

PRAEMANDO

5 Top tips for finding your niche in the VA world....and loving what you do!



PRAEMANDO

Elite Business Services
SUPPORTING YOUR GROWTH

Our 5 Top tips for finding your niche

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So, as you've downloaded this PDF I'm going to assume (I know never assume right?!) that you've either decided to start your virtual assistant business (congrats and welcome) or you may already be a slightly more established VA, but feel that you are just bobbing around.

It is all too easy to fall into the trap of simply fulfilling the role of a VA but without any real niche to market yourself to your ideal client, whilst also trying to love what you do. After all that's why we choose this as a profession right, to love what we do?!

With these simple tips you can make a start in identifying what may work best for you.

5 Top tips to finding your niche

1. **Review your CV** - Take a look at any previous skills or knowledge that you may have gathered over the years and identify what you enjoyed most and any consistencies between jobs.
2. **Take a test** - To identify what colour personality you have and what areas you lend yourself to best why not take a personality colour test. From this you will see where your strengths lie - [Take the test](#)
3. **Income and positioning** - Have a good think about how much you would like to earn as a salary from your VA business to make it work for you. At the time of publishing this PDF the average hourly rate for a VA is £28. This will be based on knowledge, skills and experience in the role. The more niche your offerings, the more you can charge. You may even decide to charge per project rather than per hour dependent on the nature of your offering. One word of advice though....always remember your worth, what you bring to the table. It is a slippery slope to undercharge in the hope that it will fast-track you to gaining more business; you will just attract the wrong type of client.
4. **Target audience** - Really drill down and have a think about who you would like to work with most. Which industry would work best for you? Who would your main contact be? which role/job title do they hold? What value can you add to their organisation? What makes you different?
5. **Qualifications & Personal development** - You may find that you'd like to focus on an area that you currently have no previous experience in, therefore you may need to look at re-training or gaining a new qualification. You can gain many qualifications remotely nowadays, this might work better for some if you have less flexibility to attend an evening course or college, some are even free! [Find a course that works for you here.](#)

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To schedule your bespoke 90 minute 1:1 VA mentoring session with our Founder, Lindsay Gilbey to overcome hurdles, challenges, brainstorm and for accountability, then please feel free to [book your place here](#)

“

Figure out who you
are,
and be it on purpose

Dolly Parton

”



To get the most from your VA business then simply book your [bespoke 90-minute mentoring session here](#)