The goal of a virtual assistant (VA) is to perform various administrative tasks for individual professionals or remote-friendly businesses. Tasks can include email management, scheduling, travel arrangements, file updating and record keeping in documents and spreadsheets, marketing research and scheduling, presentation creation, project management, and responding to customer service inquiries.

SOFT SKILLS
- Relationships & Teamwork
- Logistics & Organization
- Strategy & Critical Thinking
- Writing & Communication
- Research & Mechanics
- Aesthetics & Design
- Technology & Innovation

SUGGESTED TOOLS
- **Word Processing and Spreadsheet Software:** Microsoft Office, Google Suite
- **Online Calendars and Scheduling Software:** Microsoft Outlook, Google Calendar, Calendly
- **Project Management Software:** Asana, Trello, Airtable
- **Invoicing:** Quickbooks, Freshbooks
- **CRM:** Salesforce, Zoho, Pipedrive, InfusionSoft
- **Video Call:** Zoom, Google Hangout

TYPES OF VIRTUAL ASSISTANTS
- **PERSONAL ASSISTANCE**
- Email
- Calendar
- Travel
- **ACCOUNTING**
- Accounts Payable/Receivable Bookkeeping
- Invoicing
- **MEDICAL, LEGAL & REAL ESTATE**
- Research
- Billing
- Compliance
- **SOCIAL MEDIA**
- Writing & Research
- Media Relations

CAREER PATH
- **ENTRY LEVEL**
  - Virtual Assistant
- **MID-LEVEL**
  - Project or Account Manager
- **CAREER**
  - Operations Management

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