

Succeed as a Chief Virtual Officer: Setting Up a Successful Virtual Assistant Business (Paperback)



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(Isaiah Swaniawski)


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


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Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.What is a Chief Virtual Officer? My philosophy revolves around the idea that you, the virtual assistant, are now a business owner. However, I've found that often business owners, and even virtual assistants themselves, view a virtual assistant (VA) as little more than another employee. This view can make it challenging to convey the true value a virtual assistant can provide a business owner. It also makes it challenging for the VA to present their business in the best professional setting. That's why I decided to call the VAs I coach Chief Virtual Officers. After all, you are the chief officer of your business. This title more accurately reflects the VA's position as a business owner. About This Book This book is designed in such a way that a Chief Virtual Officer can use it as a workbook, work through it on their own, at their own pace, and develop the mindset needed to run a successful virtual assistant business. The book has been designed with large margins and plenty of space to write notes. Topics Include: Are you Chief Virtual Officer Material? Setting Up Your Business Identifying Your Ideal Client and Target Market Marketing Your Services Communicating With Your Client Referrals and Testimonials Sub-Contracting Collaborating with Other Chief Virtual Officers Samples Included: Marketing Plan Marketing Calendar Pre-Contract Questionnaire Contract Blog Questionnaire Self-Promotion Questionnaire.

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