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

**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
- Marketing

**NATIONAL AVERAGE SALARY**

**$52,000 PER YEAR**

$ = $1,000

**RANGES FROM**

$17,000 - $122,000

**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

**CO-AUTHORS**
- Paul Hill, Utah State University
- Laurel Farrer, Workplaceless

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