ABOUT THE VA INSTITUTE

Established in 2017 by Ingrid Bayer, The VA Institute is your go-to resource for education and training, providing hands-on, practical support for you in this exciting stage of your career / business life.

After a career of over 30 years in 'traditional' secretarial roles, Ingrid started operating as a Virtual Assistant from her home office in regional New South Wales, Australia in 2008. Within two years, she had grown her business to include managing and overseeing a team of VAs.

Ingrid now devotes her time to working strategically with the Australian VA Industry and its stakeholders, and specialising in working with EAs and PAs from around Australia, and around the world, in making the transition to becoming a successful VA.

Ingrid's passion and life purpose is to make a tangible difference in the lives of VAs and their clients by uncovering and exposing the 'elephant in the room'; that is, identifying the missing ingredients in the VA toolbox in a way that empowers, transforms and inspires the VA Industry and its stakeholders to ***be the best, expect the best, and deliver the best*** beyond mere technical skills.

So… whether you are an EA or PA wanting to establish your own Virtual Assistant business, or even if you are already established as a Virtual Assistant but want to take your business to the next level, The VA Institute's Signature Programs are made for you : built on a solid bedrock of **real industry experience** by someone who's walked the walk and talked the talk.

All our programs are focussed on setting yourself up for ***absolute excellence*** from the outset. We take you beyond the basics and into the realm of what it takes to be ahead of the rest – the top of your game!

The VA Institute offers:

- Training
- Coaching
- Mentoring
- Retreats
- Keynotes
- …and customised programs to suit individual requirements

To find out more about how The VA Institute can work with you,
contact ingrid@vainstitute.com.au / 0418 277114

EA TO VA PROGRAM

This program is designed for those who wish to set up a VA business the *RIGHT WAY* from the word go... not stumble around in the dark trying to find the 'light' switch. As well as a full day one-on-one workshop, we work together to help you get set up properly, including identifying and registering a business name that 'pops', a domain name, email, website, logo, business cards, business plan, marketing strategy, pricing strategy, essential documents you need for your business, programs that you need to get set up properly.

Participants come away with ALL the tools required to step into a career path as a VA, and the following additional inclusions that are all relevant and critical to setting up a successful home-based VA business:

- **Full Day Face to Face Workshop (one on one)**
- **Plus ongoing coaching / mentoring support with regular phone or skype sessions**
- **Program Includes:**
    - **Full Course Printed Workbook**
    - **Electronic copies of essential business documents**
    - **Business Plan (we write this together)**
    - **Website set up support**
    - **Email Signature**
    - **Logo set up support**
    - **My Book - "Discover the Authentic VA Within - A Journey from EA to VA"**
    - **LinkedIn Profile review**
    - **Social Media review and setup**
    - **... and much more!**

EA to VA PROGRAM OUTLINE

SECTION A – BUSINESS SETUP

Part 1: Your Background - Establish Coaching Objectives

- Understanding the Virtual Advantage
- Basic Attributes required to be a successful VA
- Business Basics – Business Planning
- Diagnostic Tools: Personality Test

Part 2: Identifying Your Strengths and Challenges in your VA Business

- Leading with Your Strengths
- Behavioural Operating System Explained and its Importance in the Success of Your Business
- Resources
    - SWOT Analysis
    - Core Values List
    - Limiting Beliefs Questionnaire

Part 3: Define your VA Business

- Service Offering
- Your Rate / How to Charge
- Ideal Client / Avatar
- Collaboration & Outsourcing

Part 4: Your Shopfront

- Domain Name and Hosting
- Email Address
- Logo
- Website
- Business Cards
- LinkedIn
- Facebook
- And other social media platforms

Part 5: Startup Business Documents

- Professional Profile
- Service Agreement
- Sub-Contractor Agreement
- Guarantee
- Privacy Policy

Part 6: Resource and Technology Business Checklist

- Internet / WiFi
- Virus Protection
- Data Backup
- Time Management Software
- File Sharing
- Communication Tools
- Project Management Software
- Accounting Software
- Password Storage

Part 7: Contingency Planning for Your Business

- Disaster Backup Plan
- Insurances

Part 8: Your Transition Game Plan

- Goal Setting
- Finances and Budgeting
- Associations & VA Networks
- Job Lead Sources – How to Get Clients
- Your Physical Workspace
- Resources:
    - OH&S Checklist
    - Budget Tracker
    - Income Tracker
    - Business Plan

SECTION B – GET THE EDGE: SETTING UP FOR EXCELLENCE IN YOUR BUSINESS

Part 9: Attitude / Aptitude

- It's All about Attitude
- Developing a Positive Mental Attitude
- Key Competencies for Business
- Business Mindset for VAs
- Training Providers for VAs
- Ongoing Mentoring
- Resources
    - Positive Mental Attitude Building Exercise
    - Key Competencies Quiz

Part 10: Excellence in Virtual Communication

- Setting and Meeting Expectations
- Etiquette in Communication
- Active Listening in Business
- Resource: Communication Checklist
- VARK – Learning, Processing and Communicating Styles
- Resources
    - Questionnaire : Learning and Communication Styles
    - Communication Skills Quiz

Part 11: Time Management for Virtual Operators

- Time Management Tips and Tricks
- Resources
    - Time Management Style Questionnaire
    - Identifying Time Guzzlers

Part 12: Building Your Business using Effective Networking Techniques

- Defining Networking – what it is and what it isn't
- Networking Do's and Don'ts
- Online vs Offline Networking
- Your Networking Strategy