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ABOUT US

Hi I'm Andrea, the founder and Director of **Cheshire Virtual PA Ltd**

When I first started my business in 2014 I understood, coming from a front-facing role as a PA for a Director for many years, that excellent customer service and administration is fundamental to any business. Wearing many 'hats' and having to shift gears quickly was a daily routine.

Our aim is to help our clients make the best use of their time - especially when there isn't enough time in the day. We have a unique approach as a business that allows us to understand how your business operates quickly, giving you the flexibility and reliability, just when you need it. We understand that excellent customer service and administration are fundamental to any organisation and business owners are finding it difficult to concentrate on what they do best - which is primarily winning new clients and customers.

Here at Cheshire Virtual PA , we are passionate about building and sustaining good working relationships. From general administration to Accounting and Social Media Management, we have all the expertise and skills to manage your workload. We guarantee that we always provide a responsive, personalised level of client support and attention in everything we do for you. We endeavour to strive for clarity in all our business practices, as part of our excellent customer service guarantee.

We hold great pride in upholding our excellent reputation for our customer advocacy and reliability with each and every client we work with. Our promise is to always put our clients first in making everyday life much easier and ensuring the best use of their time, allowing them to grow, enhance and succeed in their businesses, knowing everything else is in control whilst working with one of our assistants. Call in and have a chat with us, our door is always open.



TYPES OF CLIENTS WE WORK FOR

We pride ourselves in serving a diverse range of clients from different industries. We believe that every client is unique and has specific needs that require personalized attention.

1. Healthcare
2. Health and Wellbeing
3. Automotive
4. Designers
5. Arts
6. Hospitality and Tourism
7. Estate Agents
8. Finance and Accounting
9. Professional Services
and Consulting
10. Construction
11. Manufacturing
12. Retail
13. Logistics
14. eCommerce
15. Broadcasting and Media
16. Property Management
17. Human Resources
18. Legal
19. Insurance
20. Farming and Agriculture
21. Coaches
22. Marketing and Advertising
23. IT and Technology
24. Serviced based businesses

DO YOU NEED A VA?

If you want to reach the next stage of your business you need to be spending your time on high value tasks, the ones that bring the highest revenue. Every other task you're handling is slowing your growth. You can always get more money but you can never get more time.

Virtual Assistants or VAs are becoming increasingly popular in today's fast-paced world. With the rise of technology and the global nature of businesses, more and more entrepreneurs and businesses are turning to virtual assistants for their administrative, creative, and technical needs.

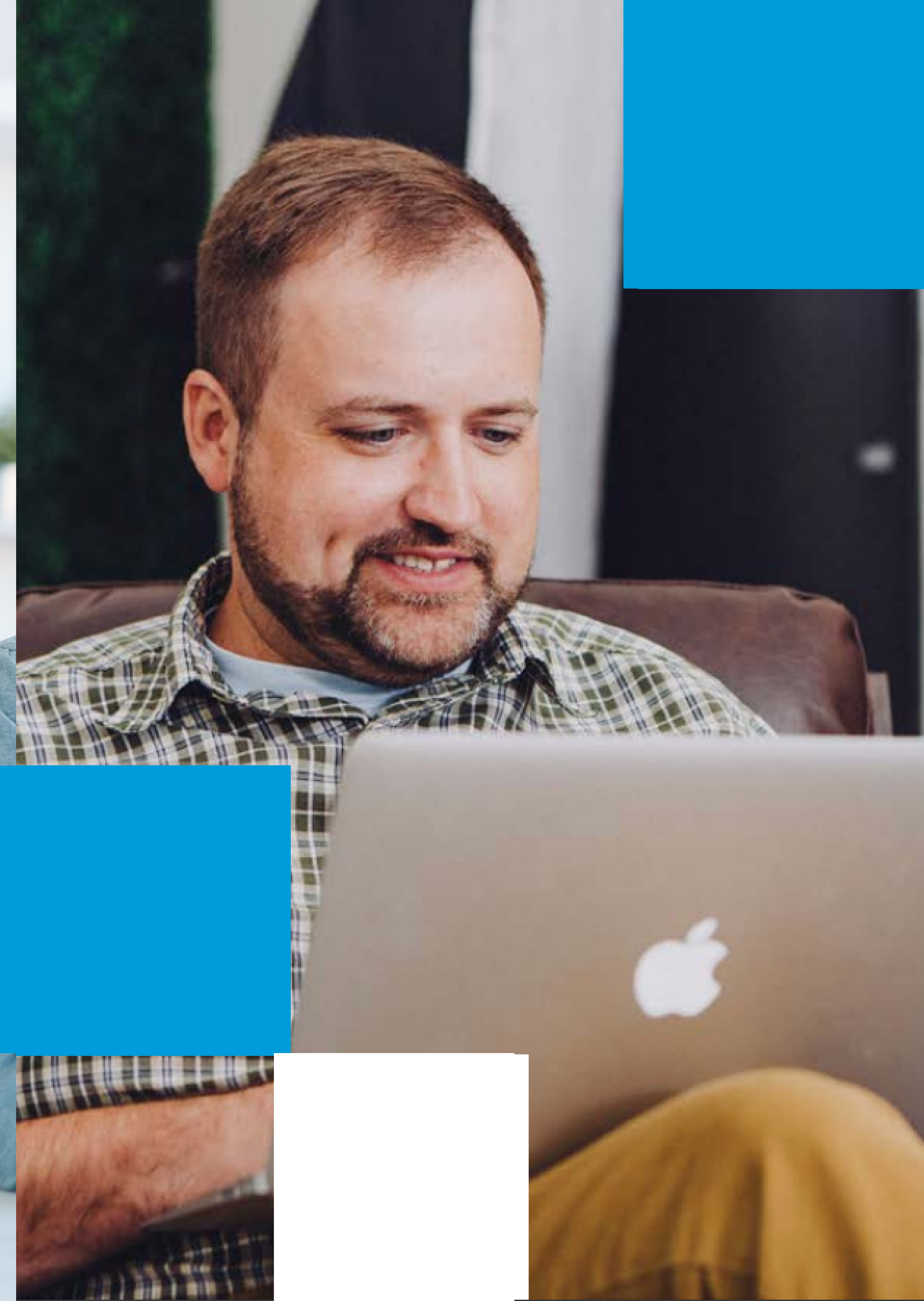
But what exactly is a Virtual Assistant? In simple terms, a VA is an independent contractor who provides professional administrative, technical, or creative assistance to clients remotely from a home office. They are highly skilled professionals who can perform a wide range of tasks and provide support in various areas such as customer service, social media management, content writing, bookkeeping, and more.

Now that you have an idea of what a VA is, the question remains: "Do I need a VA for my business?" The answer to that question depends on various factors. Let's explore some scenarios where hiring a virtual assistant could be beneficial:

- You are struggling with time management: As a business owner, your time is valuable and should be spent on high-priority tasks that directly contribute to the growth of your business. However, administrative and mundane tasks can eat up a significant portion of your time, leaving you with less time to focus on important matters. By hiring a VA, you can delegate those tasks and free up your schedule for more important tasks.
- Your workload is overwhelming: Running a business requires wearing multiple hats and juggling various responsibilities. As your business grows, so does the amount of work. If your workload has become too much for you to handle alone, it may be time to hire a virtual assistant. They can help you manage your workload and ensure that tasks are completed efficiently and on time.

- You need specialized skills: As a business owner, you may not have all the skills necessary to run every aspect of your business successfully. For example, you may struggle with creating engaging social media content or managing your finances. Hiring a VA with expertise in these areas can not only save you time but also bring new ideas and strategies to the table.
- You want to reduce overhead costs: One of the main advantages of hiring a virtual assistant is that you do not have to provide them with office space, equipment, or benefits like health insurance and paid time off. This can significantly reduce your overhead costs and save you money in the long run.
- You want to focus on what you do best: Every business owner has their strengths and weaknesses. By delegating tasks that are not your strong suit, you can focus on what you do best and use your time more efficiently. This can lead to increased productivity and better results for your business.

In conclusion, while there is no one-size-fits-all answer to the question "Do I need a VA?", hiring a virtual assistant can provide numerous benefits for your business. It allows you to delegate tasks, save time and money, and focus on what matters most - growing your business. As the virtual assistant industry continues to grow, it may be worth considering if hiring a VA is the right decision for you and your business. So, if you feel overwhelmed with tasks or want to take your business to the next level, it may be time to consider hiring a virtual assistant. Remember, with the right VA by your side, the possibilities are endless.



WORKING WITH YOUR VA

When it comes to working with a virtual assistant, expect efficiency, clear communication, trust, and professionalism. With these key elements in place, your virtual assistant can become an invaluable part of your business operations

The first step to working with your VA is setting up effective communication channels. This includes deciding on the preferred mode of communication - whether it's through email, phone calls or video conferencing. It's important to establish a regular schedule for check-ins and updates, so both parties know when they can expect to communicate with each other. Additionally, make sure to share any relevant contact information or access to necessary tools or software.

It's crucial to have clear expectations from the beginning of your partnership with your VA. This includes defining their role and responsibilities, setting deadlines and outlining the quality of work expected. Communicate any specific preferences or guidelines you have for tasks, such as preferred formatting or branding guidelines. This will help your VA understand their responsibilities and ensure that they deliver work that meets your standards.

To streamline communication and task management, consider utilizing project management tools such as Asana, Trello or Basecamp. These tools allow you to assign tasks, set deadlines, share files and communicate with your VA in one central location. This can help both parties stay organized and on track with tasks, as well as provide a transparent view of progress.

Trust is essential when working with a VA. You need to believe in their abilities and trust that they will deliver quality work. This requires effective communication, setting clear expectations and regular check-ins to ensure that tasks are being completed as expected. If any issues or concerns arise, address them promptly and professionally to maintain a positive working relationship.

Just like any other employee, your VA also appreciates feedback on their performance. Take the time to provide constructive criticism and praise when appropriate. This will not only help your VA improve their work, but it will also show that you value their efforts and contributions to your business.

Working with a virtual assistant can be highly beneficial for your business. By establishing effective communication channels, setting clear expectations, utilizing project management tools, building trust and providing feedback, you can create a successful partnership with your VA. Remember that your VA is an integral part of your business, so treat them with respect and communicate openly for a harmonious working relationship



WHAT CAN A VIRTUAL ASSISTANT DO?

A VA provides a multitude of online services to businesses and entrepreneurs from a remote location. This includes anything from digital marketing tasks, scheduling appointments, online customer service and administration.

RESEARCH

1. Target market research
2. SEO keyword research
3. Content calendar research
4. Competitor research
5. Industry research
6. FAQs research
7. Lead generation
8. Researching key hashtag and social media conversations

WEBSITE MANAGEMENT

9. Back-up the website
10. Update website content
11. Processing orders
12. Manage product inventory
13. Moderating comments and reviews
14. Managing refunds and returns
15. Add blog tags and images
16. Uploading photos to Flickr, Pinterest and Instagram



CUSTOMER SERVICE

- 17. Phone support/customer service
- 18. Respond to email enquiries
- 19. Respond to social media enquiries
- 20. Manage Live Chat Tools
- 21. Gather customer feedback
- 22. Respond to discussion forums/boards
- 23. Manage review and feedback sites
- 24. CRM Management
- 25. Monitor and manage affiliate partners
- 26. Processing unsubscribe requests

WEB DEVELOPER

- 27. Implement site design and customisations
- 28. Create mobile responsive site
- 29. Create Landing Pages
- 30. Create site forms
- 31. Create payment systems
- 32. Improve site speed
- 33. Set-up Google Analytics tracking
- 34. Install plug-ins
- 35. Create site maps
- 36. Install anti-spam CAPTCHAs
- 37. Platform integrations
- 38. Site Maintenance & Troubleshooting
- 39. Payment Gateway Integration
- 40. Website Sitemap Submissions
- 41. Incorporate web applications and program languages such as HTML, CSS, JavaScript, JQuery and APIs into company website.



ONLINE MARKETING ASSISTANCE

- 42. Set-up social media accounts
- 43. Gather and create content & captions
- 44. Social media engagement
- 45. Manage social media schedule
- 46. Gather social media analytics
- 47. Content distribution
- 48. Cross promote social media pages
- 49. Manage and posting ads
- 50. Interact with your social media community
- 51. Run a social media contest or challenge
- 52. Create Press Releases and Media Kits
- 53. Click Funnel Pages
- 54. Reach out to media outlets and influencers
- 55. Pin content to Pinterest
- 56. Prepare surveys and questionnaires
- 57. PDF conversion, splitting & merging

PERSONAL ASSISTANCE

- 58. Data entry
- 59. Document storage and organisation
- 60. Event registrations and RSVPs
- 61. Booking appointments and travel Reminders:
Appointments, bills and birthdays
- 62. Send eCards and invitations
- 63. Creating presentations
- 64. Manage your emails and voicemails
- 65. Calendar Management
- 66. Booking events and workshops
- 67. Preparing training manuals
- 68. Online shopping/errands
- 69. Placing ads career websites, reviewing resumes and
contacting the right candidates



VIDEO AND AUDIO

- 70. Editing Audio and Video Files
- 71. Formatting Audio and Video Files
- 72. Adding Intro & Outro Templates to Video Files
- 73. Adding Graphics and Music to Video Files
- 74. Creating and Editing Podcasts
- 75. Video transcriptions
- 76. Video subtitles
- 77. Intros and outros

GRAPHIC DESIGNER

- 77. Logos and Email Signatures
- 77. Design powerpoint presentations
- 80. Social Media Content and Infographics
- 81. Letterheads and forms
- 82. eBooks
- 83. Design banners, ads and pamphlets
- 84. Design Email Templates

CONTENT WRITING

- 85. Blog Articles and Updates
- 86. eBook Creation
- 87. Slideshare Presentations
- 88. Keynote Presentations
- 89. Newsletter Creation & Management



REPORTING

- 90. Perform Blog Analysis
- 91. Generate Google Analytics Reports
- 92. Platform Dashboard Set-up

SEO

- 93. Create network of blogs and backlinks
- 94. Directory submissions
- 95. On-page site optimisation
- 96. Off-page site optimisation
- 97. Social bookmarking

ACCOUNT DATA/ENTRY

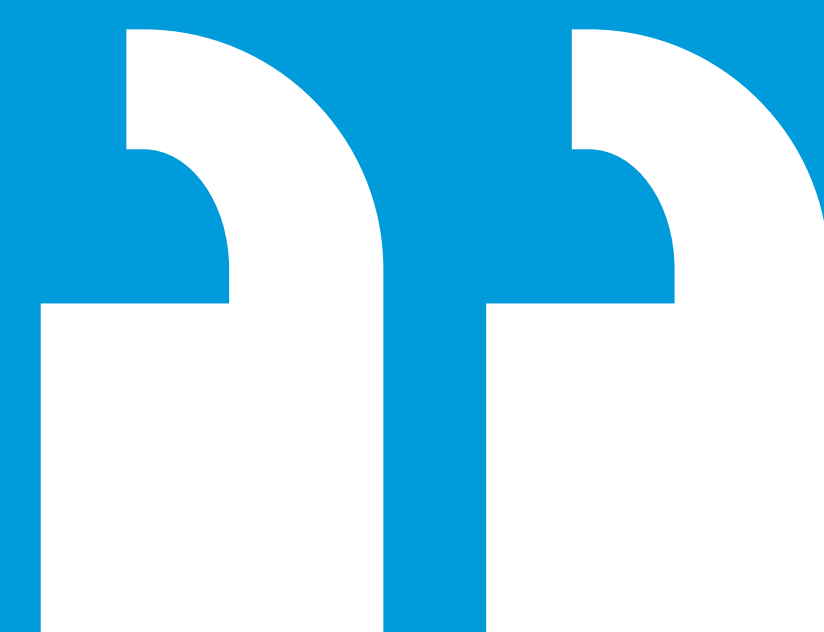
- 98. Account Management (cash flow and receipts tracking)
- 99. Bill Payments
- 100. Payroll Management

WHAT OUR CLIENTS ARE SAYING



We have been using the services from Cheshire Virtual PA Ltd for almost 18 months now. With Andrea and her team taking on most of the communication with clients and additional administrative work has not only seen an increase in turnover but also a healthier work life balance has returned. We can highly recommend their services.

Mr Matthew Smith
MB ChB, MRCS(Eng), FRCS(TR & Orth), PGDip
Consultant Orthopaedic Surgeon



At Magic Mak Media, I hired Cheshire Virtual PA for both Call Handling and Xero Accounts and I can say it has given me a great benefit which is peace of mind.

I went on a holiday for the first time in years and never had to pick up my phone as it was all handled.

If you want peace of mind then call Cheshire Virtual PA.

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HOW WE'RE HELPING CLIENTS



STREAMLINING

We are always looking for ways to help you improve your processes to save you time



KEEPING THE COGS TURNING

We are an integral part of your team. We strive for excellence in everything we do



CLIENT SUCCESS

Committed to understanding and meeting our clients' needs for success in diverse industries.



PROCESSES & SYSTEMS

We have processes in place for everything we do. This creates consistency



TRAINING & DEVELOPMENT

We only recruit the very experienced VA's. We invest in our people



BUSINESSES WE WORK WITH

We work with over 20 different business industries

OUR RECENT AWARDS



CONCIERGE SERVICES

CLIENTS WE SERVE

Small-Medium sized businesses
Celebrities
Public Figures
Busy Entrepreneurs
Families
Individuals with disabilities

Concierge services are personalized and high-end assistance provided by Cheshire Virtual PA who cater to the needs of our clients, making their lives easier and more convenient. As the demand for concierge services increases, it is safe to say that this industry will continue to grow and cater to the needs of individuals from all walks of life.

Moreover, actors and footballers are often high-profile individuals who require discretion and confidentiality when it comes to their personal matters. Our Concierge services guarantee confidentiality and maintain the privacy of our clients, making Cheshire Virtual PA a preferred choice for celebrities.

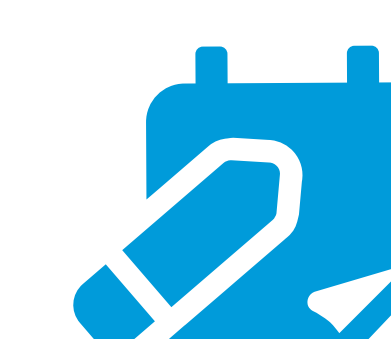
THE PROCESS

Whether it's booking a reservation for a fancy dinner or organizing an important business trip, our concierge service can handle it all.



TRAVEL PLANNING

We have extensive experience in the travel industry and can assist with planning and booking trips for your clients. From Chartered Planes to Private Jets. This can save you valuable time and stress, especially for those who travel frequently for business.



EVENT PLANNING

Our VAs can also help with organizing events such as conferences, workshops, or special celebrations. They can handle tasks like finding a venue, coordinating vendors, managing invitations and RSVPs, and creating event materials.



PERSONAL SHOPPING

We can act as personal shoppers for your clients, helping you find and purchase products or services online. This can include everything from grocery shopping to gift buying to finding the perfect outfit for a special occasion.



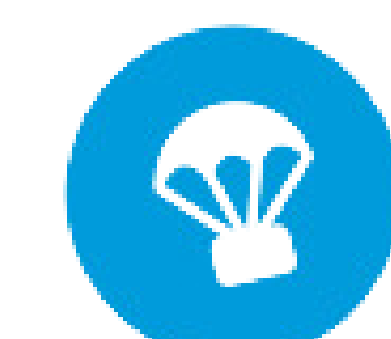
RESEARCH

Our VAs can use their research skills to provide clients with valuable information on a variety of topics, such as market trends, competitors, potential business opportunities, and more.



HOME MANAGEMENT

Our VAs can assist with managing household tasks, such as scheduling appointments and services (e.g. housekeeping, repairs), paying bills, and organizing personal documents.



GIFT GIVING

Our VAs can take on the task of gift-giving for their clients, including researching and purchasing gifts for special occasions or creating personalized gift baskets.

WORK WITH US

**OUR VALUES
CENTRE AROUND
UNDERSTANDING
AND MEETING THE
UNIQUE NEEDS OF
EVERY INDIVIDUAL
CLIENT**

READY TO GET STARTED

01

INITIAL CONTACT

When reaching out to our team, we will gather some information about your business. This will assist us in understanding your needs and tailoring our services to fit your specific requirements. Once we have an idea of what you are looking for, we will schedule a virtual meeting through Zoom or Google Meet to further discuss how we can support you. During this initial conversation, we will also determine the estimated number of hours that may be needed to provide you with our assistance and our pricing system.

02

SOFTWARE \ TOOLS

As a business owner, you understand the importance of utilizing the right software and tools to help manage your operations and improve productivity. In today's fast-paced world, technology is constantly evolving, providing businesses with new and innovative solutions to meet their needs. Our team of experts is constantly researching and testing the latest tools, ensuring that we can provide our clients with the best options available.

03

MANAGING EXPECTATIONS

When it comes to working with a virtual assistant (VA), one of the most important aspects is managing expectations between both parties and foremost, it's essential for the VA and the client to have open and honest communication. This means discussing expectations from the very beginning, before any work is even assigned or started. The VA should clearly communicate their availability, skills, and limitations, while the client should outline their needs, deadlines, and preferred methods of communication.

04

KEEP UP-TO-DATE WITH US

We know how important it is for our clients to stay updated with our services and offerings. That's why we encourage you to follow us on our social media platforms – Facebook, Twitter, Instagram, and LinkedIn. By doing so, you can stay in the loop with all the latest news and updates from Cheshire Virtual PA. Additionally, you can also sign up for our monthly newsletter which provides valuable insights on productivity tips and tricks,

you can concentrate
growing yours.

ghly experienced Virtual PAs will
ake all the duties of an in-house
nt, at a fraction of the cost.



FREQUENTLY ASKED QUESTIONS

HOW DO I GET STARTED?

We have an onboarding process which is simple, fast and effective.

WHAT ARE YOUR CORE HOURS OF OPERATION

We work 9-5 weekdays, however we understand there maybe last minute requests which cannot be met during normal business hours. We can work evenings and weekends, however this comes with an extra charge.

HOW MUCH DOES IT COST TO HIRE A VA?

Our rate is simple - £30 per hour. All our work is timed utilising a reliable timing app. A report is collated either weekly or monthly and sent out with an invoice. Please note when first signing up with us we will require a minimum payment upfront of 5 hours.

HOW DO I KNOW MY VIRTUAL ASSISTANT IS RELIABLE?

Our team of experienced professionals are committed to providing high-quality services with an emphasis on accuracy and reliability. We make sure that all projects are completed in a timely manner and strive to exceed expectations.

WHAT TYPE OF SERVICES DOES YOUR TEAM OFFER?

Our virtual assistant services encompass a range of tasks, such as project and task management, scheduling, customer service, research, social media management, and data entry/copywriting. If you require more specialized services to meet your needs, please contact us - we are always happy to discuss new projects.

WHAT IS THE BEST WAY TO COMMUNICATE WITH MY VIRTUAL ASSISTANT?

Different communication channels work better for different projects. We recommend discussing this and deciding on the best channel to use before beginning work together. This could be email, a chat platform such as Slack or Skype, or even a video call.

READY TO GET STARTED WITH A VIRTUAL PA?

CONTACT US

✉ info@cheshirevirtualpa.com

📍 info@cheshirevirtualpa.com

📞 [07927 193715](tel:07927193715)

[BOOK A CALL!](#)

so you can concentrate
on growing yours.

Our highly experienced Virtual PAs will
undertake all the duties of an in-house
assistant, at a fraction of the cost.

