

BECOME A VA MOM GUIDE



About This Guide

This guide will go over the basics about why and how to become a VA mom. It will cover the reasons why I became a VA and the steps I took to start my own business and make enough to support myself as a single mom.

Welcome!!



A Tiny Bit About Me....

I started my Virtual Assistant business almost 4 years ago after trying my hand at many different businesses. I went to college and got a certificate in Office Administration and then Early Childhood Education. I ran my own family licensed daycare for over 5 years and loved it.

When we moved to a new house I knew that I didn't want my house used as a daycare anymore. It was hard on the house, the furniture and also my own kids.

[Read more about me on my website](#)

I decided to try a few different businesses. I tried fancy cake making and got a few clients and made ok money but it was not something I loved doing. Then I tried a crafting business making tutus, and other stuff to sell and worked at craft fairs and online and made some money but not a lot for the amount of hours I put into it.

Then I researched blogging and VA work and decided that I would try that and take as many courses as I could on the subjects and loved them. I set up my VA business, The Social Wizard, and was so shy about trying to get clients and sell myself to people. But in the end I got clients, presently I have 5 amazing clients, a couple I have had over 6 months. I love this work and how totally flexible it is and I am the boss and decide my own hours.

I needed something flexible since some of my kids are homeschooled and some aren't. I needed to work around a crazy schedule and this just totally works for that. It's also a great business if you plan to travel a lot, which I do in the future.

Now I am directing a lot of my time to building Become A VA Mom business so I can help other moms to work from home and make enough to survive and be home with their kids. It's the best feeling in the world to not have to ask for a sick day when your kids wake up puking at 2am or that one of them has a doctor's appointment or any of the other reasons us moms need those days off. With your VA business you don't need to ask for any days off you can usually work around your schedule or tell your client you are not able to work today and will get the work done tonight. Easy Peasy.

I hope you find this guide helpful and I am launching my own course in October 2020 to help you set up a VA mom business step by step. Go to becomeavamom.net to find course information.

♡♡ Kathryn

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3 Reasons You Should Become A VA Mom....

#1. BEING ABLE TO WORK FROM HOME AND RAISE YOUR KIDS

There are not many careers that support raising your own children. In fact, more and more moms are having to go out of the home after having children just to help support the family financially as the cost of everything rises.

My number 1 reason for building a virtual assistant business was my kids. I didn't want a daycare raising them. I had originally gone to college to get my Early Childcare Educator Certificate and worked at daycares. I know all too well that some daycares, or workers at the daycares, are not who I want raising my children or talking to them like I would never talk to them.

2020 is also a crazy unforeseen time in our history that mandates a lot more home jobs as parents have to stay home with children.

#2. AN INCOME YOU CAN LIVE ON

Whether you are a single mom that needs to make enough to pay for everything, or you just want to help support your family and pay a few bills, this business can provide a little or a lot of income.

Although virtual assistant businesses can be a bit unsteady in the beginning while you find your rockstar clients, after that it is pretty steady and reliable as long as you keep providing the work for your clients. I saw a post that said the average VA in the US makes around \$39,000 a year. That might not be super awesome, but that's the average. Many VA's bring in much more, depending on what services you offer and how many hours you want to work. But that average a single mom can survive on in most areas.

If you want to travel often with your family, becoming a virtual assistant is the best way to do it because you can work from anywhere in the world, pretty much. As long as your hotel, campsite, or resort has wifi.

I started at \$20 an hour and worked up to \$25 an hour, and now charge \$30 an hour in most of my packages. You can set your own rate. Some services are in high demand that not many VA's are doing, so you can charge more, like \$50-60 an hour. Really, the sky's the limit at what you can make in your business.

Once you find you have too much work you can scale your business up and hire subcontractors to do some of your clients' work. You pay them \$15-20 an hour and you still charge your client the \$25-30 an hour and get the difference from what you pay your subcontractor.

#3. NO MORE DAYCARE FEES OR BABYSITTER COSTS

No more missing school concerts, or having to find a babysitter at home or take time off work when the kids are sick for a week or more. School breaks, like spring break, winter break and that long summer break, you get to spend time doing fun stuff with your children instead of sending them to daycares or summer camps. Think of all the money you'll save just in daycare fees by staying home with the kids.

I don't know about your kids, but mine seem to catch every virus and flu that they come in contact with at school. This year they were sick from Christmas until March. They just kept giving it to each other one after the other like a damn horror story. That's almost 2 months of babysitter fees I would have had to fork out, let alone trying to find a babysitter for that long that would come to my house. AND then I caught it and could hardly move for 2 weeks straight. Good thing I can do my client work from my bed and laying on the couch. Clients are usually very supportive if you are too ill to work for a couple days. They know even VA's get sick from time to time.

To read more reasons to become a VA mom checkout my blog post [15 REASONS TO BECOME A VIRTUAL ASSISTANT MOM](#)

What Do I Need To Know Before Starting My VA Business?

Before we get to the actual steps to start your business you will need to make sure it's the right direction for you. You will need to really look inside and ask yourself some serious questions.

Do You Like Being On The Computer?

VA work can keep you on the computer for hours at a time doing client work. If you are very comfortable being on a computer and the internet for hours then this would be a good business for you. If not you could try working for a call service from home and be on the phone more than the computer.

Are You Tech Savvy?

You will need to learn new programs and systems when working with clients, unless you pick a niche that doesn't require a lot of learning and changing, such as strictly Social Media Managing. Or providing just 1 or 2 service offers, then you wouldn't have to learn new programs, but that does limit your potential clients and work.

I do general VA work as well as social media management because I LOVE learning new programs, software, and systems my clients use. It keeps my mind from getting bored. I realize we are all different and some might just want to stick to a couple things so they can get really good at those services and not have to learn new things all the time.

Are You Comfortable Doing Video Conferences?

Although some clients just do voice meetings or call on the phone, many I have dealt with like to jump on a video conference service like Zoom or Skype to meet you before hiring and to chat once a month.

Even if you are not very comfortable with this right at the start you can get used to it once you have done it a few times. I was so nervous getting on video with potential clients at the beginning but after about 5 it got easier to do. Many times the first initial conference/meeting with a potential client is on video, but if they hire you, the rest are usually just voice conference from my experience. I think most people don't like the video conference part, even the clients.

Can You Handle Criticism?

In every job I've taken I have had to redo things, or made mistakes while learning the new clients ways. They will all let you know what you did wrong and what you need to fix. If you take it personally it will be a hard job, but if you take it with a grain of salt and just fix what needs done and thank them for letting you know so you can learn, then it's not so bad.

I actually encourage my clients to let me know if I didn't do something right and not to just fix it themselves so I learn exactly what they need me to do for them. It helps me grow and be a better VA for my clients.

Are You Comfortable Marketing Yourself?

Selling your own services is harder than it sounds. Suddenly doubts like, am I good enough, someone out there is better why would they hire me, start to surface. You have to be able to push those doubts down and know that you can do this and help businesses. It took awhile for me to muster up the courage to market myself as a VA. So even if you answer no to this you can learn to be more comfortable marketing yourself and the services you offer.

I began offering free services until I felt comfortable with charging people. I felt I needed to get more experience before I was "good enough" to get paid for my services. It's the way my brain and emotions worked at the time and I did get a few free clients and gained the courage with the experience, and then got my first client as soon as I started advertising my VA business.

Do You Want To Work At Home Long Term?

It is a lot of work to set up and start a VA mom business so make sure you are in it for the long haul. This can be a rewarding career and can last as long as you want, but the beginning is usually a bit slow. So just keep encouraging yourself you will get more clients, and you will be full in no time.

I know many VA's who started their business while continuing their 9-5 job, so they wouldn't lose money at the beginning. That is possible as well. But if you are already at home or work part time it is easier to get started. But whatever your situation is you can start your dream home business!

Do You Have Support?

Do you have family or friends that support your business idea? No? Well not many VA's actually do at the beginning. So no worries there! You can reach out to other VA's who are just starting out and support each other. Most family and friends start supporting you when you are actually bringing in the paychecks, and then they want to learn how so they can do it. (haha)

If you are the lucky one to have your husband or friends supporting your business start up let them know how you are doing and when you get your first client, they will want to celebrate with you! Cherish that support!

Do You Have Enough Money Rolling In While You Start Your VA Business?

Don't quit your job until you have at least a couple clients. But, if you are already not working it may be the best time to start it.

I would say maternity leave, medical leave, or 2020 are the best times to decide to set up your new business idea and get clients and money coming in before your leave is over and the money stops. Or if you are a stay at home mom that wants to start earning a few hundred to help support the family and pay some bills off, that's a great time to start your VA business up.

But don't jump into your VA business without a financial plan to be able to pay bills and not lose your house. If you need to work a job while you set up your business that is perfectly ok and you will still make it happen.

Steps To Start Your VA Business....

Ok now that you answered all the questions and you know what to expect, lets get your business up and running. Here are some steps to take to Become A VA Mom.

1.) **Decide on what services you want to provide.**

Do you specialize in an area? Were you a receptionist or music teacher, or what job did you do in the past that may have provided you with skills you can offer your clients now?

If not and you are starting from scratch that is no problem. You can decide what you are interested in offering and take some courses on those services so you will know how to offer them and what to expect clients will want.

2.) **Pick a business name.**

Yes that's as daunting as it sounds. Picking a business name is the one step that usually stops people in their tracks and holds them back a while, sometimes weeks, to starting their business. But really, the name isn't as important as it feels like it is.

[Here is a business name research sheet](#) for you to write down all your ideas, check if they are available in .com and if the social media accounts are available and to go down the list.

When I picked my VA business name, The Social Wizard, I wrote down over 50 business names and checked them all and most were already taken. I wrote down three full pages of names! I finally settled on this one and love it! Same happened when I tried to pick a name to represent my goal of helping moms start their VA business. I had two full pages of names and stuck with Become A VA Mom. It kind of rhymes too. :)

So even though this part is hard, don't waste too much time on it. Give yourself a deadline. Like in one week I will pick from this list and stick with that name.

3.) Set Up Your Website.

Many other VA's say you don't really need to set up a website at the beginning. But I found it sooo helpful to getting clients. I don't think someone would take you as serious if you don't have a website.

There are cheap web hosts you can choose from. I use [siteground](http://siteground.com) and they're customer support is amazing.

Now that you have your business name and check the domain is available, you can go ahead and set up your website. You can hire another VA to do this for around \$500-1000 or you can do it yourself. It is fairly easy. You can youtube some tips and tricks and follow along with videos to set yours up yourself.

4.) Create A New Resume.



This is a personal preference. Some VA's don't have resumes, but many clients ask for them so I did make my own resume specifically about VA work. You can check it out on my website on the [About page](#) and you can download it.

You can do one up in google docs, or canva. I did my in Canva because it is so much more versatile and able to really make it stand out.

5.) Set Up Your Business Social Media Accounts

This is fairly easy to do. Just go on each one like Twitter, Instagram, and Facebook and set them up. For Facebook you will need to login to your personal account and go to Facebook pages and create new. Then set it up under your business name.

Then start telling people about your new business accounts and get them some likes and followers. You can follow and like other people in your business niche, like other VA's and they will follow and like you back to start growing your followers.

6.) Start Marketing Yourself.

Now that you have all the other stuff set up you can start marketing and advertising to friends and family that you are starting a business. Someone might know a business looking for support, you never know.

You can go on VA Facebook groups and advertise you are new and looking for some easy starter work for experience and you will charge a small fee while you learn or if you are confident that you can jump right in there and know what to do with your clients, you can skip letting them know you are new and that you now have room for more clients.

That's it!

WELL, I mean that is pretty much the basic way to start your VA mom business.

If you would like more information and video tutorials to setting up your website and other VA products [check out my online course!](#) I tried to keep it pretty reasonably priced, cause I know us moms don't have tons of extra cash, especially this year!

Thanks for reading through the Become A VA Mom guide and I can't wait to follow along as you start your own VA mom business. If you have any questions don't hesitate to email me at kathryn@becomeavamom.com

♡♡ Kathryn

P.S - Disclosure - There is an affiliate link to siteground in the guide. I use siteground for 4 different websites I have, and was recommending it to everyone before I even got an affiliate link, so I figured why not get a bonus if someone signs up as well. It doesn't cost you anything more to sign up under my link, same as it would if you didnt use it so it's your choice to support a fellow mom and use my [siteground](#) web hosting link or not. :)