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.

**Types of Virtual Assistants**

- **Personal Assistance**
  - Email
  - Calendar
  - Travel
- **Accounting**
  - Accounts Payable/Receivable
  - Bookkeeping
  - Invoicing
- **Medical, Legal & Real Estate**
  - Research
  - Billing
  - Compliance
- **Marketing**
  - Social Media
  - Writing & Research
  - Media Relations

**Soft Skills**

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

**National Average Salary**

$52,000 per year

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

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