Your VA Starter Kit

The plan, the messages and the pricing method I'd give a friend who wants their first virtual assistant client. Free, practical, and yours to keep. Bookmark this page.

Hi, I'm Stephanie. 👋🏽

In 2021 I was spending hours in traffic every day, going to work and coming back. I started asking: what if I could offer my skills to anyone in the world, from home?

I heard "no" a lot. I did work for friends for free, just to have something real to show. Then my first client said yes, in Romania. Since then I've worked with **more than 10 clients and companies in Europe and the US**, trained around 10 VA students and coached more than 15 people.

This kit is the short version of what I wish someone had handed me at the start.

PART 1

The 7-day first-client plan

One small task a day, about 30–60 minutes. Tick each day when it's done (your ticks are saved on this device).

- [ ] **Day 1 · Pick your offer**
  Choose **one** kind of VA work and **one** kind of client. "I manage Instagram for cake shops" gets replies; "I can do anything" gets ignored. Not sure which work suits you? Take the 2-minute VA Path Finder quiz.

- [ ] **Day 2 · Fix your own profile**
  A clear photo and a headline that says who you help and how, on LinkedIn (and the platform your clients use). Use the headline template in Part 2. Clients check your profile before they reply.

- [ ] **Day 3 · Make 2 small samples**
  Proof beats promises. Admin VA: a one-page daily brief for a pretend busy founder, and a tidy one-week calendar. Social media VA: a one-week content calendar and 3 captions for a real small business you like. Save them as PDFs or images.

- [ ] **Day 4 · Tell 10 people you know**
  Many first clients come from warm contacts: friends, old colleagues, family, church or school groups. Send message 1 from Part 2 to 10 people, one by one, not as a broadcast.

- [ ] **Day 5 · Find 10 real openings**
  Search "virtual assistant" on the places in Part 4. Join 2–3 founder or small-business groups. Save 10 posts or businesses that fit your offer.

- [ ] **Day 6 · Send 5 personal pitches**
  Use message 3 and change it for each person: a real compliment, one idea, one small offer. Five personal pitches beat a hundred copied ones.

- [ ] **Day 7 · Follow up and offer a trial**
  Follow up on anyone who hasn't replied after 3–4 days (message 4). When someone is interested, offer a small paid trial (message 5), then a monthly package. Then repeat days 5–7 every week.

PART 2

5 messages to copy and paste

Change the words in [brackets]. Personal always wins: one real detail about the person makes a message ten times stronger.

YOUR HEADLINE (LINKEDIN)

Virtual Assistant for [busy founders / small businesses] | [Inbox & calendar management / Instagram content & community] | Helping you [save 10 hours a week / post consistently]

1 · Tell people you know

Day 4 · to friends, old colleagues, family

MESSAGE 1

Hi [name]! Quick news: I've started working as a virtual assistant. I help [kind of client] with [your offer, e.g. their inbox, calendar and bookings].

If you know anyone who's always too busy to keep up with this, I'd really appreciate an introduction. And if it's you, I'm happy to help. 😊

2 · LinkedIn connection note

When you connect with a business owner (LinkedIn allows about 200 characters)

MESSAGE 2

Hi [name], I enjoyed your post about [topic]. I'm a virtual assistant who helps [kind of client] with [your offer]. Would love to connect and follow your work.

3 · The personal pitch

Day 6 · a real compliment, one idea, one small offer

MESSAGE 3

Hi [name]!

[A real compliment, e.g. Your cake Reels are lovely. The 3-tier one had people asking for prices in the comments.]

I noticed [one small problem, e.g. some of those questions wait a day for a reply]. I help [kind of business] [solve it, e.g. reply faster and turn questions into orders].

Here's a sample of my work: [link]

Would a small trial help, so you can see how I work?

[Your name]

4 · The follow-up

3–4 days later, once. Short and friendly.

MESSAGE 4

Hi [name], just following up on my message about [the problem]. I know you're busy, so no pressure at all. If it would help, I could [one quick thing, e.g. draft 3 saved replies for your most common questions] so you can see the difference.

5 · The small paid trial

When someone says "tell me more"

MESSAGE 5

Great! Here's what I suggest to start:

A one-week trial: [what you'll do, e.g. manage your inbox and calendar for 5 days and send you a short daily brief].
Price: [your trial price].

If it's helpful, we can move to a monthly package: [what's included] for [your monthly price].

Shall I start on [day]?

PART 3

Pricing the right way

Rates vary a lot by country, platform and experience, so nobody can give you one "right" number. Here's how to set yours:

1. **Look first.** Check 5 real listings for your kind of work on Upwork, OnlineJobs.ph or LinkedIn. Note what beginners charge.
2. **Start fair, not tiny.** Charging so little that you resent the work helps nobody.
3. **Sell packages, not minutes.** "Inbox, calendar and travel, 10 hours a week" is easier to sell than "$5 an hour", and easier to raise later.
4. **Raise every few months** as your results and reviews grow.

PART 4

Where first clients come from

- **People you already know.** The fastest first client is often a friend of a friend. That's why Day 4 exists.
- **LinkedIn.** A clear headline, a few short helpful posts, and personal connection notes to business owners.
- **Freelance platforms:** Upwork, OnlineJobs.ph and Contra. Fill your profile completely and apply to fewer jobs, more personally.
- **Facebook and LinkedIn groups** for founders and small businesses, where people post "looking for a VA".
- **Small businesses you already follow** on Instagram or WhatsApp. If you can see a problem you could fix, that's your pitch.

PART 5

The free tools a VA needs

You don't need to buy anything to start. Learn these well:

Google Workspace
Gmail, Calendar, Drive and Docs: most clients use them.

Canva
Posts, flyers and simple documents that look professional.

Trello
Turn every request into a card with a due date.

Calendly
Book meetings without ten back-and-forth messages.

Loom
Short screen videos to explain your work or ask a question.

A password manager
Share access safely instead of sending passwords in chat.

PART 6

Stay safe

- **Never pay to get a job.** A real client never asks you for a "registration fee", "training fee" or to buy equipment through them.
- **Never ask for, or send, passwords in chat.** Use the tools' sharing settings, a business partner access, or a password manager.
- **Put it in writing.** Before you start: the tasks, the hours, the rate and the payment dates, even in a short email.
- **Get paid properly.** Agree how and when you'll be paid before the work starts.

YOUR NEXT STEP

Want the full course?

This kit is the short version. **VA Launchpad** takes you from zero to your first client, step by step, inside one app:

- 24 short interactive lessons in two tracks: Social Media VA and Executive/Admin VA
- Practice tasks with a strong example to compare with
- A Career Kit: your portfolio, CV and certificate built from your own work
- Pay once. Works on your phone or laptop, without an AI key

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