

Module 8: Marketing for Potential Clients

Learn how to market your skills and connect with potential clients 🍾



Marketing 101: Value-First

Value First

Provide genuine value to your audience before expecting anything in return.

Speak Directly to Client

Speak to your "ideal client," it makes your messaging more relevant and compelling.

Tone Matching

Use client's language and tone to create messaging that resonates with them.

Be Empathetic

Empathy for client's challenges
= "This VA gets me."



Marketing 101: Speaking Directly to Your Ideal Client

Identify Target Audience

Understand your target audience's needs, pain points, and aspirations.

Tailor your message to their specific interests and problems.

Develop Value Proposition

Clearly articulate the value you offer to your ideal client.

Highlight how your skills and services solve their problems and meet their needs.

Personal Outreach Template

1

Subject Line

Personalize and entice the reader to open.

2

Personal Greeting

Establish a connection and shows you've "done your homework."

3

Value Proposition

Clearly convey the benefits of working together.

4

Call to Action

Request a specific action, such as a video chat or a call.



Your Core Groups

1

Immediate Network

Reach out to your existing network, including friends & family. They can be valuable advocates.

2

Online / IRL Communities

Helps you network, share knowledge, and find potential clients. VAs often share client opportunities within groups.

3

Referrals

Reach out to past clients, or old bosses, managers, colleagues, etc.

Be direct in your ask, provide a template.

4

Freelancer Sites

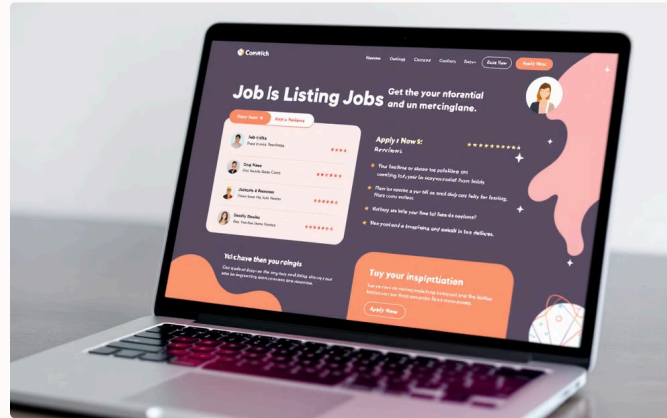
Job search sites can help you find VA positions or projects that match your skills.

Deep Dive: Freelancing Websites



Upwork

A well-known freelancing platform with a large pool of clients and projects.



Fiverr

Known for its diverse range of services and quick turnaround times.



Freelancer.com

A global platform connecting businesses with freelancers from various backgrounds.

LinkedIn Updates



VA Network

Join relevant groups, participate in discussions, and share valuable content to build your network.



Portfolio

Join relevant groups, participate in discussions, and share valuable content to build your network.



Standalone Website

Optimize your profile for visibility, highlighting your skills, experience, and accomplishments.



Search

Use LinkedIn's advanced search tools to find potential clients based on industry, location, and interests.



Job Search Sites

Existing Platforms

RocketVAs

Fiverr

Upwork

Craigslist

Targeted Search

LinkedIn

Facebook

Using website testimonials*

Conferences and Events



Networking Opportunities



Industry Updates



Brand Awareness



Potential Clients

