
Newsletters & Virtual Assistants Build Business

Newsletters & Virtual Assistants together can indeed help you build your Speaking Business.

One of the most important marketing and follow-up tools you can use is a regular newsletter (also called an ezine) sent to your email list. They are one of the best ways to communicate with contacts and clients; past, current and prospective. This communication can lead to more business if done on a regular basis and with thought and planning as to the content.

Using an email program such as 1 Shopping Cart, aWeber, Infusionsoft, Constant Contact, MailChimp or others is the best way to market via email because of the tracking and reporting features, as well as the ability to automate a large portion of this marketing. The main issue most people have is staying on track and being regular with the communications. That is where a Virtual Assistant can be the ticket to having a newsletter system that is steady, regular and works.

Email Marketing has so many benefits to a business – you can share news, new ideas, new services – people learn more about what you offer. When you are speaking at an event you are most likely selling from the back of the room or from the stage. Every audience member, contact, conversation or sale is an opportunity to take additional steps with these interested parties or clients. They have shown an interest in your speaking and services – now you need to cultivate this relationship. Your newsletter is one of the best ways to do this – you need to have an email marketing system in place. You can send a regular ezine as well as special announcements or freebies to keep the interested.

Making sure this all happens is where a Virtual Assistant comes in to help you in your success.

Most Virtual Assistants have a similar process when working with a client to manage their newsletter. You will find many of these steps below are how a VA will work to help you get your email / newsletter out on a regular basis:

1. VA helps setup a system for building contacts on your email list, from events, online or your website.
2. VA sets up a publishing schedule
3. VA sets up reminders of when the content is required
4. You write and send your articles to the VA (some may have other ways to help... ie you record your article, send them audio file and they write out your words)
5. VA proofs, edits and then formats the articles into your email marketing system (Generally a template you have setup)
6. VA adds links, images and formatting to make your words and content stand out
7. VA sends a test email
8. You check, add any final edits/changes
9. VA does final edits, test email and then schedules the newsletter to go out at the appointed time
10. Once sent, many VAs also provide the client with the reports so you know what kind of open rate you had, how many people clicked any links and also if there were any bounced emails that need attention and checking. Review reports and make changes for future issues if needed



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The beauty of using a VA to manage your email marketing is that they tend to be very experienced with the systems and the time you need to outsource the work to a VA will be much less than the time you would spend doing the same yourself – or you save yourself time by not cover all these steps you should. Missing some of the steps means you can be missing some of the benefits of sending a regular communication to your email list of contacts.

Maybe you missed an entire portion of an article, or struggle with using the system and spend hours and hours setting it up or worse... entering a wrong link (We've all seen those emails“Ooops, that link was not working, here is the correct one”.) Working with a VA to manage your newsletter brings in a second set of eyes in for proofing and checking – this helps keep you from being the sender of an “Ooops” email.

Imagine the only time you need for your newsletter is to write the article and gather the basics of your newsletter message and send it to your Virtual Assistant. Within a few hours, your VA will have taken your raw content and turned it into something that works to help build business.

Email Marketing Support is one of the top tasks Virtual Assistants do for clients – because it is so important in business to stay on top of it – but also because your time as the business owner is much better spent working on something other than formatting your newsletter.

If you are doing your own newsletter now, I suggest you keep track of the actual time you spend and any issues you run into – as well as what this takes you away from. Could you have been sealing a deal to book another keynote at a convention as opposed to trying over and over again to make that font color work and get that image to line up properly? If you spend more than one hour that is too much – your one hour is worth much more than an hour outsourced to a VA.

Wasted time doesn't help build your business – being efficient does. Click the [Directory](#) link below to help you start your search for a VA to help you grow your business.

About the Author:

Kathy Colaiacovo is an Online Marketing and Social Media Consultant as well as a Virtual Assistant. She is also the Marketing Director for the International Virtual Assistants Association (IVAA). IVAA is a non-profit trade association for Virtual Assistants from countries worldwide. IVAA members are dedicated Virtual Assistants and Professionals who help clients all over the world, giving them time and support to continue to grow and build their own businesses.

One of the features of IVAA is that it offers a free [Request for Proposal \(RFP\) System](#) where business owners can submit their support needs and this information goes out to our members. You can then determine which VA will be the best fit to work with you. IVAA also has a [Directory of Virtual Assistants](#) that you can search through to find that perfect VA to help you build and grow your speaking business.