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## How to Earn \$100,000 As A Virtual Assistant Working From Home

DONNA BROWN

## Helping Hobby VAs Being Masters & Hitting The Six Figure Mark

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Donna Brown

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First Edition 2015

To My Pickles and Ninja

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## Introduction

10 years ago (from when this book went to print) I quit my high paying job in a financial planning firm and decided to start my own mortgage broking business. It wasn't my work in particular that I disliked (I was always great in an administrative/managerial role) it was the environment and the people that I worked with that...um shall we say.... weren't to my liking.

I had previously left a job where I LOVED my colleagues, to move into this new role so I could get new skills and a bigger salary; but 10 months in and continuously saying to myself *'It'll get better, surely it'll get better'* I quit. In case you hadn't realised yet – it didn't get better.

I felt sick. I had NEVER quit a job before without having something bigger and better to go to.....and I had a car loan and credit card to pay off. PLUS I was questioning my actions of quitting the previous job which I LOVED but wasn't fully appreciated. Did I make a bad mistake?

What did I just do? It's not like me to just do something against the norm in society. I was always a hard worker, getting to work early, doing that little bit extra – but always for SOMEONE else. Never for myself. My parents were the typical European “work hard and save, work hard and save” kind of people. They came to Australia when they were young and had to start from scratch.

Shortly before I quit my job I had just become a fully qualified and registered mortgage broker. It was my intention to slowly build this business and work on growing the monthly commission a broker receives every time they write a home loan for a client when a property settles. This commission lasts the life of the loan.

So if your clients have their loans for 30 years, (as most Australians do), you would get a commission deposited into your bank account every month for 30 years. Get enough loans and you could slowly build a nice little monthly amount hitting your account.

Sounds like a good idea, yes? I can tell you now, VERY hard and long unpaid hours when you first start out! Amazing potential but lots of hard work in a ruthless industry. *It's interesting how I ended up in the financial planning industry given that I despise maths AND the last time I studied it was when I was 16 (the last compulsory year for maths)!*

It was always (and I repeat ALWAYS) my intent to get some kind of income passively OR be able to **work from home** successfully, so when the time came for me to have children I wouldn't have to leave the entire pressure on my partner. It never occurred to me to find someone with a large income so I didn't have to work...it wasn't on my radar and I couldn't fathom it in my world. So I had to make sure that I could do something!

Paying a mortgage is hard work combined with living expenses and although childcare was always an option; it was something that I really wanted to avoid if I could. I don't think there is anything wrong with childcare, I just wanted to make the decision that IF I could stay at home and work around my kids, I would.

I thought mortgage broking would get me there, but boy was it HARD work. Like serious hard work. I wasn't afraid of hard work, but there is hard work for a good return and then there is hard work with no great result.

Being brought up in a traditional European household (my parents migrated to Australia from Greece and France when they were young adults and met here at a local dance) we were taught to work hard and save hard. NEVER sit around on your arse and wait for stuff to happen.

BUT probably one of the best things that my father in particular taught me was to value yourself and to make sure you get in return for your efforts something of equal or greater value.

At the end of the day this means are you getting paid the right amount of money for your effort AND mortgage broking for me wasn't at this stage. This is a lesson that has stayed with me for my whole life and I apply it everywhere.

Is the result going to be proportionate to the effort involved? Often this is a rather subjective question, as the result YOU believe is worthy may not seem worthy to the



person sitting next to you. Therefore it can be a hard skill to grow (and also a hard criticism to accept when I tell my mentorees that they are WORTH more than what they are charging).

I sometimes see people slogging away and working VERY hard but for very little return. They get stuck in a bad circle they find difficult to break AND then impart this onto the people around them (especially their children). This is not an option in my world. I want to work smarter not harder.

*Disclaimer Time! Yes there will be a period where you will work very hard in your business for seemingly little money. This is natural – the issue I have is when people have been doing it for YEARS and still haven't changed a thing. THEN it becomes a problem.*

If you are struggling with the concept of increasing your prices (which we will discuss later on) I need you to think about the real reason why. Is it an issue of VALUE (as in you don't value yourself enough) OR is it an issue that you inherently know you're not delivering what you should be – and therefore feel not great about the idea of upping your prices. Something you should definitely ponder....

Anyhoo, back to my story! Remember as a mortgage broker you only get paid when a loan settles. Sooooo even though I could spend a whole lot of time helping a client get the best home loan, it could take them 8 or 9 months to find a house, then another 3 months to settle. Basically I often would have to wait a YEAR (that's right a WHOLE

year) to get paid for the work I did 12 months earlier. That's why getting into the industry by yourself (and not part of a franchise or a chain) is really really hard. Perseverance will pay off, but I need cash coming into my bank now! I have bills to pay you know...

So in the interim, I thought –“hmm I have GREAT admin skills, I am sure someone would pay me to do some typing or something like that” so with some trepidation I decided that I would advertise myself as an offsite admin assistant.

It was only going to be part time and for a short while. I had a mortgage broking business to build, so I would just get some cash flow happening so I can concentrate on the other areas of my life.

As this point I hadn't even heard of the concept of a VA or Virtual Assistant – but this was the beginning of my journey down the Virtual Road!

As you can imagine, I learned a lot over the last 10 years, made a lot of mistakes and as you probably guessed there came a day when I turfed the broking and stuck with being a VA. *There were a variety of reasons why I did this but one of the biggest ones was the fact that in broking – the result of your work was still dictated by a third party (aka the banks). If the banks stuffed up it affected YOU directly. This happened to me many times and I found it really difficult to accept a third party affecting my income with not a care in the world.*

This was probably one of the key shifts for when my VA business started to grow very fast. When you concentrate your energies into one major project you will see results faster than spreading yourself thin over multiple business or projects. Too many times I see new business owners (including Virtual Assistants) start multiple projects thinking that they will get more clients and more money by tapping into more markets or ponds of available funds. The exact opposite occurs. They get distracted and end up building both projects MUCH slower than if they had worked on one. They get disheartened and think nothing works and then slowly drift off to find something better.

Since then and as the years have gone by I have moved away from being a VA myself (my VA business still runs with my virtual team) and now I specialise in educating people with starting their own VA business from home.

Combined with mentoring and consulting I have successfully been able to carve the "Work From Home Queen" title and consistently work with various councils right up to various levels of government to help fund programs to educate people about work life balance.

Just so you know, I got my first client about 4 days after I made the decision to work from home doing basic admin whilst I was going to build my mortgage broking business. Luck? Maybe...BUT I will say one thing, I told EVERYONE. No mucking around, straight into action time and it paid off big time. It wasn't long before I was hitting 6 figures every year.

Remember ANY action is better than no action.

## Chapter 1: Why \$100,000?

If anyone knows me personally, they would know that my initial reaction to this question was “Why not”? Why not achieve \$100,000? However there are specific reasons why I have chosen to be your goal for this book (and also the title) and the program that coincides with it.

My first reason is that there is a sweet sweet satisfaction in being able to crack the six figure mark and being able to share that with people such as your family, friends, clients and more. When I say share, of course I am not talking about boasting. There is a very big deep satisfaction in being able to say to people that “my virtual assistant business is a six figure business”.

Of course that is not the only reason, there are a few other points that I definitely have to mention here.

One includes the fact that the average administrator will not earn that figure in an annual employee salary. Furthermore the average Virtual Assistant has come from an administration background.

When I say administration I am talking about those in reception, secretarial, office management etc anything of that nature. Obviously there are some Virtual Assistants that target different services to administration, such as graphic design, website design, social media – but generally speaking most VAs are in some form of administration AND most of them have never earned as an

employee \$100,000.

So being able to achieve MORE money as a self employed person working from home than you would have previously in an employed role, is a pretty darn cool thing!

\$100,000 is also a figure that is not too extreme. It's a big enough of a stretch to make it a challenge for you, but its definitely achievable – unlike a million dollars which really would be very hard as a Virtual Assistant running a traditional VA practice.

You know, someone said to me “why wouldn’t you make your book about how to make a million dollars as a virtual assistant”. Well here is why! When you see that phrase there often is a negative feeling that pops up as it seems so unachievable and so unrealistic that people will give up on their goal. People scoff at it and walk away annoyed and uninspired.

But at \$100,000 there are certain steps that you can take to break that target up into very manageable chunks and that you will most certainly be able to do it within 12 months (sometimes even less) if you take the steps that I recommend in this book.

So what does \$100,000 look like in a Virtual Assistant business?

What we’re talking about here is just under \$2,000 per week. Now I can’t tell you what you would clear from that

amount of money because every country has different tax rates and laws and I can't predict where you will be reading this!

Additionally, the amount of expenses you deduct will affect your final take home amount.

Although these variables will vary from person to person, you all have the capacity to have a Virtual Assistant Business that makes \$100,000 or more per year, if they REALLY want it and take lots of action.

Yes there will be some people who will get there quicker than others, and that is fine – but if you really really want to achieve it and you take the steps that I am going to share with you in the next chapters than you will get there too.

The final and one of the most important reasons why I picked \$100,000 is MY VA business is a six figure business.

It's really important to me that I write about my experiences, the techniques that I learned and worked for me and share the mistakes that obviously didn't work for me. I feel that it is especially important that this book is congruent with who I am, my experience and my message.

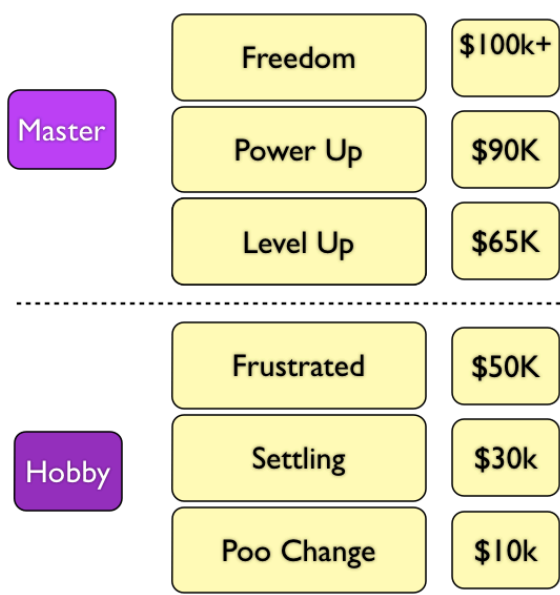
So yes there will be lots of VA businesses out there that might make more than \$100,000 but there are a whole lot more that make a whole lot less....until now!

At the end of the day \$100,000 (the minimum amount you

can make to be 6 figures) is ample money to start living the life you want in Australia and many other countries. It gives you freedom, power and control to make massive changes in your world and the world around you.

Now...there are some clear levels I want to discuss with you all AND a clear divide in the industry that will help you understand where you are currently situated.

Below you will see a diagram that displays the different types of income levels in the VA industry.



How does this diagram make you fee? Angry and



offended? Inspired to move up a level? If it's the first option than you need to ask yourself why.

Chances are if you are angry then the reason is because you are not at the level you want to be at AND feel like that its not your fault and I am blaming you.

Well nope I am not blaming you at all! You just need some guidance to upgrade and move up the ladder....but really if you're not earning more than \$50,000 than at the end of the day you're a Hobby VA not a Master VA.

There is a chance that someone reading this book has likely been in business for a while...so feels offended by the diagram.

Time in business doesn't equate to level of success. Working in an industry for more than 10 years (for example) doesn't automatically give you the 'success' status.

It could have been 10 years of horrendous losses, mistakes and failures.

Or worse no growth.

Yes there are different definitions of success. I am okay with that. I am not saying you have to make squillions... It's interesting though, I find a lot of people base success on being ethical and having high morals. These people I know for a fact make nearly no money.

That makes you an ethical and moral charity or individual with a great hobby.

It doesn't make you a successful business owner. It doesn't make you a successful VA. You're still on a journey – and that's cool! As long as you do something and get unstuck then you're a champion in my books.

Now before you ask. YES I believe you can be a successful business owner that has morals and great ethics.... Of course you can! I just don't think you can base your entire success on that fact alone.

Are you a failure? Not at all - YOU can become successful if you get help (if you need it), make changes and take lots of cool actions.

I personally have hired many VAs in the past to support me in my business and have found there are two types. Those that are master (or on their way) and those that are hobbyists. Each have their own strengths and weaknesses and each are the right fit for the right job. But after being in this industry for years and working with clients that turnover half a million or more – if you want to hit those high net worth clients that appreciate a good VA and are prepared to pay for it then you need to become a Master VA.

A Master VA is a proactive VA that thinks on her feet. She finds solutions to problems without annoying the client. She is very forward thinking always looking for new

strategies to make the clients business more streamline, more efficient and make them more money. She knows what needs to be done without waiting for a list of 'jobs' to hit her inbox. She can make decisions quickly and follow through. She CREATES work and ensures she is a non-negotiable asset to her client.

A Hobby VA is a great support person to any business but is reactive. As in receive a job, action the job. The end. Receive a job, action the job. The end. It's a closed relationship and her workload is dependant on the client remembering or having the time to actually send you the work. These VAs find that they have clients that come and go (or send work very sporadically) due to their value not being as obvious as a Master VA.

If you are sitting in this level, I am not saying you're not valuable – I am just saying you're easily replaced. That's the truth.

As I learned from a good friend of mine *"if my presence doesn't make a difference, than my absence will not be noticed"*.

95% of people reading this book bought it because they WANT to become a 100KVA. They want to move from a hobbyist to a master.

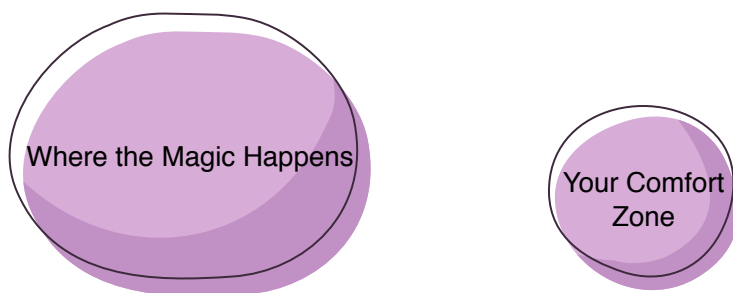
This chapter won't upset these people; they will be invigorated to get off their bums. I love you people and I can't wait to hear about your journey ☺

Each and every one of you that decides to go down the journey of becoming a 100KVA must remember that you're all on your own journey and to never compare yourself to anyone else.

As long as you all take action (particularly the right kind of action and not the fluffy stuff) then you will all make it there. Some of you will have young children and some of you will have older children. This will affect how much you can dedicate towards your business.

Some of you will have NO children and others will have family members that are a part of your business. Each of you has your own skills and experiences that you bring to the process so you're all on your own path. Be excited! Have Fun!

Remember the magic happens OUTSIDE of your comfort zone!

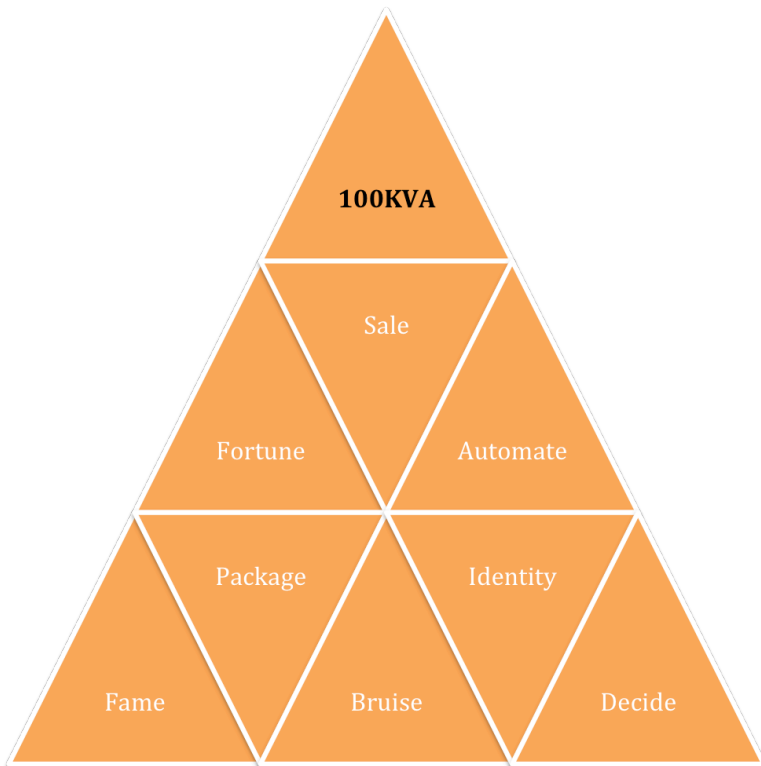


Now lets get into the juicy stuff so we can take some awesome actions.

But one final message before we continue. The way you have been running your VA business at the moment (or the model you have been using) is NOT going to get you there.

You will need to change AND you will need to accept this fact.

Below is the model that I teach my students. Looks a tad different doesn't it! Don't worry if you don't understand it all now...just note that there is a different option out there.



For if you always do what you have always done. You will  
always get what you always got 😊

## Chapter 2: The Riches are in the Niches

One of the greatest mistakes that VAs do is trying to be everything to everyone. This is a recipe for disaster. All you do is confuse people on the solutions you can provide them AND you become such a generalist that you blend into the crowd of VAs that are available in this world. We want you to become an authority NOT a commodity.

Commodities are things that people buy on price (toilet paper, shampoo etc). People who engage the services of a VA based on price are never going to be the right clients who will help you get to the master \$100K level. They are just not the right fit. They buy GENERALISTS.

This is why I always tell my students to avoid elance, odesk and similar. People buy off those sites on PRICE not on value.

Whenever I see VAs complain about international competitors that are charging \$5 or \$10 an hour I shake my head in sadness. WHY are you spending all of your energy complaining about these people rather than stepping up to the plate and growing your business? I have never found these counterparts as competitors – simply because they aren't. The people hiring them were never going to become my client so why worry about them.

Remember I want you to be an authority in your niche (what ever that may be).

I know this is a hard temptation that is always there. That is to try and help everyone with everything. It's in our nature as VAs (as we're 99% of the time women who are generally a nurturing helping bunch of humans). We want to help our clients and make their businesses and lives easier any way we can. It makes us feel good and fulfils our need to be needed.

You can still get this need fulfilled, but lets do it in a more commercially savvy way.

When I was starting my VA business I inadvertently become an authority in supporting those in financial planning. By mistake (or rather perhaps more because I thought about it logically) I concentrated my efforts into finding financial planners, insurance and mortgage brokers as clients as that was where my expertise lay. I knew the industry so well it was so easy to find clients. It seemed obvious to me to tap into my skills and my expertise and it worked very much in my favour.

Firstly because there weren't many VAs hanging around in the financial planning world in Australia (so I totally dominated my market very quickly). Secondly because I KNEW the clients concerns and lingo. I knew how to communicate to them on their level. This built instant trust and rapport and lead to a clamouring of clients wanting to get through my doors. It led to lots of opportunities that wouldn't have become present had I remained a generalist.



They also knew that they didn't have to train me. I could hit the ground running and THAT is a very appealing feature of engaging in the services of a VA.

The biggest asset was that I brought to the table NEW ideas and strategies that they hadn't even thought of! I was now guiding them. Big Win.

Part of the strategy of finding a niche that you want to work in is thinking about two key areas.

1. Is it narrow yet deep?
2. Do I love providing the solution?

Point one is super important. You need to find a narrow (ie specific) group of people that you want to help BUT that has many people in that area.

For example – saying you want to help mumpreneurs is too vague. There are hundreds of thousands of people in this industry and they all have different problems that need solving. Remember although you might be relatively good at helping them with many problems we want you to be the best at solving ONE problem.

However helping mumpreneurs who have a physical product (some kind of handmade craft for example) with building fans on visual social media platforms such as instagram and pinterest is far more specific! It's narrow in its description but deep in the number of people that fit that world.

If a mumpreneur was looking to find help with someone to manage these platforms why would she go to any generalist VA when she could go to the expert who KNEW the strategies and techniques that they dedicated themselves to just that specific problem she wanted solved.

It's a no brainer. People want the best to help them in business. The people who want the best are also prepared to spend more money. Be VERY wary of anyone who asks for a referral like this "Does anyone know a fantastic expert in social media who can do xyz but is cheap/affordable/doesn't cost an arm or a leg". Don't even bother talking to these people (or gently refer them on). Their key focus here is PRICE not on value of skills.

Being an authority means you can also charge a lot more. After all, as we all say, who earns more money? The GP, or the specialist doctor? A specialist never has to advertise for patients. There is a line. You have to be referred. You have to wait and you pay for their expertise. THIS is what I want for you!

Remember it's not just the specificity that's important but also that there are enough people sitting in that world too. There is no point in trying to help one legged security guards manage the comments on their cooking blogs. Seriously – how many people would fit that criteria??

At the end of the day the more specific you are around the exact problem that you solve, the higher sales and success rate you will have as a result. This book is a great example. I help Virtual Assistants stuck at \$50,000 get to 6 figures. Sure I could help mentor any VA but I specialise in high level VAs not those starting out.

Of course there will be the random new VA that is hungry to get to the top fast. That's okay I am happy to help them, but it doesn't mean that's where I will hang out and spend my marketing dollars on – as for the most part, my clients are not there.

A big part of niching will also be getting inside your customer's mind. It will allow you to not only understand their specific fears and concerns (we talk more about their bruises later on) but also how you would like to be perceived by them. What kind of positioning do you want and where do you want to sit in their world.

Below is a list of questions you need to ask yourself or your ideal client so you can REALLY get into their heads! Doing this will enable you to prepare not only your verbal language but also your written copy in such a tailored manner than you truly talk to their heart.

I will mention this in many future chapters in different ways (so it sinks in your see), which I am sure it will by the end!

Sometimes this can be hard to do for the experienced VA as they have helped so many people they feel confused. So

when you do this exercise I want you to think about the BEST client you have ever had. The one that was the most fun that earned you the most money and you would gladly help over and over again. Lets use them as a base to get started until you hone it down more.

Here are some of the questions that you will answer. When I say answer I mean LITERALLY get a piece of paper (or open a word doc) and answer them in as much details as possible. When you get stuck go to the next question. When you're done, wait a day and go back and answer them again.

Here you go!

- Are they male or female?
- How old are they?
- Do they have children?
- Are they married, de facto, single, divorced, FIFO?
- Where do they live?
- What industry do they work in (if applicable)?
- How much money do they make?
- What do they call themselves?
- What annoys them?
- Where do they waste the most time?
- What are their secret desires?
- What makes them wake up every morning?
- What social media platforms do they hang out on?
- How do they like to learn (audio/visual/mixed etc)

- How patient/impatient are they?
- What language do they speak?
- How do they describe themselves?
- How do others describe them?
- What do they value?
- What are their interests or hobbies?
- Where do they hang out?
- What kind of friends do they have?
- What are their goals?

WOAH! That was a lot of questions to answer! I can imagine you shuddering trying to do this task BUT once you have answered them all you will have a TON of knowledge to base your packages, your services, your language, your marketing on AND know where to hang out and find them!

As this book is more designed for VAs who have already been in business for a while chances are you will have some knowledge of what you want to niche in and whom you want to work with once you have thought about the past best client you have had.

Remember you will make this decision based on thinking about whom in the past was the most fun to work with AND what kind of work did you do that brought you the most joy. Additionally you can look at what trends of people were you attracting. Are they from a similar industry? Do they have similar problems?

If your client is REALLY different from who you are it might be a good idea to get some of your clients to answer these questions for you as well. You might need to reword them slightly so they are less confronting before you send them a list of the questions.

Be sure to incentivise them to do this task for you. This could be with a gift, a bonus or something similar to say thank you for taking the time to helping you out with your market research. Particularly if they have answered all the questions in the list! You can even make an online survey so your clients can remain anonymous if this is important.

I know that doing this task might seem annoying and time consuming but it will ultimately be able to help you to sell and deliver the best possible solution to their problem.

As another great friend of mine (Natasa Denman) always says...**Sell them what they want. Give them what they need.**

In other words, people might **want** more time with family. But what they **need** is support with blogs. You need to appeal to their wants (aka their desires) as much as possible. When you get this – the whole game will change the way you market yourself, position yourself and the speed at which you grow your biz.

This is the approach that I want you to take with your virtual assistant business. If you position yourself as a VA, you are

positioning yourself as a GP or a general doctor that does bulk billing for example. For any international readers it's just the easiest doctor you get to see at a free clinic.

If you position yourself as a specialist, as a tribe building specialist, communications specialist, some kind of a social media based one, as a fame specialist, as even as a number crunching specialist.

If you are positioning yourself as a specialist in your field and solving a problem that your target clients want to solve, then you will be able to charge more and people will be clamoring to work with you more. You will also get lots more referrals as your business is far more defined AND you will stand out above the rest.

You need to take this approach in order to get the better paying clients and to make it easy for you to convert clients. Many VAs try to be everything to everyone and end up being nothing. If you cannot make an impact on my life then I won't miss you if you're not there. That's an important thing to realise. So stop thinking of yourself as a VA and start thinking of yourself as a specialist in your field.

That can be really hard because you may never have positioned yourself that way or thought about yourself that

way and it can be really confronting to think *'what am I an expert in and what am I best in?'*

A lot of people have a lot of issue with admitting to what they're really good at. I'm sure you can easily list all your faults to me, but you might find it very difficult to actually tell me what you're really good at.

If you have problems with this you are more than welcome to contact me about this and we can discuss it further. But once you know what you're good at, then you can start charging according and slightly editing your business to achieve that goal.

Remember as a VA it is expected that you already have considerable experience and skills in the services you offer. Clients don't hire VAs to train them how to do admin, they hire you because you are already highly skilled and can hit the ground running. This saves them a lot of time, so they can concentrate on building their business, and not have to worry about running their back office.



## Chapter 3: Kill The Hours

Many Virtual Assistants when they first start out, and even some of those that have been around many years will charge their services out at an hourly rate.

*Important Note: If you are a brand new VA and still getting your head around everything AND deciding what services you want to offer then by all means charge an hourly rate. Get a feeling for how long things take. Use this time to test out what you like doing and what you don't like doing. THEN when you have clarified your skills and what ready to change to 100KVA status or commence the journey make these necessary changes.*

However the problem with charging per hour is that you are limited to how much you can earn because eventually you will hit a ceiling on two parts.

Firstly, how many hours you have available to complete work for – as there are only so many hours in a week that you can actually work.

Once you hit your maximum number of hours, you simply cannot work any more to generate more income. That's it. You hit the first wall.

Secondly there is an issue with your hourly rate. When you are charging yourself at an hourly rate there is technically only so much you can charge yourself out at. Yes we encourage everyone to up his or her prices every year.

Every 6-12 months you should review your prices and increase them accordingly because just as if you were working as an employee, every 12 months you would be entitled to a pay rise should you did a good job.

All industries increase their prices and that is why things cost more over the years – fuel, food, services – everything grows, so if you are charging yourself out at \$30 per hour, it shouldn't be that same rate for 3 years. Every year you should review your expenses and your income and adjust accordingly.

Everyone is used to it and it's to be expected particularly if you write it into your agreement then there are no shocks or surprises.

Back to the reason on why charging per hour can be a hindrance to cracking that six figure mark as a Virtual Assistant.

As previously mentioned, not only is it going to be very difficult once you hit your capacity but it will be very hard for you to charge \$100 or \$200 per hour to do some general data entry – there will come a point where no one will pay that price because it will be simply cheaper to hire an employee than it would be to hire a Virtual Assistant.

VAs always tend to encourage their clients to understand that they are cheaper in the long run, but there are lots of other valuable benefits for using the services of a virtual assistant. However price is usually one of the key factors

that VAs concentrate on because employers are saving on benefits and superannuation (retirement) costs, they are saving on annual leave/sick leave and other associated costs, they are saving on workcover and other insurances that they might need to pay when having a traditional employee. This is technically true...BUT only for a short period (and makes you a commodity, not an authority).

SO when you base yourself on price alone as your key benefit, what happens when you appear to become more expensive? Clients will no longer see you as a viable option. This is not good for your business.

This is why clients should never buy you on price but on value.

One of the BIGGEST issues I have with VAs charging out an hourly rate is that you are actually doing yourself a disservice by working faster! There is no logical reason why you would work harder and faster for your clients as you will actually earn LESS MONEY! This is crazy! In fact a brand new less experienced VA might very well earn more than you simply because they are slower.

WHAT IS THIS CRAZYNESS??

I want you to be rewarded for getting better and better with your craft as time goes by – not punished. The best way to be rewarded for your effort is via packaging your services. Not retainers, but packages.

Many VAs struggle with the concept of packaging. They don't know what to include and how to price it.

I have an extra resources you're more than welcome to go and download if you feel you need the extra help ☺

<http://tinyurl.com/100KVAPackages>

At the end of the day don't make it harder than it is. Simply put together the logical steps involved to make a rounded service.

If clients want you to manage blogs – then include all of the associated tasks like sharing, editing, uploading, etc.

If clients want you to manage sign ups to their program include welcome emails, client welcome kits and more.

Think outside the box and figure out what would make their simple request a better-rounded service for THEIR customers. If their customers are happy then they will be happy.

It's that simple!

You will be surprised how many clients will be grateful that you thought of other things that will make their business more awesome. *Remember what I said when I was working in the financial planning field...I was introducing new strategies to them! I was a gold asset in their eyes.*

When you design your packages also be sure to include bonuses that don't cost you any extra time BUT add in tons of extra value. This could be books, resources, access to some software and programs (that you are already paying for anyway). It will be highly dependent on your business and your niche to determine what your clients would value.

Let clients know that they are bonuses in your proposal. If you don't tell them they won't know so be sure to spell it out.

Obviously when you are looking for clients you might have realized now that you are only going to work with clients who need you on a regular commitment with a regular task.

No more clients with adhoc duties. There is nothing wrong with them as clients – they are just not the right fit for the 100KVA program. We want regular committed clients to give you awesome cash flow.

This can be hard, as quite possibly for years you have been used to working with as many clients as possible – working with quantity rather than quality. Now I am asking you to do the exact opposite and it could very well be a challenge. But with challenge comes growth ☺.

If you haven't realised it yet, there are some services that are more easily packaged than others. Probably the hardest service would be transcription. Particularly transcription services where doctors are sending random files all the time and it's a constant rotation of receive,

transcribe, send. If you're entire business is based like this and you have no other skills or expertise this will be a very hard journey for you and I cannot guarantee it will work.

The transcription industry simply doesn't work like that. The ONLY way you can get around it is if there are other associated tasks involved such as transcribing a document, then sending a report to someone, collating, data etc. Other associated tasks which you can bundle up to create a package. If its just simply transcription it won't work. Sorry!

When discussing packages with clients (particularly if they are used to being charged on an hourly rate) its important to emphasize the benefit of actually being on a package (ie not the package benefits but the benefits of being on this type of structure).

Clients can budget your expense in their business far easier when they know exactly what they are committed for each week or month. There are no scary bills and they can plan ahead far easier (just like you can plan ahead).

The other great benefit which I always tell my clients is that it makes them committed to their own success as they have to consistently give you work (or the supplies you need to deliver on the said package). This forms a habit which will ultimately lead to their success.

Lets be realistic here. A high percentage of clients (no matter how much money they make) are disorganized. This

could be lack of skill, lack of time or a part of their personality. This is why they hired you! For help. So lets get them to start the right habits to help them move forward in their business.

Probably one of the MOST important things I can tell you about the packaging process is the language you use when you write your proposals or talk to your potential client.

Never use the word cost. Cost is a negative and it does not invoke good vibes. ALWAYS use the word "investment". Investing is something awesome. It's for the future. It's for growth. It's for safety and that makes us feel great!

So always refer to the price as their **investment** not their cost or expense.

## Chapter 4: Fame & Fortune

This chapter is all about becoming famous within your niche AND how that will enable you to increase your fortune; or in this books case – getting to the elusive \$100,000 mark.

What I want you to first realise is that video is a very hot and popular marketing tool. In todays day and age, we are bombarded with so much text, graphics, imagery and messages that it's easy to skip things and it's very easy to look over what is going on around you.

However video tends to make people stop and watch (particularly if it's a great video).

Okay – so here is the most important point in this chapter. **People Buy People – Not Brands**. It's definitely something I have mentioned before, but I really need you to understand that people are buying you and not your little logo (aka brand).

So for example, if your business is called "VA for You" (oh and this may exist out there, I don't know) that's fine, but customers are not actually buying "VA for You" to do their support, they are buying YOU....Sarah Smith (for arguments sake).

You are the one they want to be able to work with and video will enable you to form a relationship between yourself and your potential and existing clients as they are



learning about who you are not who the logo is.

Remember when people are engaging in your services, as a Virtual Assistant, people are buying your expertise. They are not buying your logo or branding. Although your logo and branding is important because it is an extension of who you are, if you have a little picture of something that is really professional then by nature it is an extension of you. Ultimately though people are buying your expertise.

However so many VAs hide behind their computers. They don't come out to play and they avoid networking like it's the plague. I used to be like that – until I realized how bloody awesome for my business it is to actually step into the light!

No more mushroom VAs, just happy bright sunflower VAs!  
Heehee

So what we want is for clients to be able to build a relationship with you, or at least begin to build a relationship with you, BEFORE they even meet you.

Video will enable you to do that.

Clients will get to see who you are and be able to start forming an idea in their mind on whether they like you or not. That's okay, remember not everyone likes everyone.

They will be able to start understanding your work style, your expertise, how well you know what you're talking

about AND if you do it well, you will be able to convert these clients really easily when they contact you (because they have already started to form a relationship with you, EVEN though you haven't met them).

Over my time using video, I have had many people contact me on social media letting me know that they have been watching my videos and now they are interested in engaging me in my services. They are easy sales...most of the time I have never met the clients and I am making the sale then and there. It feels good to be recognized this way AND it totally motivates you even more in your business. The effort to "convince" people that you're great is less work. You still have to deliver your awesomeness, but people are starting to see it and it feels wonderful.

This is what I want you to be able to have.....AND the best way for you to do that is via videos. NOT just through text updates on Facebook, and not necessarily just through blog posts and boring newsletters.

With Videos. Videos. Videos.

I think blog posts and general text updates on Facebook and other social media platforms are super important, but THIS book is all about getting you to the \$100K mark and the quickest way you're going to do that is by making people see how awesome you are at what your doing.

The quickest way to do that is.....I'll give you one guess...gosh, well done – its VIDEO!

Now I know a lot of you out there are going to be freaking out about the concept of video. I know there are a lot of virtual assistants that refuse to go on camera. I understand that because I used to be like that.

For many many years, I refused to speak at any events, stand up to more than 2 people in a group and talk about being a VA. That wasn't because I was ashamed or terrible. It was purely nerves and it just didn't interest me back then. What I used to call "trying to be the centre of attention".

But then I had one particular organization annoy me, over and over again to come and speak at their event and then I realized I had run out of lies on why I couldn't make it – so I went.

I winged it too! I didn't write a presentation, I just went and spoke from the heart about what a VA is and the benefits to clients and I think I picked up like 13 clients ON THAT DAY. There was only 30 people in the room and I picked up LOTS of clients.

Now remember, this chapter is about video (not public speaking) but I wanted to share that story with you as it's a similar concept because you are going into peoples homes or onto their mobile phones and you speak directly to them.

Building up this fame will directly helping you to get that fortune.

Other great reasons for videos includes the fact that they are so freaking easy to share on your website, on all social media platforms, compatible with tablets, all smart phones etc...so really it's a no brainer on why you wouldn't do it.

Don't get me wrong, I understand your fears (I had them too) but I always say if you get over it and just do it, you would be surprised how much feedback and opportunities will come out of it.

For example I think one of my biggest issues was that I am not the smallest person around. I used to think all people would see was a fat person on camera and it made me avoid it for a long time. Then I gave in and just spoke and realized people were more interested in WHAT I had to say rather than my jelly belly. I am not selling fashion, weight loss or anything like that. I was selling a solution for businesses that totally got what I had to say. AND IT WORKED!

One of the things we really need to pause and think about here is being authentic and how very crucial it is to building raving fans. When I say videos I am not talking about you getting green screens or a special lighting set up. We are definitely not talking about an expensive extravaganza establishment. I

Its all about using a simple handycam, iPhone, tablet or even a decent camera/webcam built into your in your computer monitor or laptop. The only time this wouldn't work is if you are selling video recording services. Logically

you want the best of the best if that is your service. But that is not what I am offering. I am offering working from home solutions, so I have to be realistic about how I portray them.

Make sure you speak directly to the camera in an authentic manner and sharing things. At the end of the day authentication is much easier to convey via video than via text.

I have met lots of VAs who write wonderfully, share great tips and great advice on Facebook but when you meet them – their language skills are not up to scratch. Think of that from the perspective of when you are possibly hiring someone.

They see how awesome you are on Facebook with your tips and by chance if they happen to contact you and speak to you on the phone or meet you – and you're talking like a hobo (slang, swearing, closed ended comments, nervous giggles etc) how do you think this is going to make them feel on how authentic you are?

I doubt there are many VAs that behave like that, most have very good communication and language skills BUT what I have noticed is that many VAs writing style does not match their personality style – because they are being fake and being someone who they think the client wants to see.

They are not being true to their authentic self and people pick up on that which is a detriment to possibly getting new clients.

**Stop being who you think your clients want you to be and start being yourself.**

So what I want you to do is be super authentic 😊

When I first started my VA business every event I went to, every meeting I went to I wore a suit. I HATED wearing suits. It's just so not me and part of the reason I left the corporate world (among lost of reasons) is the stifling nature of it. So when I was donning my suit to go out to my meetings I was definitely not being true to my authentic self.

Did it impact my success? At the time I would have said no as I was successful BUT in hindsight now looking back it totally slowed down my success rate as I wasn't comfortable at all.

When I finally gave up on this style and became my true self I had more fun and the speed of growth was crazy awesome! I was happier and it worked wonders.

Lots of people say to me, "but I don't know what to do videos on, I don't understand" and really at the end of the day its just about sharing. Sharing your knowledge and your passion. You have so much knowledge in your business on how to help your clients. Not about being a VA but about how you help your target market. If I asked you to list 12 things you do for clients I am SURE you could come up with them easily enough.

So I want you to think about the kinds of services that you do – talking about what you offer, the benefits of using your services, any software or business tips you might have especially those that are specific to your industry, any specials that you have got on AND any non business but professionally presented topics that you could use to engage your fans and humanize your business.

For example, business birthdays (or even your birthday) other functions you are participating in, any charities you work with – they are all great for humanizing your brand and making people realise that you are behind it all.

Always share your charity work and any testimonials or positive feedback that you are getting from your clients. Its super important because there is nothing like you reading out a little card you might have received from a client in the mail on a camera and saying thank you for that heartfelt message you received.

Trust me, sharing that on a video does not even compare to sharing that as a text post on Facebook.

Some extra video tips for you include;

- Make sure you look directly into the camera: I know a lot of people who try and do videos and they look at the little mini version of themselves that might be in the corner of the screen rather than actually looking directly into the camera. It can be very

distracting for you to look directly in the camera (lens) as there could be lots of things going on around you but its super important, as when someone is watching your video, you will be looking directly into their face rather than the corner of their room. I find it highly frustrating watching videos of people who are not looking directly into the camera so don't make that rookie mistake.

- If you are using a smart phone or tablet, make sure you record in landscape and NOT portrait. Recording on landscape means that the video comes out nicer on all of our wide screen devices and doesn't have a ton of black borders.
- Make sure you speak up! You don't need to scream but unless you're using a professional microphone (such as one on your lapel) you need to make sure that your voice is getting picked up. Note if you're going to record outside you need to talk even louder as something as simple as light wind will muffle your voice.
- Don't speak too fast, try and speak at a good pace: You don't want to speak too slow as you will loose



anyone who speaks and thinks really fast, but similarly too fast and you will lose the slow thinkers and speakers. So just speak at a regular pace. I personally have to try and remember to slow down all the time as the more excited I get the faster I talk 😊

- If you have an accent consider pausing more regularly than others so people have a chance to understand you; I personally have come from a household of multiple languages so am used to understanding accents, but for anyone watching your video who hasn't been exposed to multiple languages and accents it can be more difficult. Obviously this refers to having an accent because you speak a different language to your target market.
- Speak from the heart! Don't be the type of person who tries to script your videos, so you feel more professional. It actually detracts from the video because you become so robotic and staged that you disengage your viewers. Remember, people buy people not brands. So they want to hire someone they like who has the right skills (rather than some staged robot). If you are stuck on how

to talk on a video, just imagine you are explaining your topic to a friend – you wouldn't script it for your friend; if you know what you are talking about (which is highly likely) than simply speak from your heart.

All of these techniques are all involved in building your fame up so you can increase your fortune. For the more people that know about you and what you're doing, the more likely you are going to get clients gravitate towards you.

Particularly when you become the expert in your niche, then you will not need to worry about spreading your message through massive speaking opportunities, as you will be able to do it far easier via video.

Ultimately what I want you to achieve is a group of raving fans of who you are and what you offer in your own small world. If you have a narrow yet deep niche and there is a small group of people that love what you do, that's awesome! We're not trying to get thousands of "fans" we ultimately want to show people who the person is behind the brand.

One of the biggest issues I find in many Virtual Assistant businesses is that the VA will hide behind their logo and branding and no one knows who they are. If you have been around for many years and getting hundreds of

referrals every year, that's okay and totally awesome because you have already built your fame up slowly on your own likely through being consistent.

But if you are brand new or if you want to take your business to the next level that can be quite difficult....I mean, here is this little logo that I can see online but I have no idea who it represents and that you exist. Same thing for Facebook. You get your friends and family to like your page but really nobody knows anything about your business (aka strangers who would potentially become your clients).

This is why its important for potential clients to understand who is behind the business, what do you like, why are you in business in the first place, what do you do on a day-to-day basis, are you enjoying yourself etc. By sharing that emotion and excitement really encourages new clients to come into your world (which is the whole point).

Okay so you have started recording videos. Awesome. Now what?

Well now its time to share! Once you record your videos and begin doing some minor editing I highly encourage you to get a flash intro of your logo flying in with some music of your choice to insert into the beginning of your video. You can easily get these made up for \$5 - \$10 on [www.fivvr.com](http://www.fivvr.com) so go and get that done so you can add it your videos. It just adds an extra touch of professionalism that looks awesome.

Sharing your videos is as simple as loading them into Youtube and sharing on;

- Your Facebook page
- Your Linkedin profile (if that's where you hang out)
- As vlogs on your website
- As links to your newsletter subscribers
- Any other areas you communicate with people (forums, twitter etc).

I always encourage my clients to use YouTube instead of Vimeo (the other main video hosting platform available) simple for the fact that Google owns YouTube and the more tags, descriptions and annotations you use in your videos on YouTube (vs Vimeo) the better your SEO for your brand and website.

I will end this chapter on this point. The whole point of the video is for people to meet you, know you, like you and buy from you. BUT the biggest point is to start a conversation.

The best way to start a conversation is to ask a question. So always end your video with a question. A legitimate interesting question to ask your viewers to encourage them to answer you! If you have been a super shy VA in the past – don't expect people to answer your question straight away as they might still be learning who you are.

One word of warning. Don't be scared but by naturally

pushing yourself into the light you will attract fans and you will attract non-fans. You will likely get some negativity eventually.

This is not because of anything you are doing wrong, its just a numbers game – the more people that know about you the more likely you will be pushed in front of people who don't like you.

We naturally want to shy away from negativity and anyone who doesn't like us so this might be very hard for you to work through. You will need to grow a thick skin and this can take time.

It's not likely to happen straight away but the bigger you become and the more well known you become then the more you will find negativity.

Don't stress too much about it. I read once you know you're doing great marketing when you start to piss people off! Just stick to your guns, delivering great value and be consistent and authentic.

With consistency and authenticity clients and fans will begin to look out for your videos and start to talk to you about the content in them. They will begin to share them with others and they will result in an increase in clients.

Trust me.

## Chapter 5: Commitment = Cashflow

Okay so we know who we're helping, how to package our services and we've decided we're going to become famous to them so they start knocking on our door for help. YAY

Now one of the best strategies to getting you to the \$100,000 mark is to have these clients commit to a minimum fee per week or month.

Selling yourself at an hourly rate will mean that even if you charge yourself out at \$50 (which many VAs would be ecstatic with) you will not be able to hit the \$100,000 mark in sales unless you work 40 hours per week for 50 weeks a year.....that's basically a full time job.

Sure you might think (I am already working full time in my business) but we're talking about 9am to 5pm every single week. No time off, no coffee meetings with potential clients no networking during the day nothing. 40 BILLABLE hours per week. It's just not sustainable. It's also not very fun.

Making clients commit to a regular monthly or weekly amount warrants the ability to accept payments via direct debit from a bank account or credit/debit card. Most VAs I know do not have a merchant account – the obvious reason being that there are costs involved AND they simply don't have the right business mindset.

They think they're small fry. They think "who am I to accept

credit card payments?" – if you approach your business with that small mindedness then you will get clients that play small. You know the ones that send you \$20 jobs, or \$40 jobs here and there.

Sure you might be making a bit of money with these clients and they might be helping you feed your family, which is awesome; (and I definitely am not dissing these clients as worthless) they are just not conducive to you building a 100KVA practice.

If you want client who will step up to the plate and play a bigger game than so do you need to play a bigger game.

You have to think like it and behave like it. Stop thinking "oh I will just use PayPal its easier as I don't have many transactions" ..... hobby businesses only use PayPal. This is not you (well not for long)! By the way this doesn't mean you can't use PayPal as well – just not as your only option.

The other big issue I have with PayPal is that clients can cancel a commitment to you from their end without your input. If a client wants to cancel their regular support from me I want them to contact me and tell me why. If there is a problem with the service then I get a chance to fix it. If there is a miscommunication then I can resolve it. But if clients can cancel willy nilly without having to talk to you then the power is out of your hands and you are completely at their mercy (which makes you feel shit).

So back to these awesome clients who are going to pay via

debit/credit cards.....these people are probably super busy. Which is cool – we like clients like that who we can add heaps of value and help immensely.

But lets make it as easy as possible for them to pay you without getting them to make a regular manual payment. Sure they could set up an automatic direct debit but they won't – trust me.

Particularly if you're offering a weekly package its just freaking crazy to expect them to transfer the funds every week. So lets get on board with a regular direct debit from their debit/credit card into your bank account.

To do this (in Australia) you will need a merchant account. Plain and simple.

I know there are other direct debit agencies and platforms that are available about there which charge less than getting a merchant account (ie fee per transaction) but the issue I have with them is this.

- They clear weekly....that's shit for cash flow. I want you to get your money daily.
- If you make a sale over the phone/at an event and someone gives you their credit card details you can't "punch it in" – these direct debit agencies need authorization forms to be completed and submitted.



So at the end of the day even if you're not ready today to go down the path of using a merchant account, definitely make it one of your priorities in the near future.

When you get a merchant account your bank will often have its own special login where you can punch in orders.

I personally use a platform called eWay which connects to my merchant account as it also integrates into my CRM, website and bookkeeping software. The banking software doesn't have as many functionalities but it's definitely a great start (which is what I did for the first year or so).

Sales are cleared that night (as long as it was processed before 4pm) and its super easy to use! Email notifications get sent to clients, you can generate reports of sales that are coming up, you get notified if a clients credit card is about to expire and so much more.

Am I telling you to get one today. No. Am I saying you will need one eventually. Yes. Speak to your business bank manager to find out the best product for you.

Okay enough with the technology chit chat – time for stuff cool stuff on actually how to design the packages you're going to sell!

One of the most important things that you need to understand when you are designing packages to clients (so that they can commit to you on a regular basis), is not to

sell how you're going to do the work or how you're going to get there. It's to sell the end goal in mind.

I have discussed this previously in my other programs and possibly other videos I have posted so you might've seen this before but I'm going to discuss it anyway just so it reeeallllyyy sinks in!

Imagine you have a bruise on your leg and you push the bruise and it hurts. And you move your hand away because it hurts.

Now imagine that somebody else is pushing the bruise at the exact same pressure. It hurts more and you will move your leg away.

It hurts more because somebody else is doing it and they're bringing that pain to your attention versus when you're pushing on that bruise yourself you know its going to hurt. You're expecting the pain so you can brace yourself for it vs experiencing an unexpected pain from a possible stranger.

So what I want you to do is to think about specifically what are your clients bruises and when you identify specifically what their bruise is, I want you to go push it gently.

Now obviously I am talking about an emotional or psychological bruise in this case not a physical one (we don't need you touching people without permission here!).

So when you know your client's bruise you're able to push it enough to cause them enough pain so they move and by move they take action. They either fix it themselves or pay you to fix it and either way is fine because we want to make sure these clients get out of this painful situation so they can have a more enjoyable and pleasurable life.

When you're marketing your brand, yourself and your services and designing your copy keep these bruises in mind. You need to talk directly to the heart of your target market so they can start to buy you emotionally.

What does a bruise look like for your client? Well it's going to be very different for every single person. Every niche of clients will be different; every situation will be different so this is why it's so important to know specifically the types of people that you like to work with.

And this is why I was discussing the whole niching concept earlier in the book. You need to specifically know **whom** it is that you're trying to help so you can push the **right bruise**. Because the bruise for a 30 year old hobby

business is going to be very different from a 60 year old serious business.

The bruise for a man might be very different from a bruise for a woman.

We need to really know whom we need to help. Makes sense? This is why VAs that uses the advertising “I help business owners save time” really means nothing in the grand scheme of things.

Why do they want more time? How is it TRULY going to benefit them? Is it so they can finish work early (rather than working until 10pm every night)? Is it so they can see their kids school play? Is it so they can get their wife off their back about never being home? Is it so they can play golf?

These bruises don't need to agree with you, they're not YOURS but they have to be important to your client so you can convey the TRUE VALUE of using your services. You're not just saving a client time – you're improving their life!

Obviously knowing these bruises are great from a marketing perspective but they are also beneficial from a packaging perspective.

When you design your packages use language and content based on the end goal in mind. That is, **the solution to the clients bruise NOT how you're going to get there.**

The reason why is clients may well have an idea of how long they 'think' things should take (either based on their own judgements or their own experience) so if you base the details of the package on each step involved then they will have an idea in their mind on how long they think it should take.

That's all and well – but when you're pricing your fees around a set regular amount vs. an hourly rate, clients cannot help (as its in everyone's nature) to roughly workout what you're getting per hour. If it seems high to them (or in particular if its MORE than what they charge per hour themselves) it will be really difficult for them to accept.

However if there are elements of non monetary value (time with children) and other bruise solving solutions included in your package you will find the above not to become a problem.

For example, if the package you want to create revolves around videos, and you want to encourage clients to do

more vlogs or video posts there, logically there are many steps involved in that.

It would include recording the video (or receiving the video footage from them), but you might need to edit it, upload it to YouTube, embed it on their website as a blog post, create a newsletter from it, maybe they need it to be transcribed and then put the transcription in the back end of the video on YouTube.

Maybe they need some videos uploaded into a training platform, maybe they need the video shared on Facebook and other social media platforms.

There are lots of different little tasks that are associated with creating these videos. What I want you to realise is that if you just sell a package that says I'm going to do vlogs for you and it's going to cost this much per week, it doesn't really sell that end goal in mind. What's the value in that?

Sure I understand the value that the client is going to get a vlog, but the monetary value, as in how much it's worth is very much open to perception and interpretation because different people perceive that result in very different ways.

But if you add in bruise solving benefits it makes a HUGE difference. Remember it can't be save time, save money, save energy. Because that's not a big enough sell anymore.

Everybody wants to save time, save money and get things done fast. We need to really hit it home. For example, their bruise might be building their online community. Helping them get their voice out there. Helping them build a fan base. Helping them build their tribe.

It might be something along the lines of getting their content created so they can start your own video channel.

Perhaps it's to start being known, might be getting into the media. Maybe in order to get into the media you need to be able to practice speaking much better in front of a camera so you can be more appealing to possible interviewers.

It might be getting speaking gigs. Maybe this is part of the strategy to get more speaking gigs so you can actually leverage yourself and sell on a bigger scale. You know, sell to a room of 200.

If this is the ultimate goal of what your client is trying to achieve then you need to include that in your package. You

need to say that all these steps are going to do this, this and this.

It's going to boost your tribe up, it's going to boost your fan base which is going to enable you to achieve that goal of being in the speaking circuit because people have seen you in the videos and how awesome you are. That's just one example.

You need to be able to identify what it is in the package that you want to be able to create for them, and how it can help them with their bruise, with that challenge that they're trying to achieve. Now the reason why you need to know the bruise is because you want to make a point of it when you're trying to sell your package.

An example you can use in your copy for video packages .... *"If you've been working for 10 years in your business and you still feel that you're relatively unknown and you're not getting tagged on Facebook every time there's a referral opportunity and people don't seem to know you for what you're all about, then let's start making you more famous and getting you out there."*

So pushing on this pain point of being unknown even though in business for 10 years means that not only you



have their attention BUT you can also create a package to help solve that pain for them.

So the most important thing to take from this little section is you need to sell the end goal in mind, how is it going to feel? What does it feel like to be known? What does it feel like to have everyone tagging you on Facebook whenever there's a lead opportunity for when your clients solve that problem with their customers?

Don't sell them on how you're going to get there. You don't need to tell them every single minute little step. It's not important, the value is important.

The other benefit of packaging your services is the fact you will get regular cash flow!

With regular cash flow you can totally budget yourself better. And this is something that I've discussed many times in many different platforms so you might've already heard about it before.

But if you can actually understand specifically what is coming up in your world financially, do you have any big expenses coming up, are you taking time off? Then you can plan your money accordingly. Remember if you want to take holidays then obviously you're not getting paid for annual leave, or sick leave or holiday payments. Plan for

them early so you don't stress during them or worse  
AVOID taking holidays in general!

One of the biggest challenges that VAs have with packages is actually selling them (or getting clients to sign up to them). Sure knowing ones bruise is important to help convert the client as we want people to have an emotion linked to the pain of doing said task so YOU can come in and save them!

I find that one of the major issues is that many VAs are actually terrible communicators. They don't know how to speak to potential clients and as such lose a lot of people in the process. If you are able to tailor your language to suit the buying style of your client then it will be easier for them to connect with you and buy from you.

Now its important to note here that I am NOT saying change who you are OR manipulate anyone in any way. In fact it's always best to stay true to who you are BUT you can accommodate people's fears to make it easier to buy off you. Just like you talk differently to a child than to your best friend, it's the same process. You alter your language and behavior to aid in communication (and ultimately make people feel safe).

I have a great activity that you can do (that I often do in my workshops) that will help you see how you communicate vs how your clients communicate. Let me know if you want me to email it over!

If clients are not signing up to the packages you are creating (and I am not talking about after visiting your website but after you have a conversation with them and show them) then ultimately it's because you either don't understand their pain point enough OR you didn't show them the value correctly. Only occasionally it will be because you attracted the wrong kind of person.

Change what you are doing – remember the definition of insanity is doing the same thing and expecting a different result.

## Chapter 6: Leveling Up & Up

Okay so you have worked out what you stand for, who you want to work with, how to appeal to their biggest concerns and how to package up your services so now its time to totally level up!

Leveling up in this world means growing your team, growing your practice and setting yourself up to earn \$100K and beyond.

There will come a point where you will likely need to grow your team. In the next chapter I talk more about engaging the services of team members but for now lets talk about the main areas you need to consider to level up within your business.

Growing your team just forms one part of leveling up in your business. The second part is about fostering super strong bonds with your clients and team members so that there is no undercutting.

So what do I mean?

Well a lot of VAs have a great fear that if they hire a subcontractor they need to shield their client from them. This is to prevent the client and subcontractor privately working together for a lower price than you charge, but a higher price than what you pay the subcontractor. From a financial perspective it's a win/win situation for them but its very unethical and I know it's a great fear of many VAs who

want to expand beyond themselves.

There are two ways you can go about this. Either you remain the only contact for your client and just delegate work to your team and then deliver the finished product yourself OR you train your team up to be a part of your business and can deal with clients direct.

Either way works – one just takes more effort from you than the other.

However BOTH should include the following steps:

- Contracts between both parties. Have clearly signed contracts between both you and your clients AND you and your subcontractors. These will stipulate your preferred business terms and conditions. Having a homemade contract is far better than having no contract so don't stress if you don't have the funds for a document prepared by a legal practitioner as yet. It positions you as a professional business in a management type role (not just a simple administrator) AND it sets the relationship off in the right direction.
- Foster strong relationships between both you and your client and you and your team. Treat them with respect and ensure that you get the respect that you deserve. Stay in regular contact with emails and

calls (where appropriate). With regards to your clients **work on their bigger picture** – treat yourself as a team member to their business. With your own team **educate them on your big picture** so they know what you're all working towards.

- Make it VERY clear how you want to work and how you expect your team to work with you. A great example is the morning I am writing this paragraph I received a call from a referred potential client looking for a VA. We discussed her business and my business and I was very clear on how I like to work. No micromanaging, no weekly meetings, nothing of that sort. Design the project and let me implement it without annoying me.

I managed the conversation. I managed the clients expectations and set the tone on how I like to work.

SHE  
LOVED  
IT!

It gave her the confidence to know that she doesn't have to worry about me and she signed up then

and there for a \$450 per week package. We're talking over \$20,000 a year here people!

Don't be afraid to take charge. BUT if you are going to take this path, you MUST do it with confidence and conviction.

You can see that leveling up might mean being more of a manager than being a Virtual Assistant and that is going to be challenging for some, but its well worth the journey.

Mostly this area needs to tighten up any loose ends, fill any gaps in the boat and make sure everything is clear and smooth.

BOTH clients and subcontractors prefer to work with people who are in control and not flustering around all stressed.

Become this person if you are not there yet!

## Chapter 7: To Be or Not To Be Over The Sea

If you are reading this book in Australia (in particular) AND you are an established VA than you may be aware of the heated discussion that is currently going on about international VAs and what it means for the industry.

Many feel that too many jobs are being outsourced overseas, money is leaving the country and local business owners are struggling to compete with pricing that is simply out of their reach and unrealistic.

I know in the past there have been many suggestions from various people in other industries that Australian (I will use Australian as that is where I am based, but replace for your city or country) VAs themselves should utilize the support (for example) from Filipino or Indian VAs in their own business and take advantage of larger profit margins – however most that I have met have been very against the thought.

There is a slight conflict in their message where they are trying convince clients to hire them because they are LOCAL and then they send the work offshore – and most people in business have an ethic meter than goes off with that kind of behavior.

This chapter is not going to tell you what is right and what is wrong. Its going to give you the pros and cons of both (and their impact to getting you to the \$100,000 mark) and you are going to make your own decision on which way you



would like to go. I am a big believer that knowledge is power and everyone is different.

We definitely live in a global world with access to amazing technology so not thinking big picture can definitely be a hindrance to your business.

Ultimately by the end you will need to make a decision on whether you want to utilize offshore services within your business or not.

I think one of the biggest issues is that many VAs pitch as one of the major benefits of using their services to their clients the fact that they are local....so to then outsource a component of the work offshore triggers feelings of being unethical and immoral. This is why these VAs feel so disgusting and angry about the concept.

In order to start feeling not so bad about using offshore team members you need to change the way you sell your services. This will be hard for many but this is the path you need to take IF you want to do it.

Start pitching yourself based on the value and the key result you are going to achieve for your client; not the fact that you're going to save them money/time/working with someone local etc (which are all great things of course, but have no real value in peoples eyes)

Remember I am not telling you how to do it – I am just giving you the knowledge you need to so you can make a decision as to how fast or slow (which includes how easy or hard) you want to become a 100K VA.

The more you concentrate on the emotional value you can bring to a client (as in the more bruises you can solve or alleviate for a client) then the easier it will be to sell packages AND hire the right people (regardless of their location) to support you in your business growth.

Now, at the end of the day, whether it is ethical or not, you could argue about it all the time. I could tell you that it is ethical and there will be plenty of people that say that it won't be. I had a friend of mine who runs a business and used to say to me, *"you know, who am I to judge that one person deserves the money over someone else or one country deserves income over someone else"*.

As far as he's concerned, everyone had a right to earn a living and to pay for their livelihood for their groceries, for their clothing, for safety over their head, regardless of the country that you live in.

He perceives it as he's hiring the best person who can help him in his business and not playing games. It's about the best outcomes for his clients and the best outcomes for him.

Being in business means that you are making a profit. Plain and simple. If making a profit is *not* one of your focuses or core values in doing what you are doing, then you really go right back in the beginning and fix that problem first.

Your two top values in business should be adding value and making a profit.

It's what you do with that profit that defines who you are.

You can spend it on local shops, you can spend it internationally. You can spend it doing charity work, it can enable you to take time off and volunteer!

The way you use the profits that determine who you are and where you think you fit in the world.

But making a profit ultimately is the most important thing. Otherwise you're just a hobby. Or you're a charity. And either of those things are fine but if you're a hobby or a charity then at the end of the day why are you reading this book?

The content here is for serious people who are trying to create a profitable valuable business that does great things.

Of course, I am not telling you to ditch the book but some of the stuff in this chapter might very well bring up a lot of ill emotion with some people and I am ok with that 😊

If you're going grow your team (which is one of the major things you need to do to level up and grow your business), that you're paying \$5 or \$10 an hour, versus a team that you're paying \$20 or \$30 an hour totally affects your profit margin.

You can do either way and there's no right or wrong on the value perspective, but it will definitely affect the speed that you grow and the level of profit at the end of the day.

For me I have no issue with hiring off shore team members and I have no issue with hiring local team members. I have both in my business and they work beautifully and have great synergy; I hire the right people for the right job.

So whether it is ethical or not....well you can't say it is unethical and you can't say it's ethical. It is a totally personal decision and it's very hard to be very objective about it.

But everyone (as my friend, and I agree) has the right to earn an income and to live without the fear of not being able to feed their children or not having clothing.

How you want to share that money around is totally your choice. Some people sponsor children overseas through world vision, some people like to donate their time to local charity.

It's what fits into your value system.

Now the pros and cons of hiring people offshore vs hiring people locally are exactly the same as if you're trying to sell your services and your potential client is going through the process about whether about they themselves should hire a local VA or not.

There are always things to consider like language barriers, time difference, particularly if you're working with someone from America or Europe and you're based in Australia.

Obviously if you're Australian and you're working with someone in the Philippines, the time difference is only very small, 2-3 hours depend on where you are located and whether it is daylight savings or not. So that can be a little bit easier.

But language can definitely be a big issue and that also depends on the type of work that you give people. Very easy monotonous data entry work or even sometimes design work can work really well because an international person to yourself might have design skills but just not be able to articulate their thoughts very well.

This is where languages can be a hindrance. You might not be able to describe what the service you want or what job you want done in the most appropriate way. I know for me personally I communicate with offshore international team members quite well and partly comes from my multicultural background.

I'm first generation Australian, my parents migrated to Australia and English is their second language. So I'm used to being surrounded by people who do not speak English or their English is very poor.

Because of that I'm quite well versed in explaining things in the most simplest and logical way for someone to understand if English is not their first language. I personally can see and I find that a lot of English or western based countries that have not had much interaction with other individuals that do not speak English or do not speak very good English, sometimes have difficulty communicating their thoughts, and that can be a major issue when you're hiring an offshore team member.

I also find people, who are natural teachers and trainers, seem to communicate really well. It highly depends on you, your own skills, your own background, your own personal experiences on whether you're going to be able to work nicely with an offshore team member or not.

Now, how you can get the best of both worlds is one of the most major things that I try to teach a lot of virtual assistants.

I do mention this earlier but I will say it again as it's a hot topic here in Australia (as I am sure it is in other countries too). I see a lot of VAs complain about offshore VAs stealing their clients or stealing work. And I always say to them, "if people are only willing to pay a few dollars an hour for some support then they're never going to be your

client so why are you spending energy worrying about it, complaining about it, talking about it?

Who cares?

They don't see the value that you're providing and that's OK, they're not your focus, we don't care about those people." Often those people end up coming back anyway and hiring a local person because maybe they are feeling frustrated about their offshore VA and some people love it! So just depends on how you go. And that's fine, I don't have an issue with that.

What I have an issue with, is lots of VAs constantly bitching about how unfair it is about offshore team members infiltrating their country, when seriously, pull your finger out and stop complaining and just do the work and grow your business.

Stop putting so much energy into complaining and start putting more energy into growing, into learning, and integrating in this world. You know if you can't fight them, join them.

Well this is how you join them that benefit both you and them. **You become the project manager.** Often I have clients that say, "Oh I really want to work with you but I also have my own team member that already does all the data entry".

This data entry person might be based in India, the Philippines, sometimes they're even based in Russia. I'm like "That's cool, I'll manage them." I will say to people, "I would rather that you not have to manage multiple team members from different time zones with different skills and different language barriers and you just trying to manage all these little projects. Why don't you hire a local...", *if you want to pitch the whole local thing even though its not my preference.*

Or you could try "Why don't you hire a professional English speaking, easy to communicate person that will manage your team?"

So they pay you to do the managing work, and they pay their team members to do the implementation.

As a Master VA you're all about designing strategy, creating the strategy, managing the strategy, making sure whatever their plan is goes ahead, and they can pay someone else, someone else to actually implement this strategy and you're following through to make sure it happens.

That is awesome.

You're getting paid to be the manager AND you're probably getting paid far more to do far less.

You're boosting your credibility up; you're boosting the perception of you and your business.



It changes dramatically from just being an administrator to an actual project manager.

This is what you need to do if you want to take advantage of the trend of hiring international VAs. If you don't want to hire them in your business that's totally fine, but if other clients want to hire them and you're not sure how you're going to go about it, then you become the project manager.

Actually if you're going to hire people into your OWN team you're still going to be a project manager.

If you're going to become a \$100kVA, you've going to have to do less of the do and more of the planning and managing. That's it at the end of the day.

This is why I'm very anti people who call themselves VAs because people have a certain expectation of when they hire a VA of how much they should charge and what they should do and how they should work depending on their own previous experience.

If their experience with working with a virtual assistant has always been working with an offshore virtual assistant, and that's how they're used to working with someone, and you come in and you call yourself a VA, they're going to compare yourself to them without even trying.

It's human nature they're going to put you in that box. If you come in with a completely different title and you're

positioning yourself as an expert in whatever particular field is, then they can't put you in that box which means you can charge what you like.

So one of the other big things you have to take from this chapter if you do have clients that talk about the fact that after your pitch the first thing they come back to you and say "Oh I can get that 70% cheaper if I go offshore", let them.

I always say "OK good, go for it. You obviously don't see my value so thank you and good luck". The big thing here is that I am GENUINE! I actually do mean good luck. I am not saying it with a nasty sarcasm. I hope they do well.

And that's OK, don't be offended, don't feel sick about it, don't feel upset about it. They're not your client. You don't want to spend so much energy trying to convince someone who wants to spend \$5 to do a job that you're worth it.

Because then if you do convince them and they start to do it, they will start to regret it because they only wanted to spend a little bit of money.

It's similar to working with clients who currently (or want to do) the service themselves. You try to convince someone to outsource their newsletter for example, and you keep trying and they keep telling you, "*Yeah I really want you to do it*" and "*I think I want you to do it but I'm just not sure if I see the value in paying someone to do it etc etc etc*" and you know what I usually say to people then? I say, "OK,

that's fine, I want you to go and do it for 3 months and then come back to me and let me know how you go" because until they feel the pain of what it's like to do the do themselves, then they're not going to see the value in paying someone else to do it.

This obviously doesn't work for everyone because some clients are like "Yep you do it, I pay you to do it, I don't even want to learn how to do it." And that's awesome. We love those people.

But you'll always get those clients that are like, "I'm just not sure if I want to spend the money on getting someone else to send or to write my newsletter out" and that's OK. You do it for a little while for 3-4 months depending how frequently they send their newsletters out, and I'll come back to you and let you know how it go, you need to know how annoying it is, how comfortable it is, and what a pain it is, particularly if you're not a good writer and you struggle with writers block.

**Once they feel the pain, then they will see the value.** What you effectively have done is make them push their own bruise.

Feeling pain is a big trigger to make people take action. This is why I want you to push their bruises in your marketing. If you don't know how shitty it is, then how do they know how to make it better?

It's kind of like absence makes the heart grow fonder. People don't know what they got until it's gone. It is a similar process.

So what do we know about high level service that you're going to offer your clients?

I want you to be known for being a manager, managing bigger projects, managing bigger strategy and not just being a little admin person that's doing the work.

That is not who you are.

If you bought this book and you are reading this book then chances are that this is who you want to become. It doesn't matter if you're not there now but you can totally become that but you have to be serious about it and you have to really want to achieve it.

So remember we are not getting sales based on price, we want to get sales based on value. If clients perceive you to be just an administrative person because everyone knows what a receptionist does or what an admin girl does, they're going to treat you as such; they're going to look at you like that.

I don't want you to do that, I want you to say to your client *"I'm a part of your management team and I'm here to help you achieve the goal that you want to achieve, and this is the path we're going to take."*

*This is my responsibility, this is your responsibility, this is x y and z's responsibility" if they've got other team members implementing the information.*

*I say to people, "If you want me to manage your vlogs and you want to do a weekly vlog and all the associated activities with that task (eg the editing, posting, sharing etc) it's your responsibility to send me these vlogs. If you don't send it to me, then I cannot do it"*

This makes it VERY clear on how the client works with ME. I am in charge of the process and the intended result.

I still charge clients who don't deliver on their part because the pain of spending the money and not getting the result is enough for them to pull their finger out and take action. Plain and simple.

You're committing to this, you're paying for it, I need you to send me the videos. Period. It's a bit scary I know but it's totally important for you to get this idea so you can achieve the \$100k VA level.

That was intense!

## Chapter 8. Take A Deep Breath

Now that we have gone through so many ideas and so much content on how you are going to be able to build your \$100,000 plus Virtual Assistant business I want you to take some time to review and adjust.

This is not only so you can absorb a lot of what we have spoken about here but also as an opportunity for you to re-do this particular point later on in the year as you are going through all of these processes.

You might be coming up 7 months later since you decided to start your \$100k VA strategy, so definitely take some time to take a deep breath, review and adjust where necessary.

Remember one of my most favorite sayings... “the definition of insanity is doing the same thing and expecting a different result”...so if you are doing the same step in your business over and over again and its not working than you need to change it.

I also want you to take this time of reviewing and adjusting to actually make sure your big picture on why you are doing all of this is still there.

So right at the beginning of your 100KVA journey (or maybe when you actually started your business which could have been YEARS ago), you probably would have set a financial goal or a business goal and ultimately it would

have stemmed from your decision on why you are doing what you are doing (aka running a VA business).

Why have you decided to set up your business from home, rather than just get a job? Everyone reading this book will have a different reason.

- There will be many that will be doing it to be home with their children.
- Some of you will have left / been fired / been let go from a previous job and you wanted to give it a go on your own and see what else is out there by starting a new challenge.
- Some of you may not have the right work available for you as you have a physical disability (for example it can be hard to find places that cater for wheelchairs) or other health issues such as chronic fatigue, back injuries etc so being a VA has enabled you to run a business to suit your own health and lifestyle requirements.

Then of course there will be some individuals who realised they are worth more and wanted to do their own thing and have that ultimate dream doing what you want, when you want with whom you wish to work with. Not having to be stuck to a clock or applying to have time off and other things of that nature.

Like I said, there will be lots of different reasons as to why

you have decided to go down this journey and I want you to spend some time making sure your big picture is still there.

Because if your big picture is not there anymore or if it has changed, then you need to have some time to reflect and review to adjust accordingly.

Therefore it ensures all of the activities you are doing throughout the year are still on track to meet the original goal you intended. If your goal has changed and your tasks and activities were set from way back on your original plan, then you might be working towards something that is no longer important to you.

This will do nothing but demotivate you. You will start questioning what is the point going on and achieving something you don't care about anymore. So make sure you don't get to that point (and if you do, rectify it fast).

I am speaking from experience here. I have been there and it is a killer for motivation, encourages procrastination and a host of other business bad behaviour. My trigger was a friend dying of cancer. Yours might be the birth of a baby or a partner losing a job.

Once you have your goal clear in your mind's eye and you're focused and know exactly why you are doing what you are doing, go back and think about all of the activities you have been doing in your business to see if it is working.



For example, if the way you have been writing your proposals has not been signing up clients or if you are offering these one year contracts to clients with a financial monthly commitment and no one is signing up and you have been doing it for 8 months, than you need to change the way you are doing it.

Obviously it's not working.

Now I am not saying that this strategy I am giving you is wrong, I am just saying that every body will interpret my instructions differently and therefore everyone's presentations will look different.

So if you need some help than you are more than welcome to contact my office so can have a review together and see where we can improve things.

The areas that I think are important for you to track and measure (even if it's only from an observational perspective) include:

- The number of people you convert: How many people out of the proposals you present to potential clients convert into clients? #Tip, if it's high (6-7 out of 10 or above the price is probably too low).
- How much interaction you are getting from your conversations on social media. Are people

responding to your posts on Facebook and LinkedIn? If not, are you writing rubbish? Is it engaging? Sounds harsh but I see lots of VAs share fluffy posts and other people's content. Remember to educate your market!

- Is your work fatiguing you? In other words, the packages you are creating are they energizing you to do more and loving them or are you working crazy hours and having no life? If that is the case they potentially they are priced too low. For if your work is priced correctly you will be energized to do more. It's plain and simple.
- Are you avoiding calls from a particular client? Perhaps its time to fire them? If you're avoiding them then make sure you figure out why as obviously something isn't working.

## Chapter 9: Picky & Choosy

With strategy and awesome cashflow comes power! Power to decide whom you want to work with and whom you want to get rid of...and that feeling is awesome.

As your business gets closer and closer to the \$100,000 mark I want you to start thinking about your current client base and whether you would be happy to work with them long term.

Are they;

- Nice
- Respectful of your time
- On time payers
- Good referrers
- Fun to work with

As hard as it's going to be, I really want you to now start thinking about only accepting work that you absolutely love doing (or managing if you have a subcontractor doing the task). Gone are the days where needing money is dictating what kind of clients you allow into your business.....for the worst thing you can do for your business growth is being bogged down doing work you despise. It will ultimately demotivate you to find more clients and grow your business, as you're no longer having fun.

PLUS often you will do MORE work for clients that are on smaller packages or that pay you less. Remember the old saying you will get 80% of your income from 20% of your clients. What this means is that the other 80% of people are just going to ultimately annoy you! It sounds terrible but it's true.

I recently let go of a client who used to be my biggest one. This person used to bring into my business over \$30,000 every year. But as time went on they are more and more tiresome and stressing me out.

I had to let them go. The biggest shock when I did was that they didn't try and win me back (I was integral to their business). After many years it can be a shock (kind of like when you tell your boss you're quitting and they're okay with it). But that's okay – it's opened doors for amazing cool things making great money with less effort!

I want you to have lots of fun whilst growing your business. Sure there are going to be hard times and tough times and challenging times but when you push through and come out the other end you will have the biggest grin on your face!

One of the biggest challenges you will face is the notion of firing shit clients. Yep that's right – now is the time to get rid of any clients that's that ultimately are dragging your business down.

Sure it's easy for me to tell you to do it, but can be mighty

tough to actually follow through. For even those shitty clients who might be annoying, challenging OR commonly on an OLD OLD low fee from way back are still bringing in an income into your world. And now I am asking you to kick them out.

Well that's just crazy right? Nope not at all. Kicking them out will make way for very cool and awesome new clients who fit your business model far better.

I will say one thing first. If you love the client and they are fun to work with and you do great work and they value you AND the only issue is that they are on a low rate....then you might very well be able to move them up to a reasonable value based package then what they are currently on.

This means that you get to keep a client you love and also make more money which is awesome. You're still doing great work for them but lets not sugar coat it – this may be a hard thing to achieve.

Ultimately you are going to be asking for more money for the same amount of work – so that's going to be very hard sell. Yes you have the benefit of selling to someone who has already bought from you and is happy (which is has been proven to be easier than selling to a complete new stranger) but it will still be hard.

If you want to go down the path and give it a go I HIGHLY recommend you design a package that includes what they

are currently receiving PLUS more. Make the package so valuable that it will be hard for them to say no.

Add in extra support/resources/actions that fit around what you are offering them that they will highly benefit from so the increased value matches the price increase.

Don't be disheartened if it doesn't go the way you want (as I said it will be hard) and it doesn't reflect your work quality or ethics. It just means that possibly the two of you aren't a fit anymore and that's okay too.

The biggest piece of advice I can give is don't take on clients that you don't like (but agree just for the sake of getting more money).

It  
Will  
Backfire

Trust me. You're going to do it anyway. I know you will – it will be too hard not to. BUT when it does backfire just say to yourself "well Donna did warn me" and learn from it and don't do it again.

Even I sometimes have to remind myself of this lesson every now and then....sigh...

## Chapter 10: Game Plan

Alright, it's now time to start to work out a game plan to get you to the \$100,000 mark.

### *Step One*

Work out how many clients you need. If you are selling \$500 per month packages, then you need 17 clients to pass \$100,000 in sales. 17 clients is NOT that many people in the grand scheme of things. Of course if you are selling \$1,000 per month packages then you only need 9 clients to get to that goal. Imagine only having to service 9 clients – that is awesome!

Of course, on the flip side by only servicing 9 clients you effectively have less eggs in your basket – meaning if one client leaves than the financial impact is greater than if only one of your 17 clients leave.

Secondly not all clients will fit into the same package. If you're going for the \$500 packages per month you might have someone that needs something bigger or smaller, so you will likely accommodate that for them. What we're trying to do here is just establish some base numbers to work off...you can even round it up if you like so you know all is cool.

You will need to work out what works best for you and your world and family before settling down on a decision. Of course nothing is set in stone and we can always shift your

focus. It's just good to have a base to work from to give you a path to follow. The path can change, but it's hard to start when you have no path at all.

### *Step Two*

Okay for the sake of this exercise, let's say you need to get 10 clients paying you \$1,000 per month (by the way, that's over \$2,300 a week).

Now you need to be super clear on what your niche is going to be and who is your target market. By doing that it will make it easier for you to not only find these 10 people but also to sell to them.

Work out EXACTY who it is you want to work with.

What do they look like?

How old are they?

What are their biggest fears/challenges/concerns?

Know who these people are so you know where to find them and what to sell to them (that appeals to them AND that you love doing everyday).

It might seem counter intuitive to work this out second, but MOST people going on this 100KVA program is about getting to 6 figures not necessarily helping more people.

That's okay, it doesn't mean you're some money hungry mogul of a business person. It just means that you know you can help lots of people and you need to work out who



they are and how much you want to reimbursed for your time and energy.

### *Step Three*

I want you to become FAMOUS in that niche! Be the known person for delivering your specific service to those clients. Talk to these people, vlog (video blog) to these people, give free webinars to these people and concentrate on EDUCATION MARKETING. That is market to these people by offering amazing valuable information and knowledge.

BE KNOWN to these people. The referrals will come and the leads will come – but remember they will only come if you know you exist.

Too many times I see VAs talk about finding clients to be hard. Well guess what – you need to first be able to be found! Simply being on Facebook or having a website doesn't mean people know you exist. There are THOUSANDS of websites online – why would anyone search for you? At the end of the day no one knows you exist

That being said I'm not telling you do some 15min of fame on tv because you witnessed a crime. I just want you to be known to your peeps. Known by the people who ultimately are going to become your clients.

Remember not being known now is not an excuse to

generalize. How are they supposed to find you if you don't constantly pop up in their world. Everyone begins as a nobody.

#### *Step Four*

Network network network! I want you to talk to as many people as possible – sales is many things, but one thing that a lot of people don't realise is that it's a numbers game. The more people you meet, the more sales pitches you do the more clients you will sign up!

You won't have to do this forever....I personally don't do a lot of live networking anymore....I don't need to. I have enough momentum in my business to get clients knocking on my door without me having to knock on their door.

If you're working from home, attending live networking is great to beat feelings of isolation but remember don't discount online networking too. Facebook groups, LinkedIn Groups, Forums – there are lots of places you can network and talk and "meet" new people.

Just remember TED vs TING. Be interesTED not interesTING. In other words, ask questions and be interested in other people – don't just talk about yourself!

Ultimately people love talking about themselves, so give them a chance. Ask lots of questions listen and genuinely have an interest in their business goals. You may not be the right person to help them achieve their goals but you may

know someone who can. Trust me – sharing that referral instead of keeping them yourself will go far in your business karma.

### *Step Five*

Convert those clients into your packages. Listen to what they are saying. If you are trying to pitch a package over and over again and its not working you're either NOT conveying the value OR you didn't push their buttons enough. As in you're trying to sell them something that is not important to them.

Find the right solutions, sell it and then deliver the best service you possible can.

### *Step Six*

Stay in touch with them ALL THE TIME. I don't mean call your clients every day. I mean regular conversations, + regular newsletters + Christmas/birthday cards means that you are connected to their world in the most positive way! Consistency is king here. We live in a world of constant information being bombarded our way, so we need to stay in the forefront of our client's minds as much as possible.

If you refer back to the model earlier in the book you will see that there is more to being a 100KVA than the few steps I have mentioned here BUT this game plan will definitely get the ball rolling for you big time.

## Conclusion

At the end of the day I want you to have a really prosperous and fun and awesome life without the financial constraints and without the financial pressures and that's what the \$100K VA message and the idea is all about.

I want you to be enjoying a business that you love that makes you good money and you get a good rate of return on the energy that you put into and you're helping the people out that you'd love to help. And that's a totally cool thing and I love helping people achieve that.

The fastest way to success is when you model someone who's been there before and you actually avoid the things that don't work and do the things that do. I am one of these people. Listen to what I am saying and do the actions that work and see the results.

At the end of the day those that succeed will be those that take a whole lot of action. Do it on your own and you will get there. Do it with someone kicking your butt and showing you the way – you will get there faster.

The choice is yours!

Which path do you want to take?

If you want to get there fast then email me at [queen@donnabrown.com.au](mailto:queen@donnabrown.com.au) and I will show you how.

Otherwise GOOD LUCK and have fun!!!

Cheers

Anna ☺

