

# Lucie Babkova

## Virtual Assistant (VA) for Life Coaches

### Specialist skills and experience list:

- Posting and editing on WordPress blog sites
  - o Turning raw content into posts with SEO keywords, formatting, and images
  - o Re-purposing content from other platforms into blog-posts and website pages
  
- Creating images in Canva
  - o I can do simple and elegant designs for all your content and social media posts
  - o Editing image content for YouTube and SoundCloud – making sure your media channels look sharp, engaging, and aligned with your brand
  
- Managing online calendar systems
  - o Booking appointments and clients
  - o Reminding you of important tasks and meetings
  - o Managing timezone conflicts and other tricky calendar issues
  - o Helping you plan and structure your day in a productive pattern
  
- MS Office
  - o Editing and redesigning any documents, spreadsheets, presentations and more
  - o Translating between MS Office and Google Docs
  - o Creating PDFs and e-books using your content
  
- Social media posting and management
  - o Daily posting that aligns with your brand and message
  - o Creating basic content following your guidelines
  - o Ensuring your posts go out at the best times for your audience
  - o Responding to comments and messages if you're too busy
  - o Encouraging followers to view your marketing and content
  - o Spreading your content far and wide on many platforms
  
- Financial planning and budget management
  - o Helping you identify your spending patterns and trends, and where you save money
  - o Reducing your expenses by finding better deals and secret bargains (a specialty of mine!)
  - o Creating basic reports that allow you to choose where to focus your efforts e.g. discovering where your most profitable clients come from
  
- Organizing events and providing catering
  - o All bookings and organising needed to run live workshops and seminars
  - o Handling all admin tasks for running online webinars and live broadcasts (you can just show up and do your thing without having to worry about anything else)

- Admin tasks for life events
  - I can also assist with personal tasks e.g. online grocery shopping, sending birthday cards – so that you can stay focused on work
- Managing client database
  - Organise a spreadsheet database to allow you to track your audience and easily identify the best leads and prospects to focus on
  - Mailchimp, AWeber and any other email system – I can schedule emails, manage lists, and create reports
- Communicating and sending messages to leads and prospects
  - I can get things started with leads to make sure you only get involved when someone is interested (e.g. reaching out to people in your Facebook audience with personal individual messages)
  - Managing tech issues and other requests from leads and clients that do not require your skills (e.g. rebooking an appointment)
- Travel planning and organizing
  - If you like to take your work abroad, I can make sure your calendar is up to date
  - Cheap travel – I'm an expert in finding flight and accommodation bargains
  - Booking flights, transport and accommodation
- Google research
  - I can help you find evidence to back up your content
  - Reporting on your competition, and recommending marketing ideas that work well for others in your field
  - Researching resources for potential clients and leads
  - Finding new places to broadcast your work and attract new clients
  - Requesting guest blogging and podcast interview opportunities for you
- Marketing
  - Basic Facebook ad creation, management and tracking
  - Connecting with new leads and influences (give me a list of hopefuls and I'll reach out to them relentlessly)
  - Using Meetup.com and Eventbrite to promote live events and webinars
  - Tracking and management of your marketing funnels

## Some examples of my work

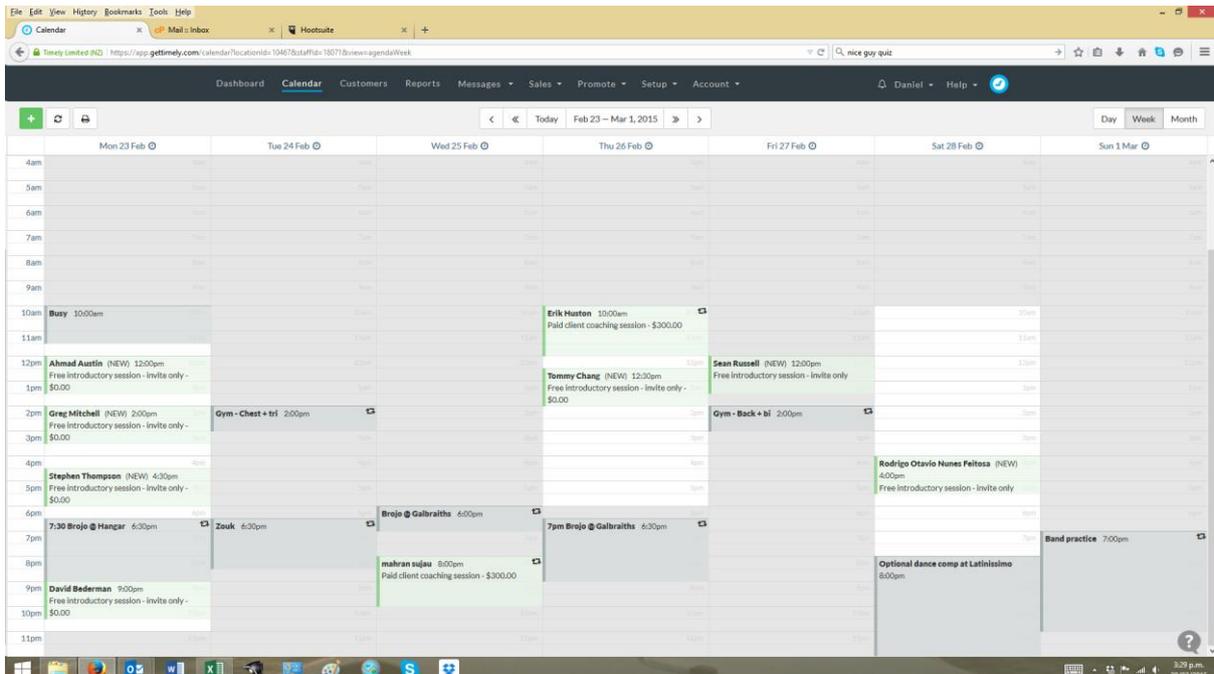
This page shows how I have created images and uploaded one coach's podcast episodes onto his blog page. I was able to take his basic Soundcloud content and create individual Wordpress posts, including a short text description, SEO keywords, and embedding the original content.

<http://www.theinspirationalifestyle.com/podcast/>

Here are some examples of Facebook posts I created for another coach, mimicking her style of posting and creating images that align with her brand:



This screenshot is an example of how I can organise appointments and other tasks into a calendar for the coach to enjoy a structure, hassle-free weekly plan:



I can also organise events for you using Facebook, Meetup or any other application, to create live events (so you can just focus on being the star of the show):

<https://www.facebook.com/events/1752973918096986/>

<https://www.meetup.com/BroJo-Auckland/events/247955789/>

## Rates

Negotiable depending on how many hours of work you can provide each week, ranging from \$15 to \$20 USD per hour.

I like to suit each client to their own needs, so all the above can be discussed and catered to your preferences.

### **Next step:**

*If you're interested in exploring this further with me, we can discuss via Skype call how I can help you best. Please email me [babkovalu@gmail.com](mailto:babkovalu@gmail.com) with your preferred dates and times.*

Thank you for taking the time to review my work, I look forward to speaking with you personally, and helping you take your business to the next level!