

EVERYDAY TASKS YOU CAN OUTSOURCE TO VAS

GENERAL:

- Proofread slide decks, emails, landing pages and all other copy
- Transcribe all livestreams and videos.
- Load videos and workshops into courses/memberships and set up the formatted text under each video.
- Write and/or schedule newsletters or general emails.
- Design and/or write the copy for sales pages.
- Set up webinar systems, funnels, landing pages and/or opt-ins.
- Research new apps and software when a change is needed.
- Follow up with clients when they don't complete tasks or contracts.
- Schedule clients, set up calendar and handle cancellations.
- Set up and send out client contracts.
- Send client invoices
- Set up the formatting, links, and images for blog posts.
- Bookkeeping
- Answer customer service or support emails. (Refunds, Trouble Logging In, etc.)
- Create graphics (in Canva, Picmonkey, etc.)
- Create pdfs, Workbooks & Transcripts for classes, workshops or podcasts.
- Edit videos.
- Search for and/or edit photos used in social media.
- Write posts for social media.
- Answer inquiries on business Facebook Page or website contact form.
- Manage social media scheduling and repurposing.
- Sort through inbox every morning - deciding and marking what is urgent and what is not.
- Maintaining inbox zero.
- Set up email auto-responders

- Affiliate program management retargeting campaigns Create daily to-do list
- Create email filters and managing spams Manage contact list
- Schedule calls/interview/consults
- Look up and email me directions to my next meeting
- Research people I have my next meeting with
- Create slides for presentations
- Create and manage spreadsheets
- Data Entry in documents
- Sort through email
- Update/monitor software subscriptions
- Organize Dropbox/Google Drive Fix errors in bounced emails
- PDF conversion, splitting, and merging
- Prepare Online Meeting minutes
- Set up Google analytics
- Create landing pages
- Send emails to list

WEBSITE

- Copywriting
- Repurpose articles
- Create a website
- Make sure everything is mobile responsive
- Migrate your blog to another domain/hosting
- Domain search
- Research best landing pages
- Put testimonials on site
- Go through every page and look for broken links and outdated info
Create a FAQ video/page
- Manage, update, and customize your website Website security
- Install and update plug-ins on themes on WordPress
- Payment integration with your website, accept credit cards online.

WEBSITE

- Create a membership website
- Speed up your website by optimizing images
- Manage and answer blog comments
- Basic HTML and CSS changes to your website
- Write blog posts for you
- Submit articles to directories
- Create forms on your website
- Examine and fix broken links
- Set-up custom 404 error page
- Create a blogging schedule
- Tag blog posts to categorize it
- Load blog post into your social media scheduler
- Add lead box for freebie to each blogpost
- Create/research interesting images for blogpost

SEO

- Overall Site analysis
- Keyword research for blog content
- Competitor analysis
- Update on page keywords and meta-description tag
- Update and optimize alt description for images setup and submit sitemap to Google
- Optimize blog posts for specific keywords keyword/ideas research for blog posts
- Find popular blog posts in your niche generate great post headlines
- Setup AdSense on your website weekly/monthly google rankings reports
- On-page optimization
- Off-page optimization
- Create monthly keyword ranking reports
- Create weekly/monthly Google Analytics & Traffic Reports Social bookmarking
- Create a social bookmarking tracking sheet

FACEBOOK

- Create Facebook pages and groups
- Promoted Facebook pages and groups
- Schedule updates
- Manage inbox
- Click “like” when anyone responds to your posts
- Create Facebook banner art that changes weekly
- Interact with followers
- Upload videos to biz page
- Check stats weekly on biz page
- Launch Facebook ads
- Import email list into Facebook, create custom audiences
- Split test ads
- Monitor ads
- Review Facebook pages like yours
- Analyze patterns and success on Facebook pages like mine
- Create scheduled posts
- Create images in Canva for posting

INSTAGRAM

- Post daily photos
- Manage DM's
- Interact with new followers
- Create quote/tips with Canva
- Analyze best times to post
- Research top and trending hashtags

LINKEDIN

- Create and manage LinkedIn Profile and Page
- Interact with followers
- Copy and paste blog post text into the publishing tool, include images and links.
- Export LinkedIn contacts and upload to Twitter and Facebook
- Do a Linkclump search once a week.

TWITTER

- Schedule tweets, track @mentions and hashtags
- Manage DM's
- Create videos to tweet
- Create graphic quotes and tips to tweet in Canva
- Change banner to reflect current promotions
- Update link in bio
- Pin tweets
- Analyze top-performing tweets and then create similar tweets
- Research hashtags
- Create lead cards
- Download leads and upload to CRM
- Create video cards
- Run filters on Manageflitter
- Collate and Interpret your Twitter Insights

YOUTUBE

- Create and manage YouTube account
- Research the best content to upload
- Plan your content
- Edit and upload videos to YouTube channel Interact with new followers
- Change YouTube cover art to reflect current promos
- Clean up channel (create playlists, delete unrelated)
- Research key terms for titles
- Analyze top performing videos
- Create plan for repurposing YouTube content (add to firetalk)
- Analyze best time to post to YouTube
- Create transcripts of YouTube videos and paste in description of each video.
- Add annotations to videos
- Moderate YouTube comments

PODCAST/ VIDEO

- Research podcast topic & names
- Edit audio
- Remove background noise
- Adding Intro's and Outro's to Videos
- Basic Photoshop / Image editing (Canva, etc.)
- Upload completed/edited audio write show notes
- Basic video editing
- Write description of each episode
- SEO and key terms for each episode
- Analyze statistics
- Upload to iTunes, Stitcher and Sound Cloud promote on twitter, YouTube, Facebook and LinkedIn
- Release podcasts to iTunes, Spotify, etc.