

Virtual Assistants – What Sets You Apart From Your Competitors?

The virtual assistant industry is growing by leaps and bounds on a daily basis. Business owners have discovered that hiring a virtual assistant can be both cost-effective and instrumental in helping business owners accomplish their goals. Likewise, individuals in the workforce are realizing that they have a marketable talent. The skills that they have developed in the administrative field can lead them to a profitable future as a Virtual Assistant. However, with the virtual business industry expanding, there are more virtual assistants competing for contracts and projects. Here is where you need to determine what makes you different and makes you stand out in the crowd.

It is essential to your success to develop your marketable brand. Branding is your trademark for the products or services that you offer potential clients. It is how business owners perceive your professional identity. It is a combination of your skills, integrity, and how you present the services that you offer to clients. Branding is more than just your name; it includes your credentials, your qualities, and characteristics that make you unique. A strong brand will make the difference between being noticed or overlooked.

Develop Your Niche

A niche, by definition, is a subcategory of the whole industry of virtual assistance on which you are specifically focusing. Your niche will be your unique features and services that you offer that are aimed at satisfying specific market needs.

Simply put, if you are a virtual assistant, what services do you specialize in? Do you offer bookkeeping, internet marketing, copywriting, or some other skill?

To take it a step further, a niche is also what services you offer that are in demand within your field. By seeking out smaller segments of larger markets, your business can be developed and promoted especially to uniquely serve a targeted and usually loyal customer base, which can help increase revenue.

When determining your niche, choose a target that you not only perform well, but also one for which you have passion. This can make all the difference in the world between being perceived as mediocre or phenomenal.

Putting Yourself Out There

Once you have established your niche market, put forward a plan of action to market yourself. This is where you want to project yourself beyond your competitors. Identify the needs of your target audience. Once you have done this, develop a marketing plan that is unique. This is your opportunity to illustrate the value or efficiency you can offer your clients.

There are several marketing techniques to demonstrate your creativity, enthusiasm, and distinctive characteristics that will help you conquer your niche market. Take advantage of the resources available on the internet; create a blog, submit articles to online directories, participate in online forums, offer a free downloadable e-book, or offer a free consultation to prospective clients.

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Once you have created an online presence and have begun to build your client base, you will have an overwhelming feeling of achievement! Yes, it does take time, patience, and understanding, but all your hard work will pay-off the first time you are hired! Remember, this is your time to shine – you have officially opened the door to new possibilities!