

Super Focused Niches for the Virtual Assistant

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Super Focused Niches for the Virtual Assistant

You've decided that you want to be a Virtual Assistant, but what kind of Virtual Assistant do you want to be? It can be hard to decide at times, but decide you must, because you do not want to be too wide in your focus because it will be confusing, unorganized, and you won't become an expert in anything - so your income will be limited.

When you maximize your efficiency in one, small, super focused, niche you will become faster, more accurate, and you will become "the expert". This "Expert" status will make you sought after.

Why You Should Specialize as a Virtual Assistant

Outsourcing is not new. Even Virtual Assistants aren't new, but with the increasing availability of technology and the popularization of the Internet the Virtual Assistant business is growing exponentially.

Businesses have realized the advantages of hiring an independent contractor to help them with their business functions. As a virtual assistant you can try to work to meet the needs of any and every client or you can specialize in one or two areas of business.

Specializing is something all businesses should do, especially Virtual Assistants.

Super Focused Niches for the Virtual Assistant

There is a phrase in business "Maximizing your efficiencies." Have you heard of it? Well, this just means that you do what you are good at and let others do what they are good at, even when it means you have to outsource to the competition to get the job done. By concentrating in one area, you become the expert, the "go to" person in that field.

This enables you to get more work done, in less time, and is especially true when you are talking about virtual assistants. A general virtual assisting business lets you take in clients from all walks of life. That's good if you like that, but sometimes the learning curve can be quite big with certain projects. When you specialize, the client gets the benefit of your accumulated knowledge on each and every project.

The reason you started your virtual assisting business was to go to work for yourself. Going into business as your own boss shouldn't be an unhappy proposition but if you try to be all things to all people, you won't be happy for long. As the person in charge, you have the right to decide what work you do or do not do. Isn't that great?

If you really want to take your virtual assistant business to the next level or you just want to start a virtual assistant business, consider being super focused on what areas you want to work in. In business this is called finding your niche. Tighten and focus your business plan to include one main area of expertise. When you stick to one thing, you become very good at that one thing. You can even call yourself an expert in the field. Clients will pay a lot of money to work with someone who is an expert. You can be that person if you niche it.

Specializing

How do you specialize?

First, decide what services you enjoy doing for your client. It could be website design, social networking, handling personal matters or completely new area. Use the knowledge you learned in the private or public sector to create a niche for your new business.

Reasons to Niche

1. You can charge more money for your services. Because you provide the same services to all your clients, and therefore are going to be extra efficient at it, you can ask for a higher rate. You can make the same profit that you did before but with fewer clients.
2. Focusing your niche allows you to work at something that you love to do. It is a proven fact that when you are happy, your work is more accurate and your clients are then happier. Spreading around this happiness is reason enough to niche.
3. Due to the high level of skill you will develop you can keep your clients extra satisfied with great customer service and job integrity. Since you are concentrating on what you are good at and love doing, your clients get your best work and they will recommend you to others. In this way you build a solid client base with repeat customers.

Specializing as a certain type of virtual assistant is a way to increase your business by becoming an expert in your field.

Super Focused Niches for the Virtual Assistant

Here are a few ideas to help you get started. I am sure that you can think of even more once you start reading. Further, each of these niches can be broken down to even further super laser focused niches if you desire.

Bookkeeper



Keeping the books organized is a major battle for most small businesses.

Sure, the business receives money from clients and pays for equipment but as far as the bookkeeping goes, it may be a drawer or the

proverbial shoebox under your bed, with tons of various paper receipts and notes.

The Virtual Assistant Bookkeeper's responsibility is to sort through these papers to produce "books" for an accountant or tax preparer, or loan officer to use. Hopefully, as a Virtual Assistant Bookkeeper you will also teach your client how to become more organized by creating systems for your client to follow.

Someone has to do the record keeping. Oftentimes for small and micro business owners - both online and brick and mortar - that person happens to be the owner. If they don't have time to pay attention to the books during the day, then after they have dealt with the multitude of other issues, they will try to do the books. Many times this results in very poor books, inaccurate books, and books not done at all.

Super Focused Niches for the Virtual Assistant

The Market

The Market for Bookkeepers, especially outsourced, independent Bookkeepers is very wide open today. With the advent of the Internet and "cloud" computing you will be able to do full charge bookkeeping for both local clients and clients that are far away.

Remember that more than one business has ended up filing for bankruptcy due to bad or lack of bookkeeping. Many a business owner has come to a sad realization that without realizing it, they have no more resources. Worse, they find themselves in trouble at tax time with the IRS. By not keeping accurate records they may owe more money in taxes than they can pay which causes them to file for bankruptcy, but guess what, even if you file bankruptcy you are still libel for the back taxes you did not pay.

Business owners should stick to their efficiencies. If their efficiency is selling widgets, they should stick to that, and let the professionals whose expertise is in bookkeeping, you, the Bookkeeping Virtual assistant, do the books. When you market your business create brochures that point out these harsh realities and paint yourself as the way to prevent such tragedies. When a Corporation doesn't possess a certain expertise, the corporation hires someone to do it for them. For small businesses, and micro businesses it might be more difficult and out of reach to have someone in office doing these tasks. But, by hiring a Virtual Assistant Bookkeeper they elevate themselves of many typical employment costs. An employer has to pay for health insurance and other benefits for each employee and that may not be affordable. Therefore hiring a Virtual Assistant Bookkeeper may be the trick.

Super Focused Niches for the Virtual Assistant

Unless you go out and find the business, they may not even know such a thing exists. All you have to do is educate small and micro businesses about your services and you will have a thriving business of your own in no time. As a Virtual Assistant Bookkeeper you will be a serious hot commodity.

You can provide a needed service for small and micro businesses. Staying on top of their business accounts is easy for someone with the knowledge, skills and expertise.

Some of the services you might offer are:

- ✓ Payroll
- ✓ Reconciling accounts
- ✓ Daily record keeping
- ✓ Entering transactions in the proper ledgers
- ✓ Month-end statements
- ✓ Software bookkeeping management and training
- ✓ AR and AP
- ✓ Invoicing

You will save so much time for the average small and micro business owner as a Virtual Assistant Bookkeeper. Clients can depend on you to record receipts and let them know how much cash they have on hand. Bookkeepers invoice their clients in advance - before it is even done, on a retainer basis, or they can bill hourly and get paid after the work is done. It is completely up to you. You might consider starting hourly in case you have to clean up a big mess, then offering a per month fee based on an estimate of the time it will take you, taking into consideration tax time, and end of the month tasks.

With the advent of the Internet there are a number of ways to conduct your business. You can have local clients and distance clients.

Super Focused Niches for the Virtual Assistant

Local clients can mail their receipts to you for your expert help on a predetermined schedule, or they can fax them to you. If you set up an e-fax account you will receive the faxes on your computer, and you can choose to print them or not.

Another way is that you can offer a pick-up service, and pick up a file of receipts, that your client has kept for a predetermined length of time, then enter the items at home. You then return the organized materials to your client, who has his receptionist or secretary file. Alternatively, you can offer file storage, by setting up a lockable filing system that you give back to your client at the end of the year, offering a copy service if he should need a file in the interim.

You will need some specialized software for this such as: QuickBooks Pro which offers all certified users a reseller account, plus software that allows you to access your clients' accounts at a distance. With local clients you can also offer to actually do the data entry in office, but I don't recommend it, it is not necessary.

You can get software that allows you to access their computer and accounting software from your home. Bookkeeping is a position that is easily done virtually and will be a welcome asset to any business.

Recommended:

Accounting Software:

[QuickBooks Online](#)

[QuickBooks Enterprise](#)

[QuickBooks Pro](#)

Remote Control Software:

[RADMIN](#)

Super Focused Niches for the Virtual Assistant

[Go To My PC](#)

[Project Management Software:](#)

[Central Desk Top](#)

[Billing and Invoicing Software -](#)

[Free or by Donation](#)

[GoDaddy Cart](#)

[Paypal Merchant Account](#)

[White Smoke Cart](#)

[WAHMcart](#)

[Bookkeeping Special Report](#)

[e-Fax](#)

As a Virtual Assistant Bookkeeper you can feel proud about the job that you are doing for your clients. Staying on top of financial matters is at the center of business success. Your management of the books gives them one less thing to worry about and you dollars in your bank account.

Concierge

A Concierge is the Ultimate Multi-tasker. Any one business may have a variety of needs, that no one person can meet.



Being a Concierge is the perfect Virtual Assistant job. Business owners have needs that often go unmet because they are

always busy with other work related issues. If you are a Virtual Assistant looking for a niche, this type of client who needs a concierge needs a multitasking expert. If that is you, then this could be your Virtual Assistant niche.

If you can pay attention to details, think on your feet and you're good at finding needles in haystacks you can do this position. For many businesses it is hard enough to work on creating their products for clients or managing the services that they provide. Many important details get missed. Someone (you!) needs to pay attention to the minutia so that events and product announcements are successful and profitable.

The Market

Businesses have many areas of operation. Catering services have to prepare for food, equipment, hire workers, get uniforms, and many other crucial details.

Super Focused Niches for the Virtual Assistant

Missing even one part of the puzzle can ruin the event and cost the business a client thereby affecting their bottom line in a big way.

Your services can be very valuable if this is your niche. If your client needs to set up a national meeting for its members, once the date is set and the invitations go out your work begins. You will reserve hotels, entertainment, caterers and other arrangements, and often manage all the particulars of each vendor.

As a Concierge Virtual Assistant you will be the unsung hero of major events by handling all of the things that go along with making your client's big ideas pay off, and look easy! Only a well organized person can coordinate and handle all of this professionally and with success.

Don't try this career if you're not a natural multi-tasker. Try doing some volunteer work before branching out as a concierge. Plan some events, see how it goes. You may be a natural or it may prove to be too stressful.

If you find that you have a talent for it then you will make a great Concierge Virtual Assistant. A virtual assistant that was once the right arm of an executive or another management professional knows how demanding it can be to handle every detail would be a perfect fit for this niche.

Super Focused Niches for the Virtual Assistant

As a Virtual Assistant Concierge you will be called upon to:

- ✓ Plan Events
- ✓ Create and Keep Schedules
- ✓ Making personal appointments
- ✓ Plan Parties
- ✓ Hire various services
- ✓ Buy personal and corporate gifts
- ✓ Make Hotel reservations
- ✓ Make Travel arrangements for clients
- ✓ Pay personal bills
- ✓ Handle household activities

A Concierge Virtual Assistant is a personal assistant as well as a business assistant all rolled into one. When a business client has an idea for a new product, you are the one doing the fact finding and bringing the idea to fruition. If they forget to schedule doctor's appointments for the kids, you call the doctor and arrange it. Their entire schedule is managed by you so that they are where they need to be when they need to be there. A concierge virtual assistant takes care of a client's personal and business needs with an air of professionalism, humor, and enthusiasm.

You may need many software applications to keep your business and clients organized.

Recommended:

Scheduling Software -

[Virtual Assistant Manager](#)

[VA Scheduler](#)

Remote Control Software:

[RAdmin](#)

[Go To My PC](#)

Super Focused Niches for the Virtual Assistant

Project Management Software:

[Central Desk Top](#)

[Virtual Assistant Manager](#)

Billing and Invoicing Software -

[Free or by Donation](#)

[GoDaddy Cart](#)

[Paypal Merchant Account](#)

[White Smoke Cart](#)

[WAHMcart](#)

[Calendaring](#)

[SKYPE](#)

Customer Service Expert



Customer service is an important aspect of every business, no matter how small. You have a special position if you are or want to be a Virtual Assistant Customer Service Expert.

When customers aren't satisfied they go elsewhere. Since word of mouth is such a powerful influence for repeat business having top notch customer service experts is very important. But often small and micro businesses simply cannot afford it.

Many business owners don't have the time to provide proper customer service - that is where you come in - they can hire a virtual assistant with the right skills to do the job.

What is customer service?

It can be as simple as answering an email from a customer in a timely fashion, providing a FAQ page on the business website, or go as far as calling special cases on the telephone. To a customer good customer service means having their needs met. One unhappy client can result in a lot of bad press for a business, therefore it is very important, especially in these days of social media to keep the customer happy.

The Market

Businesses gain leads via marketing and advertising, once a lead purchases something they become a customer. The best way to make more money in any business is to create repeat customers. You can only have a repeat customer if they are satisfied customers.

A Customer Service Virtual Assistant can save a client money on marketing by creating a repeat customer. A Virtual Assistant Customer Service Expert knows how to create systems, such as email lists, or message boards, or at the very least run these technologies so that they can keep a conversation going with the customers.

Customers like buying from people they feel they know and like. If poor or non-existent customer service drives them away, it could cost hundreds or thousands of dollars. So the cost of hiring a Virtual Assistant Customer Service Expert is well worth the fee.

The fee a client pays the Virtual Assistant will seem like small change in the long run. As a Customer Service Professional make sure you quantify your results by showing how many customers are repeat buyers after you took over the reins.

Customers have the power to make or break a business. A business is there due to the customer, therefore treating them like they are important (which they are) is a crucial step in any business plan.

Businesses use email systems, answering services, automated phone messages and instant messaging services to service their customers. But, each of these types of service ideas has to have someone in charge of the systems in order to effectively manage them.

Super Focused Niches for the Virtual Assistant

Convince your clients that they should hire you before sales drop off due to customer dissatisfaction. It is almost impossible to get a customer back once they have become disillusioned.

The Virtual assistant Customer Service expert is trained in communication skills and has a good grasp of language both written and spoken. You will need skills with various email programs, list serves such as aweber, icontact, and more.

As a Virtual Assistant Customer Service Expert you will be working with the client to solve and prevent their customers problems. Your work for them will be done with their customers and reported back to your client.

Tasks you will perform as a Virtual Assistant Customer Service Expert:

- ✓ Address customer complaints (calls, emails, IM, Message Boards)
- ✓ Handle product issues between the client and their customers
- ✓ Answer customer questions (FAQs)
- ✓ Send out emails, catalogs and newsletters to subscription customers (aweber, icontact)

How broad your services will be really depends on what the businesses you serve needs. A business can give you leeway to offer customer refunds, exchanges and other offers depending on the situation at hand. This requires that you have access to customer accounts databases and privileges to update them.

It is important that you learn all that you can about your client's business. A lack of knowledge will show up to the customer and cause dissatisfaction of both your client and their customers.

Super Focused Niches for the Virtual Assistant

It is an added bonus for you to have worked in the customer service industry before. Customer Service is a perfect job to do virtually because the technology is definitely there to assist you in serving the customers. You can use email, IM, phone, message boards and more.

You will need to learn and master many different types of software, or you can specialize in one or two choice programs that are in demand.

Recommended:

Mailing Lists

[Aweber](#)

[WAHMcart](#)

[icontact](#)

Outlook

Google Calendar

Various Email Programs

Instant Messaging Programs

FAQ creation

[SKYPE](#)

Database Management



Every business has many files that must be organized.

Organized files can cut down on paperwork or just simply help manage paperwork. Some businesses have so much paperwork that they

need databases to help keep everything organized. A business may not be able to hire someone full time to fill this need, that is where a Virtual Assistant Database Manager can help.

Databases can keep track of statistics such as employee turnover, conversion rates for various advertising campaigns, how much a product or service costs and more. In order to generate these reports you need the data to back them up and a good way to collect it.

Bad Data can ruin a company. How would a business ever know how their products are doing in certain areas of the country? How would they collect customer feedback? How would they determine what product is selling the best, and why? They can learn all these things through proper database systems.

The Market

If a business wants to grow or even maintain their success they must capture appropriate data. Without this data a business would not discover their strong areas, weak areas or whether marketing campaigns are a success. Correctly formatted and interpreted information is king in the business world.

It is very important to manage the data in an organized fashion. Customer names and information need to be logged, reports need to be generated, demographics collected, customer surveys analyzed and profits to report, to name just a few important areas where database management comes in to the business world.

Imagine if you can offer this powerful ability to small and micro businesses at a reasonable price that they can afford but at an amount that would make you very successful? You could help these small businesses compete better with larger businesses. It takes time to do these tasks and typical small and micro businesses cannot afford to do it.

If you have expertise in the area of setting up databases in different formats you most definitely can generate a great income working at home as a Virtual Assistant in Database Management. You can assist online and offline businesses by offering your services more economically.

Super Focused Niches for the Virtual Assistant

Virtual assistants, who specialize in database setup and management, provide such services as:

- ✓ Database design and maintenance
- ✓ Data entry of customer names and information
- ✓ Spreadsheet creation
- ✓ Process new data
- ✓ Create reports for clients
- ✓ Create graphs and other visuals
- ✓ Tech support for clients using new databases

Further you can also offer employee training via video tutorials offered online and even in person locally. With a little training by you, everyone can learn to access the databases that you create. The business of information gathering is streamlined for greater efficiency and you can lead the way.

The basic infrastructure of the company's records is in your hands. With a proper database - a small or micro business can go from a desk full of loose papers with information - to a well-organized database that can be updated with a few keystrokes. Any information that the client needs you can access with ease with a proper database. Time can be saved, and time savings means money savings.

If you like working with data and are good at organization, this might be the Virtual Assistant Niche for you.

Recommended:

[File Maker](#)

[My SQL](#)

Internet Marketer

As a virtual assistant, you know how important it is to have an online presence.

Making yourself visible in as many places as possible is important for anyone in business. If you have the skills, you can be an Internet marketer and help others.



If you have never been on the Internet you are living in the Stone Age. The cyber world is filled with businesses with virtual storefronts, advertising and people talking on forums and in real-time. Those businesses want to know what those people are talking about so they can tailor their advertising to bring in sales. That is where you come in as an Internet marketer.

The Market

Every online business needs a marketing plan. The plan is designed to get the products or services in front of the millions of people surfing the Web each day. Unless people know about the product and its advantages, they will buy from someone else. Implementing a marketing plan takes time and effort that many business owners just don't have with all of the other jobs on their plate.

There are no easy shortcuts to Internet marketing success. Most business owners use the trial and error method to see what works.

Super Focused Niches for the Virtual Assistant

With the help of an expert Internet marketer, that process gets a whole lot easier. As a virtual assistant Internet marketer, you can make the difference between creating a powerful new brand and obscurity.

Virtual assistants who can function as Internet marketing experts are in high demand. You take the pressure off of companies both small and large that want to concentrate on their product or service. It is your job to draw the traffic to the site to see the products.

Some of the tasks you can perform as an Internet Marketing VA include, but are not limited to:

- ✓ Article marketing
- ✓ Pay per click advertising (PPC)
- ✓ Search engine optimization (SEO)
- ✓ Email campaigns
- ✓ Direct mailing campaign
- ✓ Keyword research
- ✓ Social networking
- ✓ Link building

Your clients may have an idea of where they want to start with their marketing plan or they may not. It takes a combination of marketing tools to increase the visibility of a business online and off. For the business owner who doesn't have time to explore and learn each one, the virtual assistant Internet marketer (that's you) already possesses these expertise and can hit the ground running with a plan to get the business going online.

Each of these areas is a part of Internet marketing but you don't have to offer each service. You may be interested in email campaigns or search engine optimization. You can further niche into these areas to build foolproof campaigns no business can ignore.

Super Focused Niches for the Virtual Assistant

Build your business by bringing business to others as a virtual assistant Internet marketer. As the industry grows, you will profit from being on the forefront of technology and an expert in your field.

Recommended:

Mailing Lists

[Aweber](#)

[WAHMcart](#)

[icontact](#)

Shopping Carts

[WAHMcart](#)

[Ejunkie](#)

[Clickbank](#)

[SKYPE](#)

Internet Researcher



While the Internet is an amazing tool for many people it is not necessarily easy to find the information that you need. It

takes a person with the skills to find the relevant information

out of the rest of the mess that is out there. If you are that person you could be a Virtual Assistant Internet Researcher. Internet researchers are in great demand for all sorts of clients.

Being able to pick out the most important parts of any category to whittle down to the facts is an important job for an Internet Researcher.

As a student you learned to pick out the theme of a paragraph or story. As a researcher, you will Compile the information that is useful to others in a concise manner.

The Market

There is so much information out there that the average person will get lost. The information out there is massive and sometimes finding what you want can be time consuming and difficult.

Super Focused Niches for the Virtual Assistant

Governments, agencies and professional organizations have digitized their databases and directories for use on the Internet by anyone who desires the information, which is good for you as an Internet Researcher.

Businesses use the Internet to compile statistics and to learn about their competition or lack of competition as the case may be. Writers, journalists and television professionals use information from the Internet.

With their busy jobs, they don't have time to research so it would be easy to get erroneous information. Your job as a researcher is to make sure their information is correct.

Good research begins with knowing how search engines work and the best way to find exactly what you are looking for. Most people use Yahoo!, Google or MSN but there are plenty of other search engines that the average person doesn't know about.

An Internet researcher is familiar with all of them and uses the one that will yield the greatest harvest of useful information.

Virtual assistants who want to niche into Internet research provide some of these services to their clients:

- ✓ Compile current statistical data
- ✓ Knowledge of all relevant databases and search engines
- ✓ Use proven methods for information gathering (relevant use of keywords)
- ✓ Spreadsheet and Word document expertise for presenting information in useful manner
- ✓ General and specific knowledge of client subject matter

Super Focused Niches for the Virtual Assistant

Writers may ask for research on specific subjects like killer sharks or 19th Century Asia for their next novel. A business client may want statistics on lawn mower revenue in the last ten years. While the subjects differ the methods of researching are similar.

As a virtual assistant Internet researcher you may find that you have a niche subject in mind for your business. Maybe statistical information gathering and analysis are your forte.

You can build a client base around just that for small and micro businesses. It is not easy to perform research and your clients will want the best person for the job. You can be that person if you have skills in this area.

Recommended:

[Open Office](#)

[Microsoft Office](#)

[Web Research Guide](#)

Transcriptionist/Translator

With the advent of podcasts and other technology, audio and video media are becoming very popular in online business.

Businesses will need the services of a virtual assistant to turn the recorded media into print to use as companions or in place of the recorded event.



Creating recordings of events is much more convenient than having someone trying to take short hand of the meeting or event. Medical professionals and legal professionals have used Dictaphone and dictating services for a long time. Once this recording is made someone will need to be hired who can transcribe the event into the written word.

The Market

A good online business will typically have found ways to market their products with audio and video. Tutorials, how-to's and interviews are uploaded to websites for viewing and hearing. However, some people would rather have a written transcript because typically people can read things faster than they can view them or listen to them.

Not to mention the fact that sometimes with recordings some things can be missed and misunderstood. Getting a written transcript of the event can be another income stream for any business. Also, the written word can more easily be translated into other languages.

Super Focused Niches for the Virtual Assistant

Transcribing recordings is not as easy. As a virtual assistant transcriptionist your clients will not have to struggle with this issue, you will.

Using your transcription software you will be able to handle all sorts of recordings for them using the format that they choose for the written copy.

Some of your services can include:

- ✓ Medical Transcription
- ✓ Legal Transcription
- ✓ Video Transcription
- ✓ Podcast Transcription
- ✓ Transcription Translation
- ✓ Audio transcription for business meetings

Clients will email their work to you as audio or video files according to what file extensions you accept. If you use a project management system, your client can upload the files to your work desk. (this is a better method) Alternatively, they may choose to mail CDs or tapes for non-rush jobs. Depending on their needs, you can provide verbatim transcription or cleaned-up transcription that is grammatically correct.

For the virtual assistant transcriptionist who is also fluent in another language, you can offer translation services to your clients. This is a further niche which is in high demand. This gives them the opportunity to expand their customer base with products for non-English speaking customers.

Each area of transcription can become a sub-niche if you want to specialize further. Medical or legal transcription alone can turn into a lucrative business. I think medical transcription is one of the first original work at home virtual assistant jobs.

Super Focused Niches for the Virtual Assistant

As more and more online businesses use other media as marketing tools, they will need the skill of a transcriptionist and even a translator for their work.

Many colleges and universities are starting to offer online courses, by podcast, more and more businesses are offering teleconferences, and as this occurs your services will be in higher and higher demand.

Recommended:

[Transcriber](#)

Web/blog Designer or Optimizer

Did you think of Web Design or Blog Optimization as a Virtual Assistant job? Well it is. If you can do it from home on the Internet it is a niche of a Virtual Assistant. More and more brick and mortar businesses are taking their products to the Internet. Without the savvy to create the base for their online presence, they will need your help.



Many small and micro businesses cannot afford to hire an in-house web designer or even a large company that specializes in web design. As a work at home Virtual Assistant you're in an excellent position to offer a lower cost but affective service to your clients both local and distance.

What is a web designer? A web designer is someone who works to set up websites for other businesses. If you have knowledge in this area, have the talent, you can take your virtual assisting business in that direction.

The Market

Honestly the market is unlimited in this area. There are many sub niches in web design. You can specialize in blog development, Wordpress(tm) optimization, and more.

Super Focused Niches for the Virtual Assistant

The Internet is still relatively young, so it is important, if you pick this as your niche that you keep your skills up to date on what is popular and useful in web design.

For instance, no one builds "static" websites anymore. A site now has to be dynamic, user friendly, and interactive. Millions of people use the Internet everyday to look for information, conduct business and buy merchandise or services. The way into this world is through your online presence.

You must have a professional website to participate. Web designing has a tremendous learning curve. Most people don't know anything about HTML, CSS, PHP, RSS or other letters.

It can be intimidating for someone who wants to build a website (for an existing business or as an Internet business) to know where to start. Hiring the wrong person can cost a person a lot of money and garner no visitors to their site.

Trying to do it alone can cause one to build sites that do not function properly resulting in lost sales. Many businesses would avoid this if they could. With your skills now even a micro or small business can get a professional, working website.

The area of web design is wide open for any virtual assistant with the skill, knowledge, and experience.

Super Focused Niches for the Virtual Assistant

Virtual assistant website designers perform tasks like:

- ✓ Website setup
- ✓ Blog setup
- ✓ Monitoring forum discussions
- ✓ Page setup
- ✓ Search engine optimization of pages
- ✓ Uploading files, videos, audio and podcasts
- ✓ Troubleshoot coding problems
- ✓ Website maintenance
- ✓ Shopping Cart Installations
- ✓ Newsletter installations
- ✓ Hosting Services

These are just a few of the tasks you may be called upon to perform. Having someone to take care of the website duties is a weight off of the mind of small and micro business owners who want and need to concentrate on the business side of things and not spend hours pulling their hair out trying to manage graphics or blog posts.

The good news is that any one of these areas can further be defined as a sub-niche. Within web design you can concentrate on website maintenance or simply the initial setup. You can even offer training to employees of the business so they can learn to keep the site up to date with fresh content. Any virtual assistant, who likes the technical side of the Internet, will see their passion fulfilled as a website or blog designer.

Recommended:

[Blog Evangelists](#)

Real Estate



A Real Estate Virtual Assistant can really help a Real Estate Agent save tons of time and money. Most Real Estate Agents are independent sales people who cannot afford to hire someone full time to assist them with their needs. Agents need help with their websites, listings online, email correspondence, phone calls, direct mailings, schedules and more.

The Market

As any business owner will tell you, it is hard to juggle promotion, client satisfaction, daily operations and professional affiliations all at once. Many new businesses like an independent real estate agent are not in the position to hire new employees at first and even if they could they may not ever want to hire a full time employee. Being independent themselves they are going to be pretty open to the idea of a Virtual Assistant.

The real estate industry was among the first to use virtual assistants to meet their needs. Virtual assistants had the necessary skills to handle bookkeeping, accounting, database management, websites, and various other office activities. Virtual assistants that once worked in real estate were able to use that knowledge to build a nice niche business for themselves.

Super Focused Niches for the Virtual Assistant

Duties of a Real Estate VA:

- ✓ Business marketing plans (creating company logos, brands)
- ✓ Website management (virtual tours, website content)
- ✓ Contact potential clients (home sellers, home buyers, FSBOs)
- ✓ Coordinate listing activities (data entry, promotional info, presentations)
- ✓ Closing activities (escrow, inspections, signings)
- ✓ Keep track of appointments and schedules
- ✓ Create new business leads
- ✓ Direct Mail
- ✓ Ghost Writing
- ✓ Blogging

If you have knowledge of real estate, clients will seek you out to make their job easier. You will be able to propose new areas for business growth, create targeted sales copy and deal with the questions that customers ask but agents don't always have time to answer.

Many real estate virtual assistants work with local agents and develop a professional relationship. With your expertise, you are not limited to only local clients. Maybe you deal mainly with website services. In that arena, you can create stunning websites and virtual tours for clients in any time zone as long as they provide the needed information for you to get started.

As a Real Estate Virtual Assistant you will be a vital member of the team. Your knowledge helps the agents to concentrate on the business of helping clients to buy or sell property and leave the rest to you.

Super Focused Niches for the Virtual Assistant

Recommended:

[Google Real-estate Tools](#)

[Wordpress](#)

[Wordpress Themes](#)

[Blog Optimizers](#)

[Hosting](#)

[Blog Evangelists](#)

[Site Build It](#)

[Site Cube](#)

[Organization](#)

[VA E book](#)

As you can see there are many areas where you can specialize or "niche it" to create a profitable and successful Virtual Assistant Business.

If you have the skills in any of the areas you can get started right away. Make yourself your first client and be your best Virtual Assistant by getting your own website up and running, marketing yourself, and keeping track of your finances.

Remember to stick to your efficiencies and outsource what you either do not know or do not have time to learn. The benefits a Virtual Assistant can provide any business, including a Virtual Assistant Business are innumerable.

Super Focused Niches for the Virtual Assistant

Keep in mind that you will be providing a valuable, needed, professional service. Do not under value yourself, or others will too. For more information please visit [Virtual Assistant Moms](#) often for updated blogs, articles, tools and more.

[You can make money just by helping, become a Virtual Assistant.](#)

Appendix

Here is a list of resources from the Report as well as additional resources that I use for myself.

[Aweber](#)

[QuickBooks Online](#)

[Blog Evangelists](#)

[QuickBooks Pro](#)

[Blog Optimizers](#)

[RADMIN](#)

[Bookkeeping Special Report](#)

[Site Build It](#)

[Calendarng](#)

[Site Cube](#)

[Central Desk Top](#)

[SKYPE](#)

[Clickbank](#)

[Transcriber](#)

[e-Fax](#)

[VA E book](#)

[Ejunkie](#)

[VA Scheduler](#)

[File Maker](#)

[Virtual Assistant Manager](#)

[Free or by Donation](#)

[WAHMcart](#)

[Go To My PC](#)

[White Smoke Cart](#)

[GoDaddy Cart](#)

[Wordpress](#)

[Google Real-estate Tools](#)

[Wordpress Themes](#)

[Hosting](#)

[icontact](#)

[My SQL](#)

[Organization](#)

[Paypal Merchant Account](#)

[QuickBooks Enterprise](#)