



## Module 3: Defining Your Services

1

### Skill Assessment

You have skills that people are willing to pay for!

2

### Core Services

Pinpointing services you can start offering now.

3

### Find In-Demand Skills

Research current market trends, identify in-demand skills.

4

### Niche vs. Generalist

Exploring generalist vs. a specialist definitions.



# Action Item: Open your workbook!

## List All Skills

Write down all the skills you have from past jobs, hobbies, volunteer work

## Identify Strengths

Highlight the skills you're most confident in and enjoy doing the most.

# Identify Your Core Services



What Could You Talk About as an Expert With No Preparation

These skills are your "zone of genius."



What Do You Enjoy Doing?

Focus on services that excite you and you're good at.



Can These Be Done Remotely?

Get creative. Many tasks can be adapted for remote work!

# Skills & Services Reality Check

## Not All Services Fit You

Just because a service is popular doesn't mean it's the right fit for you.

## Not Everyone Is Your Client

"If you try to be all things to all people, you won't be anything to anybody."

## Authenticity Matters

When you're excited about your services, you're more likely to *try*.



# How to Find Skills That Are In-Demand



## Check Job Boards

Upwork, Fiverr, Freelancer, LinkedIn



## Industry Trends

Blogs, podcasts, and influencers in the VA space



## Networking

VA communities on social media  
(or our Community Hub)

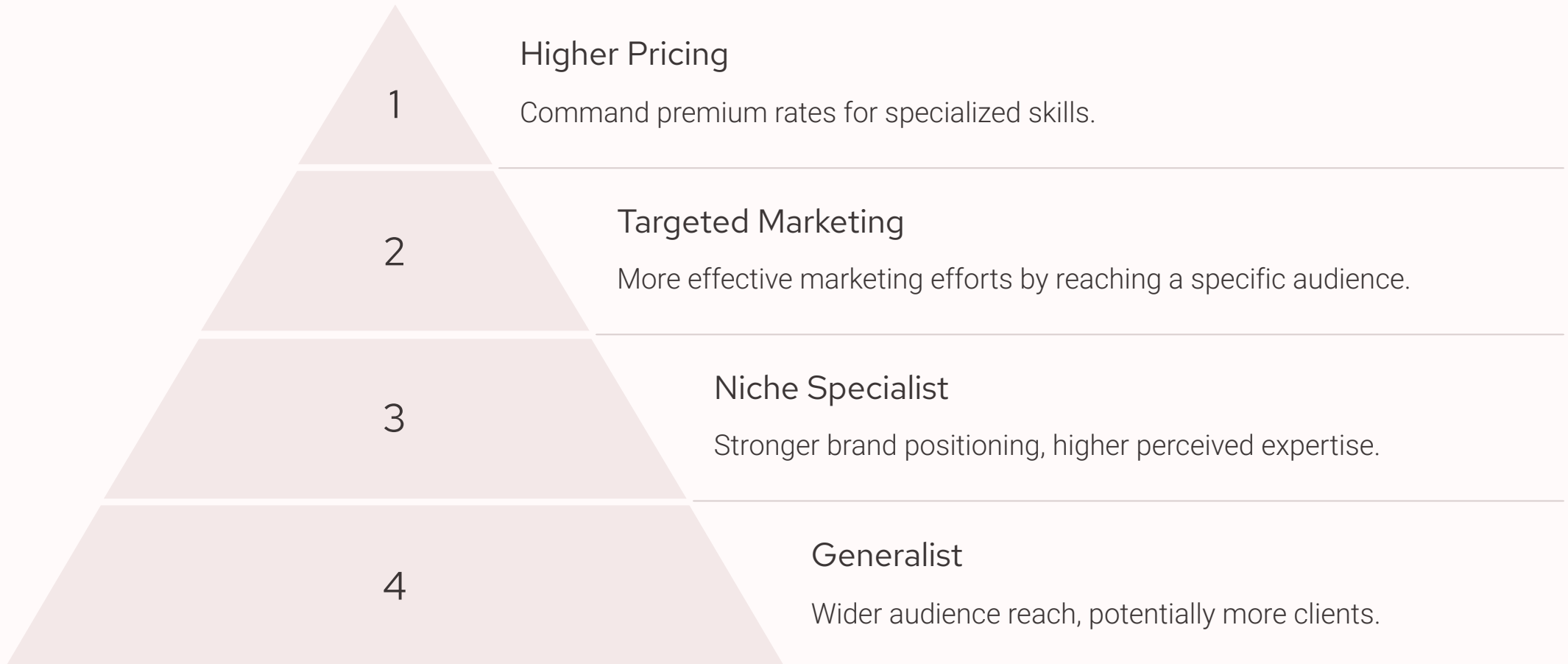


## Validate

Not seeing service might = lack of demand



# To Niche or Not to Niche



# Recap of What We Learned

- 1 Skill Assessment**  
Understand your strengths and areas for improvement.
- 2 Core Services**  
Identify your core services that you can market NOW.
- 3 Market Research**  
Validate in-demand skills that clients are willing to pay for.
- 4 Niche vs. Generalist**  
Explore the advantages and disadvantages of specializing or offering a wider range of services.

