100 Tasks You Can Outsource

Struggling with what to outsource? Virtual assistants offer a wide variety of skills and specialties, so the possibilities are nearly endless. Here's a list to help spark your imagination and give you some ideas about what you can easily hand off.

Website & Blog Management

1. WordPress installation
2. New theme development
3. Create website & blog graphics
4. Writing, editing, and proofing content
5. Sales page writing and set up
6. Technical maintenance and website updates
7. Server management and troubleshooting
8. Blog post scheduling
9. Manage internal linking for better SEO
10. Keyword research
11. Edit and upload testimonial videos
12. Review guest post requests
13. Find and purchase stock photos
14. Develop and maintain branding guide (colors, fonts, etc.)
15. Manage security plugins and procedures
16. Install and monitor analytics programs
17. Manage and respond to Google Webmaster Tools warnings
18. Review and approve comments and delete spam
19. Troubleshoot software conflicts

Shopping Cart Management

20. Shopping cart recommendation and set up
21. Payment processor integration & management
22. New product set up
23. Create coupons and promotions
24. Affiliate outreach and management
25. Past due payment follow-up
26. Process refunds & respond to chargebacks
27. Create offer funnels on JV Zoo, Zaxaa, etc.
28. Approve new affiliates
29. Review sales and pay affiliates
30. Create and maintain "scoring" systems for prospects and clients

Email Management

31. Autoresponder set up
32. Broadcast email scheduling
33. Newsletter template design
34. Landing page design and set up
35. Funnel design & development
36. Updating old autoresponders
37. Managing unsubscribes (removing from list)
38. Creating and managing tags and other automation
39. Create opt-in forms for website
40. Set up split testing for emails and landing pages

Client Care

41. Help desk setup
42. Respond to interview requests
43. Research and respond to JV requests
44. Research and connect with JV partners
45. Respond to social media comments
46. Answer support tickets
47. Create canned responses for use in the help desk
48. Troubleshoot broken links, missing documents, etc.
49. Manage membership access
50. Monitor and respond to contact form submissions
51. Send cards/gifts to VIP clients/JV partners
52. Follow-up with potential clients
53. Create and maintain suggestions file
54. Create client intake forms
55. Create and maintain FAQ pages
56. Assist clients with payment processing trouble

Wish there was an easier + faster way to do all these biz tasks?

There is! My Project Kits Come with Templates + Tools to Help You + Your Team!

- **World-Class Customer Service**
- **Coaching Business Management**

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Marketing & Advertising

57. Create and schedule social media updates
58. Create new social media profiles
59. Schedule and manage Blab and Periscope events
60. Create and manage Facebook ads
61. Organize and schedule telesummits
62. Set up and manage Instant Teleseminar/GoToWebinar/etc.
63. Find and follow new connections on Pinterest, Twitter, etc.
64. Research and schedule solo ad opportunities
65. Research speaking opportunities
66. Create launch funnels with Lead Pages or ClickFunnels

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My Project Kits Come with Templates + Tools to Help You + Your Team!

- **How to Promote Your Business with Facebook Ads**
- **Grow Your Tribe with Social Media**
- **How to Get Interviewed + Get Your Business in the Spotlight**
- **Grow Your List + Credibility with Telesummits**
- **Increase Your Sales with Product Sales Funnels**
- **Design Your Free Webinar Funnel**
- **Write Your Money Making + Biz Growing Book**

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Video & Audio Production

67. Edit video/audio files
68. Create and manage YouTube channel
69. Create and manage podcasts
70. Schedule podcast guests
71. Research and connect with potential interview opportunities
72. Upload files to Vimeo, Wistia, or Amazon S3
73. Write video descriptions, tags, & titles for YouTube
74. Create video splash intros/outros
75. Record voiceovers for podcasts or ads
76. Transcribe video and audio files
77. Write podcast show notes
78. Convert webinar recordings and upload to replay page

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My Project Kits Come with Templates + Tools to Help You + Your Team!

- **Create Rock Star Video Content**
- **Hands-Free Podcasting**

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Product & Program Development

79. Create customer surveys and compile data
80. Format and upload Kindle books
81. Create eCovers and other graphics
82. Format and brand Word documents and PDFs
83. Install and manage membership sites
84. Create checklists and worksheets for existing programs
85. Design and develop PowerPoint presentations
86. Schedule and organize webinars (free and paid)
87. Research and connect with potential co-hosts
88. Research and schedule guest expert interviews as bonuses
89. Create download and other access pages

90. Add bonuses and bundle final product as a single zip file
91. Create feedback forms and solicit testimonials
92. Develop and maintain style sheets
93. Organize and maintain product files in Dropbox, Google Drive, etc.

Project Management

94. Set up project management system
95. Maintain team calendars (time off, birthdays, etc.)
96. Follow-up with team members to answer questions, review progress, etc.
97. Ensure all project components are completed on time
98. Hand off project components to next responsible team member

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- **Project Management for Business Leaders**
- **Savvy Systems + Hands-Free Automation**
- **Monthly Membership Management**
- **Coaching Business Management**
- **Easy Breezy Product Launches**
- **Rockin' Book Launch**

Click Here to Get Instant Access to All these Now!

Administrative Support

99. Create and maintain standard operating procedures
100. Create and maintain template files (blog posts, emails, sales pages, etc.)
101. Review and pay invoices
102. Schedule cards and gifts for team birthdays & anniversaries
103. Bookkeeping & tax record keeping

Tools I Love + Use

__Please Note__: In the spirit of full disclosure some of these tools may be my affiliate link, which means I may receive compensation from some of the entities listed here for referrals, as their "thank you" for sending you their way. However, I never recommend any service or product solely for the reason of receiving commissions (and neither should you).

Shopping Carts + Autoresponders

__Use this Tool to Sell Your Products__ – This is the shopping cart / list management service I now use to run my business, and I absolutely LOVE it! It's an incredibly powerful system for selling online, closing sales, and following up with clients.

__Use this Tool to Create + Send Emails__ – I've used aweber in the past for email marketing and it's awesome. The only reason I don't use it now is because I'm already using Infusionsoft which is powerful all-inclusive system – but aweber is my go-to choice for just a stand-alone autoresponder service for email list management.

Automated Website Backups + Hosting

__Use this Tool to Automatically Backup Your Websites__ – I highly recommend this because it's run by my former tech gal *(who worked with me for about 5-6 years before she ceased doing client work)*. You can get started for as little as $20/month – which is nothing compared to the peace-of-mind having this in place for your business will give you. Besides, I imagine you'd lose more than $20 worth of business if your websites disappeared and you had to start all over from scratch.

__Use this Tool to Host Your Websites__ – My websites are now on a managed VPS service at Liquid Web and they have made me soooo happy! They are keeping an eye on things, so if something happens, they get to work on it without me having to notice and track them down to fix it. For instance, we didn't have enough memory running on the site, so it went down – but I had no idea until I checked my email the next morning and they had a sent a note saying they saw the problem and fixed it, and it was all good. Now that's service baby!

Business Tools

Use this Tool to Create LeadPages + Popup Boxes – I use this program to set up squeeze pages for free giveaways that I then promote with Facebook ads. I also use their LeadBoxes feature that is included to create the Popup boxes on my site.

Use this Tool to Create Drag + Drop Sales Pages with WordPress – I love and use this easy to use WordPress theme all the time. I use it to create my product sales pages, upsell offer pages, monetized thank you pages, and more. They have tons of training videos, so it's really easy to get set up and using it.

Use this Tool to Come Up with Book + Product Ideas and Titles – There are all kinds of reasons why you might want to do topic research – to get title ideas for books, digital products and programs, blog posts, videos, and more. And speaking from experience, it doesn't take long for your assistant to rack up the hours doing this kind of research. But this is a neat piece of software that allows you to type in a keyword, and then it gives you tons of title ideas that you can tweak for your own use. It's a great way to come up with a list of blog posts that you can then hand over to your writer to create for you.

Use this Tool to Share Files with Your Team – I use Dropbox to share files with my team and JV partners, as well as using it as a place to store large files like audio and video.

Use this Tool to Backup Your Computer Files – I use Carbonite to back up my computer. I pick and choose which files I want it to backup, and it works automatically in the background to make sure that everything stays backed up. Plus, it's also a super handy tool to have when you buy a new computer, a

Use this Tool to Create Book Trailers + Sales Videos– This is a very easy piece of software that you or your assistant can use to create quick videos for your sales pages, for promoting your events, for creating book trailers, and more.

Use this Tool to Host Online Calls – I use InstantTeleseminar to host + record training calls for my programs.

Use this Tool to Host Webinars + Record Videos – I use the free version of Zoom to create training videos for my team, for meetings, as well as recording videos for my sales pages.

Productivity Tools

Use this Tool to Manage Your Projects – Basecamp is the project management system I've been using for years, and it has boosted our entire team's productivity. You can take it for a test-drive with their 30-day free trial.

Use this Tool to Automate Your Client Intake Process – I use this plugin on my website to create + set up forms for all different kinds of purposes. Everything from client feedback to questions and ideas.

Use this Tool To Automatically Schedule Your Appointments – I now use the free version of this appointment scheduling tool to set up team interviews + business meetings.

Use this Tool To Manage Your Client Care Needs – Zendesk is the platform that my customer service team uses to manage customer support.

Other Cool Tools

DocuSign – Sign contracts and documents electronically.

Active Inbox – Turn your gmail inbox into a task manager.

Is Up – Type in your website URL to find out if your website is down for everyone or just you.

Vocaroo – Online voice recorder. Use it to send quick audio replies and messages to your team.

1800flowers – I use this website to buy flowers & goodies to have delivered to my team for birthdays, special occasions, and just to say thanks.