

5 Essential Elements to Start A Virtual Assistant Business

You want to start a virtual assistant business but don't know where to start? Let's talk about what you need to set yourself up for success.

Start a virtual assistant business with the right foundation. When you get begin, you are full of enthusiasm, and most people jump to learning skills to serve clients. It sounds like a logical step, but that should not be the first thing you do.

In this video, let's look at 5 essential elements you need to consider when starting a virtual assistant business.

Hi, I'm Kathy Goughenour, business coach and trainer exclusively for virtual experts. I've helped hundreds of women just like you achieve their dreams of working from home as well-paid Virtual Experts. On this YouTube channel, I will show you how to create a Virtual Expert career and gain the freedom, flexibility, and financial security you desire and deserve.

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You have made the decision you are ready to start a virtual assistant business. Now the thoughts of all the things you need to do are swirling around your head, not unlike Dorothy in the tornado!

I know the excitement is hard to contain. You go from one shiny object to another, just hoping it will all come together. Stop!

Here are 5 essential elements to work on first.

1. **Mindset** - Mindset is the most important thing you can work on, no matter what endeavor you undertake. However, when striking out on an entrepreneurial journey, it is one of the most important things you can address. Mindset work is a continuous process of evaluating your thoughts and actions and making corrections as needed. Starting your own virtual assistant company can bring up thoughts and old wounds that you had buried. Staying positive isn't possible all the time, but recognizing when you are going down the rabbit hole of negativity and making a correction is the type of progress that will keep you on the right path. I have done a lot of mindset work myself, and I will continue to work with coaches and other experts who can help me peel off more layers of the onion of negative thinking.
2. **Plan** - You need to follow the Yellow Brick Road! Setting out without a plan can jeopardize the success of your entire business. I train virtual assistants and virtual experts to lay a proper foundation first. The program I teach has been proven successful for many.
3. **Niche** - You know how the saying goes, "You can't please everyone!" What type of client would you prefer? It is YOUR business, and you get to decide. You may want to only

work with female health coaches. Guess what, you **can**. Doing the right niche research may seem tedious but well worth your investment of time.

4. **Services** - Now that you know who you want to serve, how do you want to support them? I'm not talking about skills but services. Do you want to build websites? Write content? Manage email accounts? It is essential to follow your passions to create a business you love for long-term success.
5. **Support** - Being a Virtual Assistant can be a lonely business when working from home every day. Finding the right support network is also an essential element not to be overlooked. Who can you ask when you have a question? Where can you learn the latest trends? Who can help you when you need some mindset adjustments? That is what the virtual assistants and virtual experts I train do for each other within our private groups.

There is more involved in starting a virtual assistant business. Starting with these elements will help you get ready for the next steps of how to find, get, and keep clients.

To learn more about me and my Virtual Expert program, watch my free webinar at the link below.

Also, please subscribe to my YouTube channel and click on the bell to be notified when I upload a new video. Be sure to like this video and comment below.