO strategy and implementation
- Sitemap submissions

MARKETING

strategy

- Competitor analysis
- Ideal customer avator/buyer personal research and creation
- Marketing strategy and implementation
- Survey creation, setup, distribution and reporting (with recommendations/summary)

video marketing

- Canva videos (and video templates)
- Adding intro and outro to video
- Create and manage YouTube account (including playlists, channels)
- Editing of audio and video files
- Leveraging videos on IGTV, YouTube, Facebook, Anchor.fm, LinkedIn
- Optimising videos
- Removing background noise from audio and video
- Thumbnails for video
- Video animation
- YouTube marketing strategy

MARKETING

websites

- Website design
- eCommerce setup and maintenance
- Plugins and automation
- Site maintenance

VIRTUAL BUSINESS MANAGER

- Budgets and forecasts
- **Budget Responsibility**
- Business strategy
- Customer service strategy
- Goal setting, planning and tracking
- Operational review and management
- **Project Management**
- Social Media strategy and implementation
- Systems and Automation Review
- **Team Management**
- Tracking deadlines and deliverables

THE ROLE OF A VBM IS:

Making sure the right STUFF gets done, at the right TIME, in the right WAY and by the right PEOPLE.



Excited by the possibilities?

Are you ready to start focusing on those tasks only you can do?

And tick off those tasks that should be done (and aren't).

A chat with Justine is a no-strings conversation where you tell her what you need. A chance to discuss the options available and learn how we can help you.

You have nothing to lose ... and everything to gain!

**BOOK YOUR DISCOVERY
CALL HERE**

Helping you work in your zone of genius
We love those tasks you don't!