

for them and FOR YOU

HOW TO BE PRESENT AT HOME WHILE BUILDING SOMETHING FOR YOURSELF



Welcome!

Do you want to be fully present for your kids while also building something meaningful for yourself? Being a Virtual Assistant (VA) lets you create a flexible career that fits around your family life, so you can provide for them while also fulfilling your own aspirations. This starter kit will guide you through the first steps to building a successful VA business designed for busy moms like you.



- April Gaddis

1. Essential Skills & Tools for Virtual Assistants

To succeed as a VA, you need the right skills and tools. Here's a quick checklist:

Top Skills:

- Time management (perfect for juggling mom life and work!)
- Communication & professionalism
- Tech-savviness (email, project management tools, etc.)
- Organization & multitasking
- Customer service & problem-solving

Essential Tools:

- Project Management: Asana, Trello, ClickUp
- Communication: Slack, Zoom, Google Meet
- Scheduling: Calendly, Google Calendar
- File Management: Google Drive, Dropbox
- Payment & Invoicing: PayPal, Stripe, Wave

2. A Sample Daily Schedule for a Mom VA

Wondering how to balance VA work and motherhood? Here's an example:

6:00 AM - Early morning work session before kids wake up

8:00 AM - Breakfast & morning routine with kids

10:00 AM - Client calls & admin tasks during nap time or quiet play

12:00 PM - Lunch & quality time with kids

2:00 PM - Focused work session during kids' afternoon rest time

4:00 PM - Family time & household tasks

8:00 PM - Evening work session (if needed) after bedtime



3. Best Virtual Assistant Niches for Moms

Finding the right niche can help you work smarter, not harder. Here are great options for stay-at-home moms:

- Social Media Management (help businesses run their Instagram & Facebook pages)
- Email & Calendar Management (keep busy entrepreneurs organized)
- Customer Support (respond to messages and inquiries for businesses)
- Blogging & Content Creation (write posts, edit, and schedule content)
- E-commerce Support (help online stores with orders, listings, and customer service)

4. Top Industries Hiring Virtual Assistants

Here are industries that consistently need virtual assistants:



- Coaches & Consultants – Help with scheduling, emails, and client management.
- Real Estate Professionals – Manage listings, appointments, and client communications.
- E-commerce & Online Stores – Assist with order management, customer service, and inventory tracking.
- Digital Marketing Agencies – Support with social media, content scheduling, and administrative tasks.
- Small Business Owners & Startups – Provide general admin support, bookkeeping, and project coordination.

These industries offer plenty of opportunities to build a flexible VA career while staying home with your kids!

5. Client Outreach: Free Email Template

Use this email script to introduce yourself to potential clients:

Subject: Helping You Save Time & Grow Your Business

Hi [Client's Name],

I came across your business and love what you're doing! As a virtual assistant and busy mom, I specialize in [your VA skills] and can help you with [specific tasks] so you can focus on growing your business. I'd love to chat about how I can support you and free up your time. Let me know if you're available for a quick call! Looking forward to connecting.

Best,
[Your Name]
[Your Contact Info]

Still Not Sure if This is for You?

Take my '**Intro to Virtual Assisting**' course for just \$25 for downloading this starter kit! This course will help you decide if becoming a VA is the right fit for you while giving you the foundational skills to get started. **COMING SOON!**

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