

"This 30-day Virtual Business Startup System will keep you on task as you begin to develop your own virtual business. Each lesson is packed with excellent ideas, thorough task checklists, business templates, and practical exercises."

Beverly Pederson, Virtual Instructor for *The Virtual Assistant Certificate Program* at Red Deer College, Alberta, Canada



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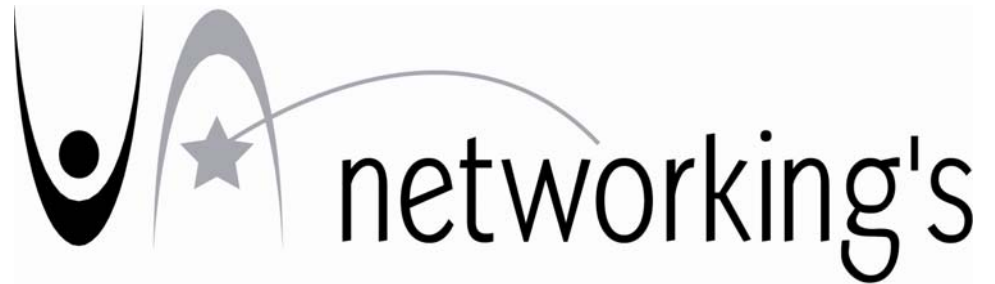
Virtual Business Startup System

Virtual Business 101

If you are a person who disfavors lengthy reading and writing - **be rest assured** - this entire virtual business startup system was designed with SIMPLICITY and PRACTICALITY in mind! An easy balance between short reading passages, writing exercises, helpful tips, templates and checklists. This easy to follow system will keep you both visually and intellectually stimulated on your exciting journey to entrepreneurship with your own successful virtual business.

... *Tawnya Sutherland, Founder of www.VAnetworking.com*

SAMPLE COPY



Virtual Business Startup System

(VBSS)

By Tawnya Sutherland

The internationally acclaimed ***Virtual Business Startup System (VBSS)*** created specifically for successful and aspiring Virtual Assistants and Virtual Associates



Virtual Business Startup System (VBSS)

By Tawnya Sutherland

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Suite 393, 800-15355 24th Avenue
Surrey, British Columbia, Canada V4A 2H9

Web: www.VAnetworking.com

Email: tawnya@VAnetworking.com

Printed and bound in Canada

What Others Have To Say About The VBSS:

This workbook is a 'must have' publication for anyone entering the virtual assisting industry. It's stocked with excellent thought-provoking exercises, insightful and useful information and is well worth the investment. One of the best industry-related workbooks I've read!

Sharon Williams, MVA, PREVA

The 24 Hour Secretary

The 30 Day Virtual Business Startup System (VBSS) was a welcome addition to my list of business resources to recommend for women. Especially women looking for something they can do to earn a living from home. After studying the *VBSS*, I was truly amazed at the vast amount of information and help tools included. *The VBSS Workbook* should be a required tool for anyone wanting to start any virtual business online. Tawnya has painstakingly taken the time and made the effort to make sure that "anyone", and I mean anyone, can master this field using her workbook as a guideline and resource tool. When you want to learn a new trade, go directly to the masters of that craft. Tawnya is truly a master!

Rebecca Game, President

Digital Women

The 30-day VBSS will keep you on task as you begin to develop your own Virtual Assistant business. Each lesson is packed with excellent ideas, thorough task checklists, and practical exercises. We also highly recommend the two additional reference books in the Kit.

Beverly Pederson, Virtual Instructor

Red Deer College

A MUST have for anyone who is interested in starting a Virtual Assistant business. The most comprehensive start up workbook I've read to date. Great ideas, even for an established VA. I highly recommend this workbook!

Michelle Jamison, President, MJVA

This is a wonderful reference for all new VAs. It takes you step by step through the entire process of setting up a Virtual Assistant business; from deciding on your business entity to setting up your office and everything in between, this manual guides you through every process.

Janice D. Byer, CCVA, MVA

Docu-Type ~ Virtual Assistance & Web Services

The Virtual Business Startup System (VBSS) is an incredible resource for those wishing to start and/or grow their Virtual Assistant business. It's like having an expert come to your office every day and walk you through the steps to creating a successful business. Tawnya has done all the leg work for you saving you countless hours doing research and finding resources. It is well worth the investment and you absolutely can't go wrong with a guarantee like this.

Elayne Whitfield, CCVA, MVA

Executive Assistance

About the Author

Tawnya Sutherland lives on the scenic shores of the Pacific Ocean near Vancouver, Canada and is a single mother of 3 teenage children working from her home-based office as a Virtual Associate.

Tawnya began her own administrative support Virtual Assistant business from her home based office in June 1997 but has since focused in on her talents providing Internet Marketing services helping her clients turn clicks into cash through Mediamage Business Solutions (www.mediamage.com). Tawnya is a Certified Internet Marketing Business Strategist and Multimedia Usability Specialist graduating in 2002 from the University of British Columbia.

A long-time active member of the VA community, Sutherland founded the *Virtual Assistant Networking Association (VANA)*, shortened to remember easier in conversation to *VAnetworking* or sometimes just *VANA*, (www.VAnetworking.com). *VANA* is the largest online global meeting place for successful and aspiring Virtual Assistants. Tawnya is also the creator of the internationally acclaimed *Virtual Business Startup System*, namely *VBSS*—which provides all the information, tools, and resources for a VA to build a viable virtual business in just 30 days. She is a frequent speaker at many business based conferences throughout North America regarding subjects on Virtual Assistants and Internet Marketing.

Acknowledgements

To my kids Connor, Ryan and Danielle, thank you for loving and respecting me as your mother because if I didn't have you in my life, my motives to succeed may not have been so fierce and tenacious.

To Arnold, thank you for showing me where my passions lie again. Without your support and guidance I may have wandered around aimlessly throughout life instead of doing what I do best, helping others.

To VAs across this globe, thanks for trusting in me to ask the questions that you needed answers to about your business. If it wasn't for your inquisitive natures, the *VBSS* never would have been a reality!

About this Book

This book was written because I am a do-it-yourselfer. I am a self-learner who re-educates herself daily by reading everything I can get my hands on from articles and websites on the net to books and newsletters delivered to my doorstep. This got me to thinking what would I do if I was starting my virtual business all over again, where would I begin? Thinking back to my beginning days as a new entrepreneur, I remember my low-budget and hectic schedule with small children in my home. I could not afford the high cost of online courses to become a VA nor could I attend to a strict timeline for education. Being a secretary for many years meant, I had the skill set and I really just needed a helping hand into the virtual world. I needed the forms, templates, marketing materials, guidance and direction to get my VA business up and running. In fact, I needed this all

in one box ready, at my fingertips available to put my business into action on my own time schedule. Hence, the **VBSS ... so let's get started!**

What is a VA?

(Often referred to as a Virtual Assistant or Virtual Associate)

"A Virtual Assistant (substitute VA or Virtual Associate) works independently at an arm's length, via the Internet, utilizing the latest technologies, to provide immediate professional support, services and skills to busy entrepreneurs and business managers.

Partnering with a VA reduces stress, protects cash flow, eliminates administrative hassles, and enables business people to find the success they originally set out to achieve."

(Freely use our definition on your website without acknowledgment. An exchange link (www.vanetworking.com/exchange.html) is greatly appreciated but not required).

All references to the acronym **VA** used throughout this workbook will represent the phrases *Virtual Assistant* or *Virtual Associate* with Virtual Assistant being primarily used for easier consistency and reading fluency.

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www.VirtualBusinessStartups.com

Ethics of a VA

Written by the members of the Virtual Assistant Network Association (VANA) ([www. VAnetworking.com](http://www.VAnetworking.com)). The largest online global meeting place for successful and aspiring VAs.

1. We promote the Virtual Assistance industry with the utmost professionalism and give of our knowledge freely to new and existing VAs and the general public.
2. As Virtual Assistants, we will maintain the highest ethics and honesty in all dealings with clients, colleagues and the general public.
3. We will seek to deal with colleagues, suppliers and employees in a fair and equitable manner, and maintain the highest standards of personal conduct to bring credit to the Virtual Assistant profession.
4. As highly ethical Virtual Assistants, we only take on projects that are within our abilities. If a project is not within our ability, the client will be notified immediately and we will provide recommendations for other highly skilled Virtual Assistants.
5. Client information will be held in the strictest of confidence and will not be shared with others or used for personal gain.
6. We highly value each client relationship and will not place one client above another.
7. We will make a commitment to possess and increase the required knowledge, skills and training to be proficient and relevant in the provision of services.
8. We are honest about our intentions and never misrepresent our skills, peers, or our profession as a whole, whether to networks or to prospects, clients, and the community at large (virtual or otherwise).
9. We will not knowingly be a part of any illegal or unethical activity.

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Remember, no question is ever stupid, stupidity comes from not asking when you have the opportunity to do so – *Tawnya Sutherland, Founder of Virtual Assistant Networking (VAN)*
(www.VAnetworking.com)

DAY

1

DAY 1 – Welcome To The VBSS!

You are about to embark on a 30-day journey that will steer you to your dream: Your own Virtual Assistant / Associate business. By devoting a modest portion of your day to each lesson, you will channel your passion for virtual assistance to launch a fully operational VA business. Simple and manageable steps enclosed in 30 comprehensive lessons will soon help you transform a hazy vision into a vivid reality.

Keep your binoculars handy throughout this 30-day voyage. Pull them out each day to keep an image of your goal in close proximity. Enclosed in this *Virtual Business Startup System (VBSS)* are the tools you will need to stretch that arm a little further and touch that oh-so-vivid vision.

The sails are up, the forecast is bright, and a warm breeze is promising a smooth, swift journey. Gear up with ambition, check your commitment, and prepare to set sail!

Task 1: The VBSS Checklist

Take a moment to ensure all the following contents are included in your *Virtual Business Startup System (VBSS)*:

- The VBSS Workbook by Tawnya Sutherland
- The VBSS Template CD-ROM which includes over 130+ business and website templates, tutorials, charts, articles, coupons and VA legalese documents
- Virtual Assistant – The Series - Become a Highly Successful, Sought After VA by Diana Ennen and Kelly Poelker
- The Virtual Assistant’s Guide to Marketing by Michelle Jamison
- Coupon for website hosting by Mediamage Business Solutions
- Coupon for \$100 Website Design Services
- Coupon for 1 Free Domain Name Registration
- Coupon for \$50 Search Engine Submissions
- Certificate for 1 free coaching session by Tawnya Sutherland
- Certificate for \$50 from Red Deer College
- Coupon for \$10 off CVAC membership
- “VBSS Commitment” contract
- Access to all current Premier Partner Discounts at the VAN network (www.vanetworking.com/premier.htm)
- Special Access to The VBSS Private Networking Forum Area at (www.vanetworking.com) Email to receive login.

Should any of the following contents be missing from your system, please contact Mediamage Business Solutions at 604-809-7972.

Task 2: The VBSS Commitment

Complete the “VBSS Commitment” contract included in your system. Sign it and have it witnessed by your spouse, parent, best friend or one of your children. Your loved ones will infuse you with large doses of support and encouragement along this entrepreneurial path. Hang your contract above your workstation for all to see.

This is imperative to do so don't forget to do this. This one action alone will be the crucial step forward within your mind to encourage you to taking the baby steps needed to succeed with your virtual business.

Task 3: The VBSS Workbook Instructions

Each lesson requires some daily reading and writing. Simple but practical exercises will help you reaffirm the who, what, when, where, and why of starting a virtual business.

If you are a person who disfavors lengthy reading and writing – be rest assured – this entire workbook was designed with simplicity and practicality in mind! An easy balance between short reading passages, writing exercises, helpful tips, templates and checklists will keep you both visually and intellectually stimulated on your journey to entrepreneurship.

Let's take a quick look at the **guiding icons** used throughout this workbook:

VA Tip

This section will include helpful virtual business startup tips you can easily implement.



R & R

Thought you had time for some R & R? Think again! As the soon-to-be owner of a new business, you must allot some time in your schedule for “reading and reflection.” Find a comfortable, quiet reading spot (your new office, perhaps), and contemplate the business aspects covered in your reading passages.



The books I have included in this system have been chosen with care, and attention to practicality and ease of reading. They also happen to be the best VA business books on the market!

Set aside a portion of your day to complete the assigned readings. If you are really ambitious and can devote the extra time, work through the books cover to cover. I recommend reading them in this order, checking each one off as you complete it:

- Virtual Assistant – The Series - Become a Highly Successful, Sought After VA by Diana Ennen and Kelly Poelker

- The Virtual Assistant's Guide to Marketing by Michelle Jamison

Many of the world's most successful figures were dreamers. Deeply reflect on what you read, then revisit your business dream. See your dream materialize before your eyes.



Templates

Throughout this workbook, references by the icon to the left will be made to a template name located on your template CD-ROM as follows:

Located on CD-ROM: Directory/filename

For example: If I was referencing the press release tutorial example you should work on as your next task, it would look like this:

Located on CD-ROM: Tutorials/Press Release Tutorial.pdf

The templates have been designed in Word 2002, Excel 2002, PowerPoint 2002, Adobe Illustrator 10, Photoshop 7, Dreamweaver MX and Adobe Reader/Acrobat 5 formats.

There are also .PDF versions of all of the documents found on this CD-ROM in the off-hand chance you do not have the required program to open one of them on your computer. Download this universal Adobe Reader at <http://www.adobe.com/products/acrobat/readstep2.html>

You will find these templates wonderfully easy-to-use tools to record various aspects of your business planning. You can manipulate, modify, and personalize any of them as needed to suit your business needs.

I put this workbook in a binder format so that you could add other sheets and documents to it related to your VA business start up. Plus any updates or additions I may have from time to time can be emailed to you and inserted easily. I have also left large white margins throughout *The VBSS Workbook* for a very good reason since this will give you an area to hand write notes that you can easily reference whenever you wish.

Overtime, this workbook will become your VA bible in running your Virtual Assistant business. Keep it in a handy spot on your office desk so you can easily reference it whenever you have a question about your VA business that needs answering or when you have business notes to add to it!

Task Checklist

I did it! After each lesson, a summary checklist will help you review the day's major accomplishments. With each checkmark, you will be drawing nearer to your destination.



The work book was built by a Virtual Assistant, Tawnya Sutherland, who has now become more of a Virtual Associate which would be like a coach or consultant. Both Virtual Assistants and Virtual Associates will find value to *The Virtual Business Startup System (VBSS)*.

Day 1: Task Checklist

- Completed Step 1 and checked that all contents of my system were included
- Signed and displayed my VBSS Commitment contract to the business
- Read instructions on how to use this workbook



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DAY

2**DAY 2 – WHY GO INTO BUSINESS?**

“Work is love made visible. If you cannot work with love but only with distaste, it is better that you should leave your work, sit at the gate of the temple and take alms from those who work with joy.”

Khalil Gibran

Recent polls show that only 39% of employed Americans are completely satisfied with their jobs. Many of the remaining 61% don't exchange their jobs to become charity-cases, as this 19th Century poet suggests, but toil away year after year in disgruntlement. Bad pay, poor benefits, an unyielding boss, a toxic work environment, a job with no growth potential, no incentives, no future security, “no way!” you've most likely said.

In the past two decades, self-employment has become a viable, **desirable** option for a growing number of dissatisfied workers. Whether you were forcibly terminated from your last job because of downsizing, or the thought of running hamster-like on a wheel for years to come is simply too bleak and unbearable, you have made a life-altering decision – to be your own boss.

Yesterday, you conducted a systems check, determined that all things were in order, and prepared to raise the anchor. You know where you are heading, but have you considered why you've set out on this particular course? Identifying your reasons for becoming self-employed will help you assess whether running your own business will fulfill your particular needs, and whether you are capable of meeting its demands.

Will Self-Employment Fulfill Your Needs?

Let's be realistic. Unhappiness and discontentment has probably triggered your endeavor to start a business. Your new venture should not lead you down another path of corporate dismay; it should begin with promise, excitement, commitment, and – most importantly – pleasure.

This lesson will help you take some preliminary proactive steps to increasing your chances of becoming successfully and happily self-employed. It will help you reflect on your motivation for starting a business, caution you against its common pitfalls, and urge you to embrace its countless rewards.

Exercise 1: What's Your Motivation?

What motivated you to start your own business? Take a moment to mull over this question. Sit quietly or take a leisurely stroll to reflect. Think of how you arrived at the decision to be self-employed. What factors prompted you to say, "I am going to work for myself!"

You may wish to generate a list of reasons, or check the points which relate to you from the following list:

- I don't enjoy what I'm doing
- I am not making enough money
- I hate being away from my family for so many hours
- My work environment does not suit me
- Commuting is a nightmare and I would like to eliminate
- My job does not allow me to reach my potential

Other:

The reasons for self-employment are numerous and varied. Other reasons include the desire:

- To be your own boss
- To avoid the politics, red tape, and bureaucracy of a large company
- To actively and directly participate in all aspects of a business
- To win, achieve, and accomplish
- To fill a need in the community
- For work that is fun, exciting, and immediately rewarding
- For recognition and distinction

All prospective entrepreneurs have their own unique set of motivations that may include all or some of the reasons mentioned above. Many also admit that the challenge of starting and running a business is one of the most appealing features of the endeavor.

Exercise 3: Determining Your Business Goals

Identify your particular reasons for starting your own business and then brainstorm how you will achieve these desired goals. What characteristics will you need to achieve this?

For example:

Motivation for Self-employment:

To fill a need in the community.

How Self-employment will resolve this problem:

Self-employment will allow me to reach out to the community and offer the services they need with passion, honesty and integrity.

How I will achieve this goal:

I will customize and market my services to community organizations. I will participate in numerous community functions and endeavor to be a board-member of community organizations. This will help me understand the community's needs.

My characteristics:

I am community-oriented, interested in humanitarian causes, patient, out-going, and a "people-person."

Compose your own statements below:

Motivation for Self-employment:

How Self-employment will resolve this problem:

How I will achieve this goal:

My characteristics:

Exercise 4: Assessing Goal Practicability

When composing how you will achieve these goals, did your strategy seem realistic or achievable? Do you foresee major obstacles to reaching these goals? If so, what are they?

It is crucial that you have a strategy for avoiding or removing these obstacles. Do not ignore them – they will surely obstruct your path to success later on. Take proactive steps to clear your road to successful self-employment – pick up and throw away the big rocks, kick the pebbles, and sweep away the fine dust. Nothing should hold you back from reaching your dreams!

You have identified the reasons why you have decided to become an entrepreneur, and determined that these goals are achievable. **Do you have what it takes to run a business? Your answer is YES!**

You may wish to type up and cut out the statements for each one and tack it on a visible part of your office. Whenever you have doubts, they will remind you of why you chose self-employment.

Whichever goals you have set... the characteristic you will need is time-management, our next lesson.



Day 2: Task Checklist

- Completed the day's exercises
- Affirmed my commitment to self-employment

Notes:

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DAY

6

DAY 6 - Selecting a Business Structure

The structure you choose for your business can have both favorable results and unfavorable ramifications. Whether you select sole proprietorship, partnership, incorporation, cooperative, or trading trust, you must consider how the following factors will affect you and your business:

- personal responsibility for debts and other liabilities
- taxation
- ability to attract capital
- cost of establishment
- ability of owners to dissolve business and recover share
- ability to conduct business nationwide
- distinguishing the business, products and services from competitors

This lesson will focus on the three main types of business structures you can choose for your business: sole proprietorship, partnership or corporation.

This is where the road on this journey begins to get harder to travel but keep walking through it step by step with these thoughts to smile about:

ALBERT EINSTEIN was four years old before he could speak and seven before he could read.

THOMAS EDISON was told by his teachers that he was too stupid to learn anything.

MARTIN LUTHER KING, JR., was told by a teacher that he would never be able to speak with enough emotion to inspire people to take action.

MICHAEL JORDAN was "cut" from the high school basketball team at the beginning of his junior year.

WALT DISNEY was fired by a newspaper editor because he had "no good ideas."

Exercise 1: Pros/Cons of Business Structures

Take a look at the advantages and disadvantages of each business structure below. Give serious consideration to each of these – they may impact you significantly once you have registered your business and are operating legally.

Advantages

Disadvantages

Sole Proprietorship

- | | |
|---|---|
| <input type="checkbox"/> Low startup costs | <input type="checkbox"/> Unlimited liability |
| <input type="checkbox"/> Greatest freedom from regulations | <input type="checkbox"/> Lack of continuity in business organization in absence of VA |
| <input type="checkbox"/> VA is in direct control of decision making | <input type="checkbox"/> Difficulty raising capital |
| <input type="checkbox"/> Minimal working capital is required | |
| <input type="checkbox"/> Possible tax advantage to VA | |
| <input type="checkbox"/> All profits to VA | |

Partnership

- | | |
|---|--|
| <input type="checkbox"/> Ease of formation | <input type="checkbox"/> Unlimited liability |
| <input type="checkbox"/> Low startup costs | <input type="checkbox"/> Divided authority |
| <input type="checkbox"/> Additional sources of investment capital | <input type="checkbox"/> Difficulty raising additional capital |
| <input type="checkbox"/> Possible tax advantages | <input type="checkbox"/> Hard to find suitable partners |
| <input type="checkbox"/> Limited regulation | <input type="checkbox"/> Possible development of conflict between partners |
| <input type="checkbox"/> Broader management base | <input type="checkbox"/> Partners can legally bind each other without prior approval |
| | <input type="checkbox"/> Lack of continuity |

Incorporation

- | | |
|--|--|
| <input type="checkbox"/> Limited liability | <input type="checkbox"/> Closely regulated |
| <input type="checkbox"/> Possible tax advantage | <input type="checkbox"/> Charter restrictions |
| <input type="checkbox"/> Increased credibility | <input type="checkbox"/> Extensive record keeping required |
| <input type="checkbox"/> Ownership is transferable | <input type="checkbox"/> Double taxation of dividends |
| <input type="checkbox"/> Continuous existence | <input type="checkbox"/> Shareholders may be held legally responsible in certain circumstances |
| <input type="checkbox"/> Separate legal entity | <input type="checkbox"/> Personal guarantees undermine limited liability advantage |
| <input type="checkbox"/> Specialized management | |

Notes:

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DAY

11

DAY 11 - Brochures, Flyers, Postcards and Door Hangers

Your printed marketing material plays a key role in attracting new customers, maintaining current ones, and reinforcing your business' image. As with first impressions, potential clients will "size you up" in the first few seconds based on the appearance of your brochures, flyers, and other marketing pieces. Your promotional material speaks on your company's behalf – let it say that you are a savvy professional.

Make sure your promotional material:

- Sparks interest by grabbing the reader's attention.
- States the features and benefits of your services.
- Conveys a consistent and professional image of your business.
- Prompts a call to action or motivates a person to contact you.



R & R

[A Virtual Assistant's Guide to Marketing](#) – p. 43 -48

Read the above pages to give you additional support in designing your brochure and flyers.



Exercise 1: Mock Brochure/Flyer Design

Use the templates provided in this system to design a mock brochure or flyer for your business.

Located on CD-ROM: Templates/Brochure.doc

Located on CD-ROM: Templates/Fax Flyer.doc

Located on CD-ROM: Templates/Real Estate Flyer.doc

You will find that the templates will eliminate the procrastination and much of the guess work associated with starting an advertising campaign.

Postcards

For first-time mailings a two-sided postcard is an excellent companion or substitute for your brochure. Postcards are a quick read, to-the-point, and easy to pin to a bulletin board once your potential client has read it.

Treat your postcard like a business card with a little additional space. Still, use the room you have wisely. Use a riveting graphic, a provocative statement or question, your contact information, and make a portion of the card a valuable coupon.

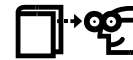
Something about **SAVING** money always grabs attention! A headline and graphic that appeals to the overworked, overwhelmed businessperson will entice the user to turn the card over and read the back. This is where you may strategically include:

1. A short list of benefits to hiring a Virtual Assistant
2. Your service list
3. A discount coupon or % off for **NEW** clients
4. A call to action
5. Your contact information

Think of your postcard as an oversized and embellished business card that is convenient to mail or hand out.

Additionally, you may take the same graphic and information from the postcard for a door hanger. Distribute these within your local neighborhood.

Exercise 2: Designing Your Postcard & Door Hanger



Located on CD-ROM: Templates/Post Card.doc

Located on CD-ROM: Templates/Doorknob Front.psd

Located on CD-ROM: Templates/Doorknob Back.psd

Dedicate the remainder of the day to designing your own postcard and/or door hanger using the above templates as resources.

Day 11: Task Checklist

- Designed my brochure and flyer
- Designed my postcard and/or door hanger



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DAY 20

DAY 20 - Legalizing Your Business

Your company will need to follow all legal requirements for operating a new business. Contact your local municipality via phone or seek information online through municipal websites. Most cities have automated business registration procedures online.

Depending on your country of residence, legalizing your business will entail:

- Business name searches
- Business registration
- Municipality permits or licenses
- Registration of business for sales tax purposes

Most municipalities have a basic business start up system with the appropriate forms and procedures for registering your business. Obtain this package and submit the necessary forms and fees.

Exercise 1: Business Startup

After contacting your municipality, what steps must you take to start up your business? Check off each step as you complete it.

- _____
- _____
- _____
- _____
- _____

Exercise 2: Do I Need Insurance?

Business insurance is usually an optional choice for anyone setting up a business. Speak to a local insurance agent regarding any business insurance that is highly recommended in your line of work. Although many types of business insurance may be optional, give serious consideration to each one. Remember that if you have set up your business structure as a sole proprietorship, personal liability is very high.

Consider the following questions:

- What will you do if a client is hurt at your home office?
- What if your client's business has a business loss because of a service you provided them?
- Will your vehicle be insured if you get in an accident while doing business?
- What happens if you have a house fire and lose your office or your client's data?
- What if harm is inadvertently caused by something you wrote and/or published for a client?
- What if someone steals your laptop with all your work on it?
- What if you get sick and can't work?
- Is the key person or partner in your business insured in case they die?
- Do you have insurance for your employees?

Weigh your risks and decide whether insurance is something you should consider. It is always better to be safe than sorry.

Are you going to get business insurance? Yes No

If yes, set up your insurance policy today. Done

R & R

Become a Highly Successful, Sought After VA – p. 41-43

Read the above pages for further insight on business licenses and insurance.



Making Everything Legal

It can't be stressed more as we near the end of this book that you need to have all your ducks in row as you never know what legal problem you will encounter in your business.

Always get clients to sign work agreements or contracts before you start any work for them. They can be simple or long winded but it is important for you and your client to know up front all the details of the project you are doing for them in writing.

A signed, seal and delivered contract solves a ton of conflicts from even arising in the first place since you just have to read the contract to see who is right or wrong. They detail many simple questions like timeline, price, delivery method, how many drafts will be typed or maybe assurance to your client that all information about their business will be kept confidential.

A few contract samples have been provided as templates on the Template CD-ROM to edit and use to fit your scenario. Remember these are only samples to base your contract on and once you have edited them to suit your business, take them to a lawyer or professional to have them look over before you use them as each geographical location has their own laws.

There is always a loop hole in any contract if you have a good enough lawyer but not having even a basic contract in place is a large loop hole!



Exercise 3: Completing Your Legalese Documents

You will come across many legal documents within the running of your Virtual Assistant business. I have provided a few I currently use with Mediamage Business Solutions. Feel free to edit and use however you wish to suit your business plan. The information in these legalese documents is general in nature and not intended as a substitute for professional, legal or financial advice so please use accordingly.

Located on CD-ROM: Legalese Samples/



Day 20: Task Checklist

- Wrote the steps to business startup
- Decided on the types of business insurance I need
- Completed the day's readings
- Completed my legal documents

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DAY 30

DAY 30 - Maintaining the Momentum

At Last! You have completed your thirty day journey. Or have you? This end is really a beginning. This beginning promises professional success, financial stability, and personal accomplishment.

Savor this day – for it is all yours. It is the day you have completed a rigorous journey of reflection and commitment. It is the day you begin implementing a dream long in development.

Throughout the last thirty days, the dream has become less hazy... clearer and sharper until today when visibility has become perfect. Your virtual assistance business is a reality. Congratulate your self on your passion and drive to get to your destination. The future holds many promises for your business, and with this system, your footing will be sure, confident, and geared for business success!



Day 30: Task Checklist

- Congratulated myself (!)

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Contributors To The VBSS

Many Virtual Assistants contributed to make the *Virtual Business Startup System (VBSS)* such an informative and useful tool for Virtual Assistants to help increase the success of their businesses effectively and efficiently. From general advice, proofreading the workbook, designing templates, providing templates and helping with my technical difficulties putting together this system, the follow contributors are greatly appreciated. If you ever need to outsource overflow work or require other services you don't provide, I would highly recommend any of the businesses below:

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Carrie Goetz, Virtual Assistant

CG Office Solutions
www.cgofficesolutions.com

and

Jennifer Wilson, Virtual Assistant

Executive Support Solutions
www.executivesupportsolutions.com

Other Contributors Who Made The VBSS Complete:

Janice Byers, Virtual Assistant

Elayne Whitfield, Virtual Assistant

Founding Members of CVAC – Canadian Virtual Assistant Connection
www.cvac.ca

Diana Ennen & Kelly Poelker

Authors of Virtual Assistant The Series
www.VA-TheSeries.com

Cindy Greenway, Virtual Assistant

Victoria Business Solutions
www.victoriabusinesssolutions.com

Michelle Jamison, Virtual Assistant

Author of The Virtual Assistants Guide To Marketing
Founding Member of CVAN - Canadian Virtual Assistant Network

www.canadianva.net

Rebecca Jaspin-Noles, Virtual Assistant

Virtual Accuracy

www.virtualaccuracy.com

Tammy Lorette, Real Estate Virtual Assistant

Virtually Yours Executive Assistance

www.virtually-yours.ca

Beverly A. Pederson, M.Ed.

Coordinator, Virtual Assistant Certificate

Red Deer College

www.rdc.ab.ca/programs_and_courses/certificate_and_diploma_programs/virtual_assistant_certificate.html

Alice Seba

Internet Based Moms

www.internetbasedmoms.com

Naomi Skarzinski, Virtual Assistant

Top Shelf VA Services

www.topshelfva.com

Dan Thies

SitePoint Pty. Ltd.

www.sitepoint.com

Jill Whalen

Highrankings Advisor

www.highrankings.com

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Virtual Business Solutions
Suite 353, 800-15355 24th Avenue
Surrey, British Columbia
Canada V4A 2H9
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