



Amy Gould

VIRTUAL ASSISTANT MENTOR

VIRTUAL ASSISTANT CASE STUDY

I supported this client in 2020. We'd connected a year or two before but the timing wasn't quite right for her to start her VA business (she decided to quit her job and go travelling before the pandemic, which worked out perfectly for her!) When we started working together she was in a part-time admin role which paid the bills but she really didn't enjoy. She wanted to build her VA client base while still in her part-time role.

WHAT WE DID

We worked through the foundations she needed in place and spent time working out the type of work she wanted to do. She's super passionate about natural health and we decided to design her client messaging and product suite based on that niche. Going at her own pace was really important because she didn't want to feel overwhelmed and not have the time to focus on the things that mattered to her.

THE RESULT

This client consistently showed up on social media and absolutely nailed her marketing. She knew exactly what her ideal client needed support with AND how to connect with them. She had various conversations with potential clients but they weren't in her ideal niche, so she decided to hold out. Since then she's signed 3 clients that are ALL her perfect clients

"Wait be patient and the clients will come. Now I trust myself and at this early stage still in my VA career I know I will only work with clients that I want to, and not just because they have contacted me"

If you're ready to start and thrive in business this year, The Virtual Assistant Toolkit is for you! Doors close at 8pm on Friday 4th February



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