2018 COURSE CATALOG

VACLASSROOM UNIVERSITY

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VAClassroom Course Catalog

SOCIAL MEDIA TRACK

Certifications

❑ **Social Media Manager Program:**

The Social Media Manager Program will help you discover how to build a thriving Social Media service business for a rapidly growing list of clients in desperate need of your skills and knowledge! In this course, you will learn how to build, manage, and grow a powerful Social Media platform for virtually any type of client and to sharpen your skills and ignite your income opportunities in 2018 and beyond!

The course features specialized, step-by-step training in the most relevant Social Media platforms including:

- Facebook
- Twitter
- Pinterest
- Instagram
- LinkedIn

Sharpen your Social Media skills and ignite your income opportunities in 2018 and beyond!

VAclassroom.com

❑ **Social Media Advertising:**

One of the hottest online advertising channels and VA Services today is in Social Media! With the changes to the Facebook News Feeds, businesses are looking for better opportunities to reach their target audience. Therefore, the FB Ads platform has become an ideal opportunity to build your business through Facebook.

In this Social Media Advertising program, we will unpack a user-friendly system for setting up and managing your clients' Social Media ads in Facebook, Twitter, LinkedIn, and Pinterest! The program will include practical tutorials, step-by-step checklists and excellent resource guides that you can utilize in the work you do with clients. Social Media Advertising is a hugely in-demand service right now, so be sure to take advantage of this program.

Courses

❑ **Social Media Measurement Success Course:**

The Social Media Measurement Success Course will help you discover a simple system for effectively managing your clients' Social Media ROI. In this course, you will learn 7 steps to building an effective and measurable Social Media Plan and how to help your clients set clear and compelling Social Media goals for the next 12 months. You will also learn how to use 6 awesome tools for tracking and measuring your clients' Social Media campaigns, how to leverage Google Analytics to build a simple Social Media reporting system, how to create and deliver effective monthly Social Media reports to your clients, and 10 keys to ensure you are properly and accurately measuring your Social Media campaigns.

❏ **Create Engaging Social Media Posts:**

Social networks like Facebook, Twitter, and Pinterest would cease to exist without content posting and sharing. In this course, you will discover the 7 types of Social Media posts that get the most likes, shares, and comments, and 10 awesome tools for researching, sharing, and tracking your Social Media posts. You will also learn how to effectively source and curate the best and most targeted content posts for your Social Media channels, as well as how to create a week's worth of sticky Social Media posts in less than an hour.

Workshops

❏ **[NEW] Create Social Media Contests (December 2018)**

A recent study from eMarketer revealed that 84% of businesses surveyed expect to launch at least one campaign involving an influencer in the next year. An "influencer" is essentially someone who is a trusted presence in a given market.

In this workshop, you will discover what Influencer Marketing is and why it is a fast-growing marketing channel for you and your clients. We will unpack how to build an effective Influencer Marketing strategy from start to finish and offer some creative ideas for reaching out to influencers and building a winning campaign for your clients!

❏ **Build Your Brand with Facebook LIVE:**

The Facebook Live for Business course will help you discover the KEY secret to getting more visibility for your clients' Facebook pages (and yours) in the Facebook News Feed. In this course, you will learn the 5 BEST ways to build your business with Facebook Live, how to effectively structure your content

and present yourself LIVE, how to use one amazing tool that will enable you to deliver Facebook LIVE video through your desktop or laptop, and key best practices for adding Facebook Live into your clients' Social Media Marketing Strategy.

INTERNET MARKETING TRACK

Certifications

❑ **Internet Marketing VA Program:**

Eight years ago, we launched our very first Internet Marketing Virtual Assistant Program, and at the time, very few businesses were hiring VAs for Internet Marketing support. Today the landscape has completely changed, and there are all sorts of excellent income opportunities available for VAs with specialized Internet Marketing Skills.

The new Internet Marketing Virtual Assistant Program is designed to give you the skills, tools, and confidence to deliver the following 8 core Internet Marketing services:

- Internet Marketing Strategy & Planning
- Marketing Funnel & Page Creation
- Online Market Research
- Email List Building & Marketing
- Keyword Research & Search Engine Optimization
- Online Content Marketing & Management
- Affiliate Program Set-up & Management
- Website Tracking & Analytics

VAclassroom.com

❑ **Ecommerce Support Specialist Program:**

According to a US Online Retail Forecast by Forrester Research, the web will account for 10% of retail sales by 2018. This prediction, coupled with the growth in Ecommerce technology, is creating big-time growth in VA opportunities.

The Ecommerce Support Specialist Program will give you skills in building (and refining) your clients' Ecommerce strategy, creating a winning online sales funnel for your clients, setting up and managing basic Ecommerce tools and shopping carts, and building an in-demand Ecommerce service. You will also learn about powerful WordPress Ecommerce plugins and all-in-one Ecommerce systems (1ShoppingCart and Shopify).

❑ **Product Launch VA Program:**

The Product Launch VA Program will help you to master new product launch skills, systems, and tools to attract a wave of clients in desperate need of your help with book, product, program, and event launches! In this course, you will walk through the product launch strategy, planning, and implementation phases so you can help your clients set up and run killer product launches!

Courses

❑ **Email List Building Course:**

As you may well know, success online rests heavily on your ability to build a highly targeted list of email subscribers. In this short course, you will discover the 10 best ways to quickly and effectively build a targeted list to either generate leads for your own business or to support your clients' list-building activities.

VA classroom.com

❏ Create Powerful Free Offers:

One of the best ways for businesses to build a targeted email list is by giving away powerful and relevant free offers! The Create Powerful Free Offers course will help you develop skills that give you the ability to create killer offers in any market for any type of client! In this course, you will learn 7 simple steps to creating a killer offer for your business (and your clients) and discover which tools are best to use for creating free offers.

Workshops

❏ Influencer Marketing 101

A recent study from eMarketer revealed that 84% of businesses surveyed expect to launch at least one campaign involving an influencer in the next year. An "influencer" is essentially someone who is a trusted presence in a given market.

In this workshop, you will discover what Influencer Marketing is and why it is a fast-growing marketing channel for you and your clients. We will unpack how to build an effective Influencer Marketing strategy from start to finish and offer some creative ideas for reaching out to influencers and building a winning campaign for your clients!

❏ Book Marketing Mastery

With the rapid growth of self-publishing, more small business entrepreneurs are launching books to boost their credibility, increase leads, generate revenues and upsell to higher priced products. Of course, the challenge many face is how to effectively market their books online to maximize their visibility. In this workshop, we will provide some strategies on how you can leverage Social Media, blogging, word of mouth marketing, virtual events and collaborative partnerships to help your client's books reach the masses. We will also walk

through the core Author marketing tasks and services you can do to support this fast-growing client base!

VIRTUAL EVENTS TRACK

Certifications

❑ **Online Events Management Program:**

The New Online Events Management Program is designed to give you the skills, tools, and strategies to set up, manage, produce, and distribute a variety of Online Events including teleseminars, webinars, and live streaming events. The program will give you a practical walk-through of a few of the most popular webinar tools available and will offer a clear blueprint for effectively marketing all your client's online events!

❑ **[NEW] Podcasting Production Specialist: (October 2018)**

Podcasts continue to grow in popularity as an excellent way to demonstrate subject authority, expert status and thought leadership. And whilst it may seem as simple as buying a microphone, recording your voice and uploading it somewhere, the reality is somewhat different. Discover the world of podcasting and help coaches, speakers, entrepreneurs, and experts find their voice and spread their message!

In this certification course, Susan Weeks will guide you through the practical strategies, steps, and skills needed to set up, launch, support, market and monetize a podcast. She will share plenty of her insider podcasting tips, create a podcast as the course progresses, and get you excited about the possibilities with some cool tools, apps and gadgets! She will also show you how to syndicate your podcast in the most popular platforms including iTunes, Stitcher, Google Podcasts and Spotify.

Courses

❑ **Create and Produce Online Videos:**

YouTube wouldn't have 5 billion video views per month without a whole bunch of people actually publishing video content. If you think about it, CONTENT is what drives success for virtually any business. In fact, it really is the "lifeblood" of the Internet as we know it.

In this course, you'll learn the 5 "must-have" characteristics of a highly engaging video, 5 primary types of videos that will resonate with your audience, the simple steps to set up and optimize effective YouTube and Facebook videos for your clients, and how to leverage both video platforms to ignite targeted traffic for your clients (and yourself).

Workshops

❑ **How to Coordinate Virtual Conferences and Online Events:**

With the rising costs of travel and quality event venues, more and more businesses are seeing the power in hosting Virtual Conferences in order to reduce expenses and reach a much larger audience. In this workshop, we will show you the key steps and strategies to setting up, marketing, and managing a Virtual Conference the right way. The focus of this event will be less on webinars and more on online, multi-speaker conferences.

TECHNOLOGY TRACK

Certifications

❑ **[NEW]** WordPress Foundations Program: (November 2018)

We are excited to introduce our newly updated WordPress Foundations Program which offers some practical new strategies and tools for setting up and launching effective WordPress sites for your business and your clients. In this program, we will cover six core modules:

- Website Planning for Success
- How to Install WordPress
- Configuring and Adding Content
- Web Design 101 using popular platforms such as Divi
- Maintaining Your Website
- Packaging Your Services

If you are interested in designing your own WordPress site or delivering this as a service to clients, then this course is where you want to start!

Courses

❑ [NEW] WooCommerce Success (December 2018)

WooCommerce is the most widely used WordPress ecommerce plugin online powering 30% of all online stores! The average small business entrepreneur can get overwhelmed with the whole ecommerce piece, so mastering WooCommerce could be an ideal way to add a new income stream to your business!

In this course, our resident ecommerce expert, Theresa Scholes, will walk you through the different types of WooCommerce clients you may come across and how you can best support them. She will show you how to set up the WooCommerce platform, integrate Stripe and PayPal, create products and manage the whole billing and order process.

❑ **Multimedia Editing & Production**

What do Facebook Live events, webinars, YouTube videos and podcasts all have in common? At one point or another, they all need to be edited and professionally produced! Audio & video editing is a perfect in-demand skill set for VAs right now as the average client does not want to get bogged down in the editing process for their videos and podcast recordings.

In this course, Susan will show you:
- How to create and edit quality audio recordings using such tools as Audacity and Auphonic
- How to edit and produce quality video recordings with Camtasia
- How to add intros and outros to both video and audio files
- How to repurpose Facebook Live videos into professional video replays

❑ **Marketing Success with WordPress:**

WordPress is by far the most popular website management platform on the web. But it is also an effective tool for marketing your clients' businesses. In this course, you will learn how to confidently use WordPress to create marketing funnels as well as optimized blogs for your clients. You will discover how to optimize blog posts for Google and for sharing on Social Media. You will also learn some cool free and paid tools for creating marketing funnels. **Note:** All marketing plugins and tools will be available to practice in our VAC Software Sandbox.

❑ **OptimizePress Success:**

OptimizePress is another very powerful landing page theme and plugin for WordPress. In this course, you will learn how to quickly set up marketing funnels and all types of landing pages within the WordPress environment. You

will discover how to integrate OptimizePress with popular email platforms such as MailChimp to ensure your client's marketing funnel is running smoothly.

❑ **Leadpages Mastery Course:**

Leadpages is one of the most popular marketing page creation tools online today! Currently, there is a wave of clients who have purchased Leadpages, but lack the skills and time to effectively set up and produce relevant and visually engaging pages. In this course, you will uncover the key set-up steps to selecting the right page template, designing the page, writing the copy, and integrating into your WordPress site. As part of the course, you will have access to a Leadpages account to practice creating all types of landing pages!

❑ **Virtual Assistant Technology Toolbox:**

The Virtual Assistant Technology Toolbox course will give you the insight and tools to help set you up for success in your Virtual Assistant business. In this course, you'll explore four important aspects that help shape your business (Mindset, Vision, Tools, and Systems) and receive practical advice and resource guides that you can apply to all aspects of your work as a Virtual Assistant.

❑ **Mastering G Suite:**

G Suite (formerly known as Google Apps for Business) is the world's most widely used cloud-based computing platform for business. Many of your clients are either using a cloud-based system or considering accessing one. In this workshop, we will walk through the key applications and tools available in G Suite and offer some strategies on how you can best set up and manage G Suite for your own business and for your clients. G Suite has recently added some cool enhancements that we will be introducing as well!

Workshops

❑ **Mastering Google Analytics:**

For any business with an online presence, it is vital to understand how your website users are responding to your pages and products. Google Analytics is the key to uncovering valuable information that will help your clients improve how they present their content and market their products and services.

In this workshop, you will develop the skills to effectively navigate the often complicated interface of Google Analytics and pull out the exact data and information your clients need to improve their business results.

❑ **Mastering MailChimp:**

MailChimp is one of the most popular email platforms used by small business clients today. In this workshop, you will discover how to set up a new account, import email lists, create and schedule email broadcasts as well as a number of cool automations. MailChimp offers a FREE version that you will be able to use to practice and get ready to deliver MailChimp services to your clients.

❑ **How to Set Up and Manage ConvertKit:**

One of the fastest growing email marketing platforms today is ConvertKit with many of your prospective clients considering making the move to this awesome, user-friendly platform. In this workshop, you will discover how to seamlessly move your client from their current email platform to ConvertKit. You will also learn how to set up email tags, forms, landing pages, and sequences as well as utilize some of the cool automation features available with

this tool. ConvertKit has the potential to become a very profitable service to offer clients in 2018!

CONTENT DEVELOPMENT TRACK

Certifications

❑ **Content Development VA Program:**

Content is King in the online world. Content plays an integral role in building credibility, visibility, and results for businesses operating online. However, the average entrepreneur is consistently overwhelmed with creating and managing all types of content including eBooks, social media posts, articles, videos, podcasts, webinars, presentations, newsletters, and so much more!

This program is designed to give you the systems, steps, and tools to successfully develop and manage your client's online content platform! If you are interested in creating, editing, and producing content for your clients, then this Certification will be a critical component in your professional development.

Courses

❑ **Launch Your Online Course in 30 Days:**

In this course, you will discover a simple process for designing, marketing, and delivering online courses in a 30-day period for either yourself or your clients. You will learn 10 steps to crafting online courses as well as selecting the right platform to host your clients' online training.
This program will give you the tools and confidence to set up and manage your clients' online courses as well as create your own free courses to attract and retain new clients.

❑ **Content Marketing Mastery Course:**

One thing that will never change is the importance of content for any business on the Internet. It's the fuel that drives the success of our business. The Content Marketing Mastery Course will help you discover how to create compelling and powerful content for blogs, eBooks, newsletters, sales pages, email broadcasts, Social Media posts, and much more! In this course, you will also learn how to build a powerful Content Marketing strategy for your clients and how to develop an attractive and relevant Content Marketing service package for your clients.

❑ **Design Online Newsletters:**

Did you know that online newsletters and e-zines are still one of the most popular mediums used by online businesses today? In this workshop, you'll learn a quick and simple system for setting up and managing your clients' newsletters and e-zines that will attract and engage a constant new stream of prospects and buyers. We will also walk through a number of different types of newsletters for your own business.

❑ **Create Online Sales Pages:**

Sales page styles have changed over the years, and it's important to understand the background and types of sales pages that are effective now. In this course, you will discover a 12-step system to creating awesome sales pages for any client (even if you are NOT a writing rock star)! You will also receive a helpful sales page checklist and list of sales page best practices you can utilize for yourself or your clients' sales pages!

❑ **Design Online Courses:**

In this course, you will learn 7 highly engaging ways to design profitable online courses. Craig will walk you through a 12-step process to designing your very first course from scratch, 5 awesome and easy-to-use course creation tools that will simplify your life, and quick tips and tricks on how to generate profit selling courses online… something Craig knows a thing or two about ☺.

❑ **Create Engaging Blog Posts:**

WordPress would not be that popular if no one really blogged or created website content. In this course, you'll discover the 7 types of blog posts that are STILL popular here in 2018 and the simple method to setting up and publishing awesome blog posts. You'll also learn how to build an effective blogging and blog management service for your clients, and 7 tools for simplifying the blog content creation and distribution process.

❑ **Design Online Presentations:**

Online tools like SlideShare would be useless if users didn't create great presentations. In this course, you'll learn the essential building blocks of every killer presentation (online and offline), 5 types of online presentations that are intriguing, educational and sharable, the 7 best tools every top online presenter uses to build awesome presentations, and a simple method to structure and develop any type of presentation from scratch.

Workshops

❑ **The Online Course Builder Workshop**

This workshop is definitely near and dear to our heart! Over the past ten years, we have had the privilege of designing 100s of courses for our students as well

as for major companies and organizations. In the early days, the OLD technology made it cumbersome and slow to set up and manage courses online. Today, with the advent of powerful new course platforms, it has never been easier to set up and manage new online courses.

In this workshop, we will walk through the steps to setting up and managing all types of courses online either for your business or for your clients. The online education space is growing in leaps and bounds so the timing is perfect to become an "Online Course Builder."

❑ **The Fine Art of Writing Effective Headlines:**

Most copywriters would agree that the Headline is the most important element to any sales or web page! A headline often could be the difference between a user staying on your website or immediately leaving and never coming back! In this workshop, you will discover a simple process for writing engaging headlines and email subject lines that convert. You will walk away with a library of winning subject lines and headlines that you can repurpose for your own projects.

❑ **Repurpose Your Online Content:**

As many of you know, "Content is King" in the online world as businesses seek to gain visibility and build credibility through podcasts, articles, Social Media posts, blogs, online presentations, and videos. But creating and managing all this online content can be daunting for the average Entrepreneur!

In this workshop, Craig introduces you to an effective system for creating and repurposing content that will completely simplify the way you create, manage, and distribute your clients' online content moving forward.

BUSINESS DEVELOPMENT TRACK

Certifications

❏ Project Management Specialist Certification:

"The ability to convert strategy into action is the emerging skill of our time."
Tim Wasserman, Stanford University

That skill, of course, is Project Management. Businesses today are in desperate need of talented individuals that can effectively manage all sorts of different projects and tasks, including writing, social media, web design, product launch, and business management projects.

In this Certification, you will discover a 5-step system for successfully managing projects in a digital world. You will learn how to use a number of cool tools to successfully manage a client's project virtually! This certification is a "must-take" for any VA, freelancer or online business manager who wants to improve the way they manage and administer all their projects.

❏ VAC 101: Launch Your Virtual Assistant Business in 30 Days!

This Virtual Assistant start-up program will give you the exact steps, tools, and resources to hit the ground running with an exciting new business for 2018! In this course, 10 practical and easy-to-implement modules will help you launch your Virtual Assistant business the right way over the next 30 days. You will learn how to assess your Virtual Assistant readiness, define your WHY, discover the right Virtual Assistant niche, and create your distinguished VA brand. You will also discover how to build a strong online presence, set up your business structure and office, set your service rates and packages, build your success network, find your first ideal client, and build your VA toolbox.

Courses

❏ **Internet Research Skills:**

The Internet Research Skills course will help you develop new Internet Research techniques and utilize a variety of newer online research tools across FIVE key areas:

1. Market Research
2. Competitor Research
3. Keyword Research
4. Content Research
5. Website Research

In this course, you'll walk away with current skills and tools to conduct effective Internet Research in these five areas, and the tools and supports we provide will be invaluable for you (and your clients) moving forward! Your newfound research skills and strategies will help your clients to quickly cut through ALL the noise on the web and uncover the exact information they need for their specific projects.

❏ **Attract Clients Now:**

The ultimate key to success in your Virtual Assistant business rests on your ability to secure quality, long-term clients. The Attract Clients Now course will definitely get you moving in the right direction to maximizing your business potential this year! In this course, you will discover the 5 key ingredients to building a successful "Client Attraction System" in your business, 7 important adjustments and tweaks you must make to your online presence in order to attract the right type of clients, the top Content Marketing strategies for igniting your credibility and opportunities in 2018, and many more skills to help you attract and build a profitable, long-term client base.

❑ **Create Multiple Streams of Income:**

The most successful VAs (especially those earning 6 figures or more) have built automated streams of income into their business so they can move away from relying solely on the "dollars for hours" model. This course will help you learn the "how-to" tactics for igniting multiple streams of income in your VA business. You'll discover a number of profitable and easy-to-implement streams of income that will help you to build a profitable and enduring VA business.

❑ **Marketing Success in 60 Minutes per Day:**

If you struggle to get new clients, you're not alone. Most VAs have a tough time effectively and consistently marketing their services to new clients. Unfortunately, that sometimes means settling for any old client who will write a check, leading to frustration and resentment… and nobody wants to go down that road!
In this course, you will develop a powerfully effective new strategy for marketing your VA business in just 60 minutes per day to help you attract amazing new clients effortlessly.

❑ **Create Client Proposals:**

You meet a great new prospective client at a conference and follow up with a detailed and thorough email exchange. They then ask you to send over a proposal.

"*Gulp*," you say. "*What the heck do I do now?!*"
In this course we'll offer up powerfully practical templates and strategies for creating top-notch "client-getting" proposals that "WOW!" potential new clients and land you new projects in record time.

Workshops

❑ **[NEW] Productivity Power** (September 2018)

Most successful entrepreneurs will agree that our daily productivity has a strong link to the forward progress and success in our business. Yet, no matter how many productivity books, blog posts and videos we consume, we often still fail to maximize the time we are allotted each day.

In the Productivity Power workshop, we are going to offer some very practical strategies, tools and a simple system you can use to maximize the productivity and results in your day, so you can essentially get more done in much less time. We will incorporate timeless, age-old productivity strategies with a blend of new tools to help you to be more accomplished and productive each day. Join us for this workshop and let's boost the "Productivity Power" in our businesses.

❑ **[NEW] Small Business Bookkeeping Success** (October 2018)

One of those ongoing activities that you can't avoid (even though you might want to) is managing your business finances. In this workshop, chartered accountant and bookkeeping instructor, Michelle Cornish, will guide you through some simple practices you can do on a daily, weekly and monthly basis to stay on top of your business finances. She will show you how to do proper expense tracking, bookkeeping, and invoicing as well as maintaining proper tax records. She will also introduce some simple cloud-based accounting tools you can use to simplify the process of managing your books on a monthly basis! In addition, Michelle will discuss how you can offer virtual bookkeeping services to your clients.

❏ **Personal Branding Success**

Did you know that YOU are a brand? Yes, You! We often look at Apple, Costco or Samsung as brands, but YOU are the most important brand you'll ever know! In this skill workshop, we will seek to answer the question "How do you discover your own distinctive personal brand?" We will walk through a simple process for assessing, defining, presenting and marketing your personal brand in order to boost credibility, increase your influence and maximize your client and income opportunities.

❏ **Build a Powerful Client Intake System**

One of the best ways to make a positive, lasting impression on a new client is to create a credible, easy-to-follow intake system for onboarding them into your business. In this workshop, our resident copywriter and trainer, Melanie Sparks, will take you step by step through one of the best client intake systems and workflows we have ever seen. Melanie shows you how to utilize key tools and apps for simplifying the proposal, contract and initial intake process for new clients. Onboarding is the "key to success" to retaining long-term clients as long as you use the right system and approach. Melanie has this nailed down, so don't miss this one!

❏ **Become a Networking Rock Star**

If we were to be entirely honest with ourselves, we would probably agree that in-person networking kind of freaks us out (well, at least most of us). The thought of entering a room and striking up conversations with strangers may well send you into a "cold sweat"!

If you fall into that category, this workshop is definitely for you. In this workshop we will offer a simple system for building an effective in-person network for generating new client leads and income opportunities. You will learn some helpful strategies for "breaking the ice" and making a positive first

impression with a new contact. We will also explore the best ways to find new business networking opportunities in your local area.

❑ **Onboarding New Clients with Excellence:**

One of the most important components to building a healthy relationship with a new client is ONBOARDING. In this workshop, you will discover a step-by-step roadmap for successfully onboarding new clients from the initial discovery call and intake right through to your first project. Come learn an effective client onboarding system that will help you to build trust and credibility quickly!

❑ **Email Inbox and Calendar Management:**

I am sure from time to time you have entered an email inbox (might have been yours) and gasped with horror at how chaotic and disorganized it was. Well, there is hope! In this workshop, you will learn 10 core steps to organizing and streamlining your email inbox that will save you heaps of time. You will learn how to take your new email inbox and calendar skills and turn them into a valuable service almost any client would benefit from!

❑ **Business Planning 101:**

One of the keys to the success of any business is proper planning. As you consider your own business, do you currently have an effective and organized business plan in place? If not, don't worry, as this workshop is for YOU! In this practical workshop, you will receive a step-by-step system for creating an effective business plan for your own company. You will also learn strategies for evaluating and updating your business plan so that it remains current and effective. Let's help you get the right plan in place to ensure your success moving forward!

❑ **Customer Support Rock Star:**

Based on our recent survey, Customer Service continues to be one of the most requested services by clients today. In this workshop, you will discover some key strategies and tips for delivering excellent customer service for your clients! You will also learn some effective systems for organizing and managing a large customer base. Finally, we will introduce a couple popular customer service software and CRM tools that you will find very useful!

❑ **Create Effective Systems for Your Business and Clients:**

Some of you may know the experience of working with a client who is scattered and disorganized with no systems guiding their day-to-day business activities. These types of clients need YOUR help! In this workshop, you will learn the FIVE core systems that will get your client's business whipped into shape. We will also show you a few practical steps for how you can think more systematically about your own business as well!

❑ **Subcontracting and Building Virtual Teams:**

Depending on what stage you are at in your business, you might be interested in subcontracting to other VA agencies or possibly scaling your business by building your own Virtual Team! In this workshop, you will learn how to find and secure subcontracting relationships as well as how to best position and market your services to Multi-VA firms.
In addition, you will learn the key steps and systems to successfully transitioning your Solopreneur VA business to a Multi-VA firm.

❑ **Cold-Calling Success in a Digital Age:**

Who likes cold-calling? I am sure the majority of you would be happy doing anything else other than cold-calling businesses potentially looking for a VA.

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But, times have changed and the art of cold-calling has shifted in this rapidly evolving digital landscape.

In this workshop, you will receive some practical helps, strategies, and cold-calling scripts to help you reach and secure the right kind of client for your VA business.

❑ **Package & Price Your VA Services:**

One of the most important but difficult business skills is knowing how to package, price, and position your Virtual Assistant service. With many different pricing options available, you may be left scratching your head. The Packaging & Pricing Your VA Services course will unpack the 3 key components to building a powerful service and give you practical examples, tools, and steps to help you create and set up your own service package.

❑ **Setting Boundaries and Building Healthy Client Relationships:**

In this valuable skills workshop, you will learn how to set appropriate boundaries with "difficult clients" and how to build healthy long-term relationships with ideal clients. Topics explored will be the five types of boundaries, tips for setting healthy boundaries, and much more.

Graphic Design Track

Certifications

Graphic Design Intermediate Program

This action-packed Graphic Design Certification is our next level in design training after the "Graphic Design Foundations" program.

VA classroom.com

In this course, you will discover some intermediate techniques in typography, color pairing and schemes, layering and use of light as well as some cool tools for making the design process much simpler!

This certification will specifically focus on the "Designers Triad" and provide training in Adobe Photoshop, Illustrator and InDesign! You will learn…

- How to manipulate, modify and enhance photos in Photoshop
- How to design from scratch cool business logos and graphics using Illustrator
- How to design and format brochures, forms and ebooks using InDesign

The main project of the course will focus on helping your build branding materials for your business or your clients including logos, brochures, branded Social Media graphics and much more.

Prerequisite: Graphic Design Foundations Program

Graphic Design Foundations:

Back in the early days of the Internet, graphic design seemed like "Rocket Science" and was reserved for the techies with a creative flair. Today, the landscape has completely changed with the advent of low-cost graphic design apps that have simplified the process of creating cool designs.

But, to be a top-notch graphic designer, there are some key fundamental skills that are important to know and apply. In this course, our resident Graphic Design instructor, Lindsay Marsh, will cover such important topics as

- Typography and fonts
- Working with photography in design
- The use of color in design
- Design layout and blocking

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- Free and paid graphic design tools and apps

This course will equip you to create a whole variety of graphic design projects for your business and for your clients!

Virtual Office Hours

Here is an overview of some of the theme topics covered in our Monthly Virtual Office Hours sessions.

Note: You can access a library of valuable recordings and resources at the University.

- ❑ How to Have "Your Best Year Ever" in Your Business
- ❑ 7 Keys to Great Web Design
- ❑ The Fine Art of "Sub-Contracting"
- ❑ Building your "Elevator Speech"
- ❑ How to Turn Your Passion into a Profitable Niche
- ❑ Inside the Mind of Your "Ideal Client"
- ❑ The Key Attributes of a Success Entrepreneur
- ❑ WordPress Challenges
- ❑ The Best Project Management Apps and Tools
- ❑ Navigating Your Top Business Challenges
- ❑ A Day in the Life of a Social Media Manager
- ❑ How to Discover your Niche
- ❑ Managing Client Expectations

Facebook Fridays

Each month, we run a Facebook Live on topics vital to the growth and success of your Business. Here are a few of the topics covered:

- ❑ Five Income Streams for Your Business

- ❑ Finding Balance in Your Entrepreneurial Life

- ❑ Ten Steps to Leading a Winning Discovery Call

- ❑ The Lasting Impact of Your Virtual Business and Life

- ❑ 12 Keys to Making the Most out of Your Social Media Platform

- ❑ 12 Steps to "Closing the Sale" with a Client Prospect

- ❑ How to Grow and Scale Your VA Business

- ❑ Ten Steps to Creating Time in Your Business