You Can Be A VA

Okay, welcome to the second day of the Business Summit for Positive educational training. I'm actually really excited about this particular program because River and I talked about it like, I don't know, a year ago And I was like, you need to do this, you need to do this, you need to do this because I love my virtual assistant. Now a River has created 2A workbook, one in color and one in black and white. So the links for that will be on the recordings page, but we have also dropped the links. This here in chat.

So scroll all the way up to the top of chat and I'm just going to demonstrate how to download it, whether you're downloading it here live or you are downloading it while you're watching the recording. So I'm just going to go grab the color one. So there's two of them. There's one in color. There's one in black and white. So I'm just going to click on the link for the color. Hold on, I'm going to have to do it.

Let me go ahead and let you see your screen. Let me just get that up. And then I'll share a screen a second. So now let me share a screen. So when you click on the link, oh, it's blank here. There we go. Be a good machine. There we go. Give it a second. Ok, so this is the nice color version of it. So if you want to download it, up on the top here it says share. Ok, so you want to click on share? Ok, click on download. Now you want to be careful here because right now it's I have it here as a video.

We don't want a video. What we want is a PDF standard, OK? And then you're just going to click download and it's going to download to your computer. I've already downloaded. So just click download. It's going to download to your computer and then you can print it out if you like. Ok, it is that easy yep and we're going to give you guys a little reminder to during the presentation, but it's just a nice little follow along if that's the kind of person you are.

And if you're not, that's perfectly cool too. All right. So let me go ahead and present this again. There we go. All right, Let me know, Mary, if we're all set and ready to go. You're ready to go. I'm going to shut my camera and mic off perfect all right, guys. So welcome to our Business Summit seminar. Being AVA for the grooming industry, I'm really excited to be sharing this with you guys.

You're like, who are you? That's a great question. My name is River Lee, and I'm on a crusade to help fellow pet professionals. So I have a broad and each pet industry background that lends a unique perspective to help busy pet professionals live a life they love. So I am the founder of the Savvy Groomer, a business where I teach groomers about personal finance and business growth on their terms.

I generally say that I help you guys go from burnt out, broke and broken to healthy, wealthy and happy. And we are launching our new concept called Step Away from the Table. And these are additional resources for groomers who may not want to continue grooming or one option to be able to earn money in the industry without leaving the industry. So this is what we're going to be covering today guys.

We're going to be covering what is AVA for the grooming business, right? Va are vital to the grooming business owners. The industry need different ways of earning money. Why you may be perfect for this, how to get started. And then of course we have our q and a time and I am going to do my best to make sure we end a little bit before the end. So you guys have plenty of time for q and a. So like I said guys, if you haven't already, please feel free to download them. You can down them as a digital or printer friendly depending upon what you have.

For different PDF readers. Sometimes there are cute little animations if you want to keep it as a video. If you don't, that's perfectly fine as well. So guys, we're going to be moving into lesson 1. What is AVA for grooming businesses so? Ava or a virtual assistant is someone who works remotely on behalf of another person or company. So as AVA your job is to help with the daytoday task of running their business so that they can focus on what matters most, providing excellent customer service and taking care of pets. Ok Additionally, being AVA for groomers can be a great way for groomers to ease into semi retirement or look for additional revenue.

So the term Virtual system was actually coined back in 1999 by Tim Ferriss in his book The Four Week Work The Four Hour Work Week. Now this book is based on the idea of outsourcing all of your work to freelancers around the world so you can have more time with family or doing things you love instead of working long hours at an office job that wasn't fulfilling anyway right and again with your a groomer, this is a great opportunity for you to focus on just grooming and outsource the VA stuff. But if you are like, you know what, I really love dealing with the back end and the customers and I only want to groom my favorites.

This is a great opportunity for you. So what does a virtual assistant do? Like what are things that they can do? Right so you can do things like managing emails, scheduling appointments, managing invoices, managing calendars, handling phone calls and really so much more The sky really is the limit. So we generally talk about two different types of roles. So we talk about the front of house, which is really focused on customer service and communication. And then we have what we call back of house and the back of house role is focused on administration tasks, OK So how does being AVA benefit grooming business owners? So they save time and energy on administration tasks.

They increase their online presence and reach more customers. You would be managing your schedules and appointments. They'd have someone managing all the client records. They you could be providing amazing five star customer service. You could help groomers stay organized and efficient, whether that's their staff or them you're going to help. Inventory management, potentially, right? Letting them know how often they're using shampoos. You know, we all have had that situation where there's one employee who just refuses, You know, they use it straight on the dog and they go through an entire gallon when it should have taken months, right? They're going to help send waivers to be signed.

And again, as laws are changing, as the legal landscaper on pets is changing, making sure these waivers are signed and sent back are so important. They can handle things like vaccine records. It's not always easy to get things like vaccine records send. And as AVA you could always offer an additional service like being able to take faxes from grooming. I'm sorry, from veterinary clinics where the average groomer can't. Again, you can add so many services that would make you valuable and there's so many different ways.

So what can't v a 's? Do well, obviously if you're a virtual assistant, you're not going to be grooming. At their shop, right. And you really can't make any medical health related decisions or provide any medical advice to clients. This becomes a big Gray area in our industry and it's really important that you don't basically become, you know, the person that they call and pets are sick and things like that. You can't make any significant changes to the business structure operations without the owner's approval. This can be a little bit tricky, especially when you know someone's doing something very inefficiently or you know they're, you know, being their own worst enemy.

And the other thing you can't do is sign any contracts or make any financial commitments without the owner's approval. Again, if you're like, man, if they just sign up for this. Online scheduling and you're like, I'll just pay for it. I wouldn't do that, right? That's not your role. Your role would not be to sign up for a grooming software scheduling. That would be the owners, OK And that's really important for us to remember is that boundary, especially a lot of us that want to be essentially the owner of the business, we have to create that healthy boundary.

So guys, now that we've discussed what AVA is for the grooming business, let's talk about how it's vital for growing business owners. So that's what we're going to be talking about in Lesson 2, why v a 's are vital for grooming business owners. So this is what it's all about as AVA for grooming business owners, it's important to prioritize creating what we call the five star experience for clients, their pet and staff the day of their grooming appointments, OK, by providing exceptional customer service and support for both.

The pet clients and the staff you can help create a positive, enjoyable experience that will keep clients coming back and help their business thrive. So creating a 5 star experience, you know, as a virtual assistant supporting group business owners, you play a critical role in ensuring that grooming appointments run smoothly and that the clients and staff both have this really smooth, wonderful experience. Ok So it's important to remember that you are the voice of the business in many cases. Now, you don't always have to do phone conversations, you might just do text messages or emails, but people are going to read that in a voice and you want to make sure that that's a positive voice.

So clients may interact with you more frequently than they do with the groomers or even whoever is there, the managers themselves. And your communication customer service skills will be essential for creating this five star experience for both, again, clients and staff. So you can help build a strong and positive reputation for the growing business by embodying its values and mission in all of your interactions, whether that's your phone calls, emails or even potentially in person interactions. So you might be like, how can I do it in person interaction? Well, when we say that we actually mean videos, OK By serving as a friendly, knowledgeable, professional point of contact for clients, you can help to create warm and welcoming atmosphere that keeps clients coming back and build a lasting relationship with that staff.

Now if you are a VA for a client that is close to you, I have seen some Va's that will do an inperson day right where they get to meet the staff and they might do that every once a month or once a quarter, mostly because you're going to have people that live across state lines or potentially even in other countries. So virtual assistant rules, let's look at what might be included in your career as a grooming assistant, I'm sorry, as a virtual assistant to grooming businesses so you can handle phone calls, right? You can create a script to book appointments.

You can call veterinarians for vaccine records. You'll be calling that. That's to confirm age or medical conditions. You might be booking appointments. You might be listening in, writing down all the appointments. You might not be the one to return the calls. You might be the person just taking down the voicemails, writing any keynotes, and making a list for your supervisor. You may also just return phone calls and different inquiries. You might be handling text messages, right? You might be creating a script to book appointments, booking those appointments right? Writing down and keeping all those appointments and responding through text messaging inquiries.

You know, we might not just be appointments either. You might be helping them when they're beginning to hire right, taking in all of those inquiries and creating a document for all the information. I had one student who literally had 60 applicants for her bather position. And she's like, man, you know what I really need? She's like, I really wanted your virtual assistance to help me organize all of this information because she just doesn't have time to sit through 60 documents, nor does she really have the organization skills to be able to create a document that would be easier for her to read. We're going to teach you how to handle emails.

Again, we're going to help you create a script, right? Or a template? And you might have to email. Them that's for vaccine records or to confirm age or medical conditions, booking appointments, writing down these appointments or returning email. Inquiries a lot of you guys, if you're mobile especially, you get tons and tons and tons of inquiries. And a lot of these people, you're just putting on the wait list, having a virtual assistant, right? It's going to change all of that.

And for those of you guys that want to be that person right if you think back to when you've had your business, you're like, man, it would have been so nice to just have somebody who takes care of all of that back end stuff for me. So now that we've discussed how V A's are vital for the grooming business owners, let's talk about the whole industry. Let's talk about the industry, right? Because the industry needs V A's desperately and right and not just any VAV A's with pack grooming experience.

So guys in recent years of the grooming industry has experienced significant growth with more and more pet under seeking professional grooming services for their furry companions. However, we both know that the growth comes with increased demand for qualifying experienced professionals to manage grooming salons, mobiles right and support staff. So the groomers who used to have extra time used to have quote unquote downtime right to do phone calls. They had downtime to do all the emails. That's not happening anymore. We're busy, right? However, many grooming businesses are struggling to keep up with the demands of running a business while providing excellent grooming services to their clients and guys. This is where virtual assistants are going to make a huge difference in our industry.

So let's be clear here. We're going to talk about 10 reasons why the industry needs virtual assistance. Number one, client concierge. You can provide excellent customer service by answering client inquiries via phone or email, ensuring that the appointment needs are met. I know this sounds very simple, but a lot of times that business owner they have, you know they've just worked all day. The last thing they want to do is go answer the phone, return phone calls. They're tired so you can be that client concierge. Reason number two is manage email and phone systems. You can help manage the grooming business email and phone systems. You can ensure that messages are answered in a timely, professional way.

I don't know about you, but if I've worked a 10 or 12 hour day, if I work the whole week of Thanksgiving or Christmas, I'm tired and I'm cranky and the last thing I want to be is friendly. I really want to be friendly, but I'm tired, right? And a lot of groomers are like trying so hard. And especially if they're neuroday virgin and you know, they have to mask to come off quote, unquote friendly.

Then you might be able to take this off of their plate and just let them be them and let them just go home and relax, managing your schedule So as a virtual system you can help manage grooming appointments and ensure that clients are scheduled for the appropriate services at the right time. I can't tell you how many. Grooming salon owners or even mobile groomers. Let's sell mobile groomers. Most grooming salon owners really don't have a set schedule or a schedule that template that they can use.

When you hire a virtual assistant, it requires them to finally sit down and say, OK how many dogs can we really groom? How are we going to organize this? So as a virtual assistant you are going to help them create this schedule. That way you can just plug in those appointments. Again, it's going to help both their staff because their staff is no longer going to get burned out. And it's going to help you because for you, it's going to be very easy to plug in these appointments. And again, it's a great way to take all of that energy away from the groomer, right, who just wants to go home.

And for you know, it's just fun to talk to the clients and be like, yeah, absolutely. It can move Fluffy in at 3:00 on. Saturday not a problem. Number four, data entry. You can help with data entry tasks such as inputting client information into the salons database, ensuring the client records are accurate, up state. I can't tell you as a business coach how many times I've had people say they have all these problems and a lot of them come down to they don't have complete information in their client's profile, they don't have the address of the client, or they have an old phone number being able to have a virtual assistant.

Make sure all that information is there and really let you have a detailed eye is going to be a huge selling point for them and for you. It's really nice. You're talking to the client like, hey, can I have this information? Or as a virtual assistant, you may say to them, you know what's going to be a lot easier is when we create a new client intake form, let's just have that information there and I'll make sure that it's inputted directly into the database, right? That's going to take so much pressure off of them. Number five is processing. Payments so guys, you can actually help process payments and ensure that the clients are invoiced correctly and payments are received in a timely manner.

The industry, and I'm not a big super fan of invoicing, but the industry is moving a lot more towards invoicing because again the groomers during the day are just not. They don't have a ton of time to sit there and take payments and do that. So between membership models, which do you know, monthly subscriptions. Regular grooming businesses that, you know, might have people just have a card on file and then you just, you know, charge the client, the group inputs the information, you're charging it. There's so many ways you can take again that off their plate and you can be a little bit, you know, the debt collector if you need to be. And again, these are things we talk about creating boundaries because you may be like, I'm not choosing you for money and that's perfectly fine.

We can always figure out ways that you do want to work for them or ways you don't. The reason 6 is social media management. So guys, you can help manage the growing business. Social media accounts, posting updates, just find the comments and engaging with clients, promote their business. I can't tell you how often you know, even just posting, you know, if you have them send before and after shots, you might be like, wow, this is amazing and this really speaks to who they are as a business. And you might just say, hey, I just pop this into Canva right if there's just little things that you can do. And of course, there are definitely people that teach social media.

And if this is a feather you want in your cap, it's a great way to express your creativity, right and still make money number create and s o p manuals. So if you're the kind of person that really enjoys making standard operating procedure manuals, you can help create them and maintain them for the salon, the mobile, etcetera, ensuring that everyone is aware of proper procedures and protocols. Now I do tell people that you know because we teach RVA program in three sets, which is our foundations are what we basically call an office manager and the third is you know, we teach a business side of this.

But we like to see you guys wait to create that only if you are at the office manager level. But there are programs out there like Mary Aquindo teaches a great SOP manual course and if you gain that skill set, you can definitely leverage that and as a virtual assistant you could actually you could even just specialize in that. Right where you virtually create these SOP manuals for people, and if that's something you find fun and invigorating, that's a great way to make some extra money. Reason aid is conduct client satisfaction surveys so you can assist with creating and conducting client satisfaction surveys to gather feedback and identify errors for improving the grooming business.

If I love my groomer, I'm not going to tell them the truth, but if I have somebody, maybe who can be that middleman? Right i'm more willing to be honest. Be like, no i love Susie QI Love her. You know, if I had to be honest. And they're going to give this little nugget of wisdom, right? And sometimes the VA is that wonderful. In between, you can also create a script and a truck template that you're going to be able to send them in a way that looks like it's more of a generic thing, right? But get that information and tell the business owner, because a lot of times the business owner, you know? Has been doing things so long, right? They don't notice these things and it's an opportunity for you to really help them get that client.

That Five Star Experience 9 is create and manage loyalty programs so you can help them create, manage loyalty programs for grooming businesses, things like incentivizing clients to return for regular grooming services. This can be done in things like a membership model, this can be done. You're a pricing structure where you know you can have like it's 100$ for four weeks, one fifty for six and eight weeks is 200 and you can have them do that.

You can also have it be, you know if they get their dog groomed within twelve twelve times in a year, you give them the thirteenth. Grandfree you can have your v a do that and if you are AVA you can always. Come up with your own loyalty program, maybe that worked for you and your business and then you can offer to sell, teach and integrate that into other businesses.

So this is an opportunity not just for you to help a business, but also help create passive income for yourself reasons and create and send newsletters. So you can assist creating and saying newsletter to help clients keep informed with the latest news updates and promotion from the grooming business. And again, different businesses have different Soulmate clients. I've always had clients that want knowledge, they're hungry for knowledge. So having a monthly, hey did you know right And that can mirror their social media and I think those are great opportunities to showcase that you are, you know, a expert in your field, but also in a way that people can digest.

And as AVA you can either create that content or you can say, hey, tell me about this and then you can then take their knowledge, right, and create it in a really cute way that the client can actually digest. So here are some bonus reasons why, you know, managing inventory. You can assist in management inventory by tracking supplies and ordering products when necessary.

Ensuring what the grooming business always has necessary tools and products for grooming. I have a few students who are v a 's that they actually track how often things should be sharpened based on how many dogs. And the other thing they do too is that they figured out okay this is how many gallons, this is how many they do per dog. So they get kind of a running list right or they have whenever a shampoo bottle is done, they have an Excel spreadsheet. When it gets down to a certain point, they message their, you know, their supervisor and they say, hey, we're down to this many.

You know, I'm thinking about this inventory list. As a business owner, it would have been invaluable to not think okay, when do I need to order shampoo and how much should I order, right. And as AVA you can keep track of different, you know, products and sales. I mean, imagine coming to your supervisor and saying, hey, you know, just so you know, there was this sale going on. I really think if we order this, we're going to save this much money. You've just saved, you know, your boss, let's say 200$ they're going to be incredibly appreciative of that. I'm going to give you an opportunity to write, to make networks with other companies that you may like this distributor or that distributor, right, and making those connections there bookkeeping you can help with bookkeeping tests such as managing expenses, keeping track of revenue, and preparing financial reports.

Again, I highly suggest you wait for this till you're an office manager. But again, you can help teach them how to save money, how to budget better. You'd be like, hey, I noticed that you do this and we could actually do it this way, and you would save hundreds of dollars a year, right? And again, it's just fun to be good at your job, but also, you know, you can have it and we'll talk about how to get paid in a little bit.

So we can actually talk about different ways of getting bonuses, right? You can always say okay for you know the bottom line. Whenever I save you, I get X amount of dollars. There's so many ways of doing all of this work email marketing you can help create and send email marketing campaigns to help clients inform about new services, specials and promotions. Even if they're not doing new services, specials or promotions, it's still not a bad idea to again create email marketing.

Especially where we don't know what's going to happen with all of the social media platforms. Most groomers are not doing email. Marketing so things you can do is make sure that you're collecting everyone's emails again, creating some sort of newsletter or, if there are any last minute appointments, finding out who prefers those appointments, who might want it right, making sure that you're sending emails to those people that maybe aren't the best at rescheduling right or creating what they call a funnel where new clients fill out some information and they get a freebie in return.

Or maybe they get an email that you're going to teach them something. There's so many things that you could do with this. I really love when people. And again, I love puppies, but puppies are tough. You can have if you want to specialize in puppies. We're going to train your puppy how to be a good puppy for grooming, right? That's maybe where your focus is. You can create a funnel of, you know, the 10, the top ten tools we suggest right for grooming your puppy.

It's a freebie. There's links to Amazon either for you if your supervisor lets you, or you know that they might sell in store. And then from there, right, it could be a series of emails that they're then attached to for each week that you give a demonstration of how that tool can be used. So there's so many ways of doing it. So staff scheduling, you could help manage staff schedules, ensuring that everyone is working appropriate shifts and that the growing business is properly staffed. Again, this would be more of an office manager thing, but you might want to help your employer say hey so and so didn't check out for lunch.

Or hey, I'm noticing this person is, you know, only grooming five jobs, but they're working 8 hours. Like, what's going on with this? Or you know, hey, I'm noticing Susie Q keeps logging in 30 minutes early. Are you aware of this? You know? And again, it allows them to have someone in their corner. And that is really fun when it's you. It's really fun when you don't have any of the responsibilities of the actual business, but you get to be the person in their corner. Nothing you can do is website maintenance. I don't see, I don't see.

I really wish I saw more people who were creating websites for groomers that have been in the industry and understand what we do as well as maintain them. So you can assist with website updates and maintenance ensuring that the salons websites up to date and user friendly. You know is the photo the right photo is it show what they actually do in the grooming salon, right? Are they current photos? Are they flattering? Is the wording correct? right.

You know, a lot of people moving from the word spa to the word holistic. Is the wording actually, you know, user friendly? Does it make sense? Does it attract their so many clients? Do you feel like it reflects everything they do? Being an outside source, you're going to be able to look at their business and say, you know what, I know you're pointing out this about your business, but if I were to do anything. I really feel like this is what the most important thing about your business is.

And again, it's wonderful to have that opportunity because a lot of website companies that you pay to have them done charge a monthly fee. And you know whether you want to become that person that creates and then you for a monthly fee, you'll update it. Or if you wanted to say, hey, I can hop on the back end and just quickly change this. You know, Susie Q used to be our manager and now it's Laura. Let me go in and be able to update that about Laura.

So assist with special events and promotions so you can help assist with organizing it and executing. So special events and promotions. Things like holiday themed grooming specials. You can also be their, you know, back pocket network person. You might be able to reach out to all of the local shelters, all local vets, all the local groomers. And say, hey, I'm feeling exclusive. The Screaming Salon is, you know, we'd love to network with you as a VA can do all of that legwork for them, right? As long as you know the parameters that they want you to work in, there's so much you can do right? And help them with.

And again, as long as they give you the okay, as long as you are creating a situation where you are in control and have the ability to be in control. You can offer translation services. So for those of us, you know, again in the grooming industry, you know, we have a really diverse grooming community and I'm really excited how much there is more and more diversity in this industry. So if you do speak multiple languages, you can offer translation services to ensure that clients who speak the languages other than English are properly understood and served as well as if you have somebody.

Who has an A groomer from another country, You can actually help them. You can translate the SOP manual into their language, you can help create, you know, step by step guides or anything like that to help their employee. So whether it's the clients or whether it's the employees, there's so much availability if you speak multiple languages to help everyone understand. And Google Translate only gets us so far, especially with the wording of the grooming industry. As someone who has used a few different, I've tried very hard to use 10 some transcriber softwares.

I find that there's a lot of words in the grooming industry that it gets very confused of. Or it uses the wrong word for So if you do speak multiple languages, this is a great way, again, right, to help people. So guys, as a virtual assistant you can see the ways you can help our limitless okay, you know. And you can do it by all the ways. You can do it by one of the ways.

Or you can even get creative and take inspiration from the ways I've suggested and go off in your own way. So now that we've discussed the industry need, let's talk about ways to earn that moula. Like, listen, I'm here for the Moula and that's what we're going to talk about in lesson four, ways to actually earn money. So sweeten your pot. If you're wondering how you can earn as a virtual assistant, OK there are many different ways, but we're going to suggest a few of them, right? And this can be either a side hustle or it can be a full time gig, so.

Here are the ways people generally earn money as a virtual assistant. So one is a package based rate. So creating packages of services at a set rate can be a good way to simplify the pricing process for both you and the grooming business owner. This allows the owner to know exactly what they're getting into and how much they will be paying each month. And you can have. And it also creates really healthy boundaries for you say, this is what I do this is what I do not do.

And if you would like me to do more, you will need to pay me. You know, in that just creates a really healthy boundary where you're like, this is what I want to do. So they say, hey, I need you to call Susie Q. After five you're like well actually this package is only for Monday through Friday from this time to this time that I am willing to do this or for this many hours right. To get a package based rate really helps you create those boundaries. Now a project based rate. So again if you're like, Nope, I want to work just per project, right? And you can charge for a flat fee for specific tasks or you can have, you know basically.

Like the project and what it encompasses. Ok and this allows you to clearly define the scope of work and ensure that you're compensated fairly for completing the project. It also unlike a lot of package based rates or retainer based, there's not a set time. So a project based rate, you might have to just do one project. For instance, making sure everyone's email is up to date and you can get that done in a day, you can get that done in a week. Because it's project based and not, you know, time based at all, then you can get the money as soon as you as soon as it's completed.

So that is again one of the benefits of doing project based retainer based rate. If the group grooming business owner wants ongoing support or retainer based rate can be a really good option. Now the difference between a retainer based rate and a package based is a package is more clearly defined on what you do and don't do and you have a set dollar amount. A retainer is basically they give you a set dollar amount and then each month, right, you're going to figure out together what you're going to do for that time. Now remember as a retainer, I don't give you back any money.

So if we, if we say okay, I have a thousand dollar retainer rate, I'm willing to do. A thousand dollars worth of work if i go over a thousand dollars then you know you have to pay me more. But if I'm going to do less than a thousand then that's up to them. But that is the agreed upon amount. And again, this allows you to provide a certain level of support each month for a set fee.

And again if they want to go over that, that's when you would communicate. Hey, you know, this is that, but it also helps you set aside a certain amount of hours per month. When I had my coaching, at one point I was doing it every month and we did a lot of retainer base where it was basically okay, 4 hours. This is the amount and if they wanted more they would do more. It was nice is that I had set aside those four hours. If they chose not to use it, that was their choice, but I had set aside those four hours just for them. So that's the benefit of doing retainer based.

So being paid hourly rate and again this allows you to charge for the time you spend on specific tasks or projects and can be a flexible option for both you and the business owner. So hourly rates can vary depending upon your experience, your skill level and the level of demand for your services, right? Different services have different value and demand a salary rate, so if you are an employee.

A W2 employee, and if you're like I never thought about that, but you could absolutely be a virtual assistant W2 employee for a grooming salon or mobile grooming business who wants to hire you as their one and only virtual assistant. So you as a salary rate, you be classified as an employee of the green business rather than an independent contractor or your own business. So this means that the business owner will need to be responsible for paying payroll taxes and providing benefits such as health insurance or paid time off for the virtual assistant.

This is a great option if one person basically wants you to be available as a virtual receptionist. This is a great opportunity. Again, you want to check your state laws and everything, but you know you no matter what you would need to be. If you this was only for one person, you would definitely need to be an employee rather than an independent contractor. But again, it's basically like I'm at your whim as long as you want within the 40 hours or whatever, or the 20 hours depending upon how you're going to do your salaried rate. But this is a great option too if you know someone who's like, I wish I had, you know, got a larger business, I just want to hand over all of that to them.

And then BYOB be your own boss. So as your own boss, you can earn more money than you would in traditional employer arrangement. You can set up your own rates and take on as much work as you feel comfortable with, allowing you to increase your income and grow your business over time. You could also, if you want to, grow your own VA you know, basically you know your own VA Business and you can have other v a 's that are under you the your own agency, you can actually do that as well as long as your contracts are clear and etcetera.

And you can have you know an hourly rate as an employee or as an independent contractor with your VA business. So let's talk about charging for services. So one of the most common questions people ask when considering a career as a virtual assistant for grooming businesses, how much money can I make? The truth is the potential for earning as a virtual system is really broad guys, because again, it depends on what you want to do, how many hours you want to work, what are you going to actually create, right? And it depends on things like your skill set, your experience and the types of services that you want to personally offer.

So how much money can you make? So pay rates are subject subjective and based on so many different variables like. You know, earning a living wage, market location value, right? But the nice thing is you can live in North Dakota and be AVA for New York City, right? And on the flip side, if you're a business owner, right, grooming salon owner, you can hire AVA who helps to look work in North Dakota. As somebody who lives in New York City, I would say as a rule of thumb for anyone who's not doing anything really detailed or really. Technical you're looking at 20 to 40 bucks an hour and the benefit is too and I it sounds really odd is if you're doing it based on 20 to 40$ per hour but you're doing it per project.

If anyone here is a DD like I am or neurodiversion and you can do like 6 hours worth of work in two hours when you feel really inspired. You might be able to make that 20 or 40$ an hour that you are charging the client or estimating the scope of work to be, and you could actually be making closer to 100$ per hour. And I have had many students that basically do what they called shared time so they're available to work for three or four different customers. At the same time. And so they're like, it's 20$ an, hour but it's a pool time. So they are available for up to let's say four or five people.

So they're not making 20$ an, hour they're making a hundred dollars an hour. And because it is pool time, because they're available, let's say to answer phone calls, return emails, etcetera, they're able to then have a situation where they may not do a whole hell of a lot of work in that hour, but they're still making between, let's say 40 and 100$ an hour.

And again, there's so many different ways of doing that. So now we discuss ways to earn money. Let's talk about why you are probably perfect for this, again, less than five, why you may be perfect for this. So what exactly does this mean? It's important to have a good understanding of the pet grooming industry and the specific services that are offered by a salon, a mobile, etcetera, so as a virtual assistant for the grooming business owner or groomer. It's important to be organized, detail oriented and able to communicate effectively with both customers and potentially staff.

So why would someone want to become a virtual assistant industry knowledge. If you've experienced in the grooming industry as a groomer, receptionist or manager, becoming a virtual assistant for the grooming businesses allows you leverage in an industry knowledge and expertise to provide value to clients. I have so many. Grooming business owners who would love to hire a virtual assistant, but they don't want somebody to book appointments who doesn't know anything about dog breeds or cat breeds who doesn't know anything about grooming, right? If anyone has trained A receptionist and they've booked you like 2 Great Pyrenees at like 3:00 in the afternoon when you close at five, you know exactly what I'm talking about.

You already have this knowledge. You already have worked on dogs. And depending upon what certifications you have, what level of knowledge and expertise in other ways, right? If I have gone through a certain skin and coat certification and I'm a virtual assistant, I'm going to be incredibly more valuable to somebody who runs a business who that really is there, That's what their Soulmate clients want, and that's really what their niche is, right? If I've worked in a mobile grooming business right and I know what it's like to be in a van. I'm a lot more valuable when I'm trying to book appointments because I understand what it's like to be in the van and realistic expectations of that competitive pay.

So VA positions often offer competitive pay, particularly those are specialized skills and expertise. I don't really know any v a 's unless if you're locking at people overseas that earn less than 20$ an hour and again. And that hour is not always, you know, a set hour like we would in grooming, right? It might be 15 minutes here, 15 minutes there, 15 minutes there. And there's so many ways of breaking down how to do this right. If you're like I said, like me, per project works really well because I can be inspired and get done.

10 hours worth of work in five hours, right? Flexibility as AVA you'll have flexibility to work from anywhere in the world and set your own schedule. This allows you to create work life balance that suits your needs, enables you to pursue other interests outside of work. If your goal is to become a competitive groomer, or you want to breed and show dogs, or you know what, you just want to travel, you always want to travel. Being AVA for the grooming industry is really going to help you with that. You're going to be able to have the freedom of flexibility, especially if you don't have. Any of your services be time based and they're all project based, right? You can, you know when you're sitting by the pool, you can go finish a few projects and then when you're done, you know you can go back to doing whatever you were doing.

High demand. There's a really high demand for virtual assistant services in the grooming industry and particularly as more businesses turn to remote work arrangements to seek to streamline operations. There's so many groomers for, like, I really wish I could just hand this to somebody. Websites, social media, client information, hiring people, not saying you would hire people, but just even doing all of the intake, creating a wait list, creating all of that, right? There's so much opportunity for you as a VA to say, hey, you see that, let me take that over for you. And even if they've never technically heard of a virtual assistant, when you explain what they want, what you would do, they're like, yes, that's what I need.

The film that working as virtual assistant for grooming businesses can be incredibly fulfilling, as you'll be helping businesses grow and succeed by providing valuable support and assistance. You know, you'd be excited about building a success, a successful virtual assistant business serving grooming salon owners and their staff. It's really satisfying. You know, I love making sure a pet client. Has a really satisfying experience. It's really satisfying when someone is looking for a new groomer and you get to help them have that amazing experience. And you can do that for your business clients, right? You can help them have better experiences with their pets, right? It just helps everyone. It just for me, I really feel happy when I feel useful, when I feel like I'm solving problems.

It just scratches that itch. It helps me help others and I just can't think of a better way of spending my time. So guys, now that you've discussed why you're perfect for this, let's talk how you can actually get started. And that's what we're going to do. We're going to say, hey, how do we get started? Little palms like what how would we do this? So here is the question. How would you like to become AVA for grooming businesses? So we have an online training that is actually launching officially today at the end of the day of May twenty ninth, and we're launching it for our presale.

So if you're ready to make the transition from being a groomer to a virtual assistant and want to learn how to become a successful virtual assistant business serving the groomings lawn owners and their staff, our course is a great place to start. With our comprehensive training and practical resources, you're going to gain the skills and knowledge you need to succeed in the grooming industry. You can enroll in our course. It's really easy. It's all done online from the comfort of your home. It's all prerecorded so you don't have to worry about coming live. You can just sit back, relax and watch.

And let's work together revolutionize the grooming industry. You know, by providing high quality, efficient virtual assistant services, you could help green business owners and their staff focus on what they do best, provide excellent grooming services to their clients, right. I know one of the hardest things about owning a grooming business was having the time to do all of it and being able to outsource to somebody who understands the industry, loves the animals and respects our industry. Is incredible and you could be that person. Together, we can create a new standard of excellence in this industry and help grooming business owners thrive in today's competitive marketplace.

We need more rumors and for those of us that are slowing down and are ready to step away from the table, this is a great way for us to stay in the industry but not necessarily continue it with grooming. So let's go ahead and do our conclusion with some next steps. So what is the next step? We highly suggest you join RVA training of course, right? I'm not going to lie, I'm very proud of this course. It is part one of three and it's amazing.

So if you want to check out more about RVA program, you can check us out. It's step away from the table.com Like I said, it is officially launching the end of today, but you are more than welcome to check out what is in each module and we're going to be teaching in our foundations course. So that's a wrap guys. Thank you guys so much for attending today's seminar. I left us plenty of time. If there's any q and, a actually, I just want to add a comment.

So my VA probably saves me a full day saying that it's not taking her a full day to do what I want her to do. It's taking me a full day to do that job because I don't want to do it and it's tedious and I sit there and I do it and then I play games and then everything, but trying to focus on a task I don't want to focus on. So and I pay by the project. So i give her a monthly fee. I tell her what it is she wants to do and however she gets it done, she gets it done.

I don't care. But it's just not taking a whole day to do it okay. No, it's amazing. It was. Even when we did the price increase master class, we just we told everyone to create office hours. So instead of being available twenty four seven to answer calls, they'd be available 4 hours realistically a week. The average groomer, because they're wasting so much time, spends about 8 to 10 hours a week just returning phone calls. But if you had a VA Right. Who was managing all that? It wouldn't actually take that long for me to return phone calls as AVA It would only take me two hours.

But I could have a retainer or project where they're paying me essentially for 10 hours. Yeah, if that makes sense. So, and I and trust me, I appreciate. And I'm probably paying her if I'm looking at the time she's actually spending doing it, Maybe I'm paying her anywhere between that 30 and 40$ an hour. For the time that she's actually taking to do it, Well, I think that's the that's what's funny, right? Is a lot of times when we when we're doing it per hour, if something is outside of your zone of genius, it takes you a lot longer.

Like the amount of time it takes me to do bookkeeping right is astronomical. When someone who likes bookkeeping, it takes them barely any time. I always say it's like it's like the Cocker spaniel, right? It's like, how long does it take you to do a Cocker? Takes me a lot longer why? Because they're not my favorite breed right i love me a Boston terrier. I can get that thing done in 1520 minutes and then spend all the rest of the time cuddling that clean dog, cuz I like that breed.

So and that's it. And if you pay you charge per product project as a VA, you're going to find how much quicker things are going to get done. Oh yeah, cuz you're motivated to get it done faster because you're being paid for the project absolutely and if you want to be paid per hour, you can absolutely do that. I think there's nothing wrong with that. It's not the way I would work.

I'm not motivated like that. But you can actually do that as well too. And I think the stacking is a really important skill because if you know, if Mary and I were like, hey. You know, we're willing to split an hour or a couple hours for this VA You know, we're going to pay a lower rate, but she may not 100 % work for Mary, 100 % for me, that's a great free for you as a VA to increase your hourly rate without passing that cost along to the business owner. So yeah, so if you guys want more information about me, you can check me on my website, my Facebook, my YouTube. So many ways to reach me and like I said, this is our new project.

Step away from the table. I'm really excited. I can't. I'm just, I know I sound like a like a little fangirling myself. Like I'm just so happy because we need it. What way of pay do I prefer? Well, again, ready. It really depends on what kind of projects you're doing for and what level of responsibility. So someone who is a, what I would call an office manager, where I am basically the business office manager, right? I'm tracking inventory, I'm tracking payroll, I want a set package and retainer and I want bonuses, right? Versus if I'm just given a bunch of products, like Mary said, I want a paper product. I want okay this month. This is what I want done.

I get paid for that I find. The majority of the grooming industry thinks they want to be paid hourly. If you notice, everyone's talking about charging grooming per hour right? Everyone talks about an hourly rate and personally like scope of work because it also forces me to say OK how much time would this take me? Best case? Worst case scenario, how much skill set did this actually take me that I have to invest in myself to learn this? Rate, did I have to spend time off the clock learning about this? For instance, if I wanted to learn about bookkeeping in order to offer that service, that would be at a higher rate, right? But I personally would say, and you might even say in the beginning, something along the lines of, like, listen, the first three months I work on an hourly rate, then we average it and then that is our retainer.

But it's no different than grooming, right? You want to, you know, you kind of know, ish the scope of work, right? Because everyone works differently. I know plenty of groomers who can get a Yorkie done start to finish in 45 minutes. And then you know, plenty of groomers that take an hour and a half, right? The dog's not different. It's how long does it take you? So if you want to charge a flat rate, you know and do an ish or do you want to charge? You know the hourly rate, the 45 minute person's going to shoot themselves in the foot with the hour and a half person's going to make out.

I don't personally like milking the clock. It's not good for me, you know, Mentally I like to encourage myself and use that kind of carrot. So I hope that helps, Randy. I think that's the that's the best way I can explain it. And again, it really depends on what you're doing. Things like website design, definitely for project things like office hours if you're going to. Have office hours where you are basically chained to the desk and you are in charge of answering the phone if someone calls.

I would personally have that be an hourly rate. But again, if I know how many hours I'm going to be expected to do that per month, then like Mary has for her VA we could just create that as a project, right? We could be like i'm going to be available for 12 hours this month to answer phone calls. So that project right is worth this amount of money. So I hope that helps and guys, you're more than welcome to ask any questions while I'm here because it is kind of a different kind of thing and getting paid I had, I was debating how to explain how to get paid for this.

It's really complicated because it's like anything you could literally do anything as a virtual assistant. There's so many ways you can make money doing it all right and another thing I want to make mention is the mindset. If you want to hire AVAOK because so many women, especially women business owners, think we have to do everything. And I hesitated for the longest time to get a virtual assistance. And it's like firing your first client, OK You fire from client, you hem, You Haw, you don't want to do it.

And then you finally do, and you're like, oh, thank God. And then by the time you get to the third one, you're like, you're gone, You're gone. No soup for you, okay, but it's the same thing. It took a long time for me to get a virtual assistance, but when I finally bit the bullet and hired and the one I have now is actually not my first virtual assistant, I had somebody prior to that and it was great. It was i can't imagine like not having a virtual assistant at this point anymore.

I think that's just it. And for grooming business owners, a lot of times I actually tell them, okay take out, you do a block schedule, how many hours are you physically doing these things? And they're working 6080 hours a week, right? And they want to hire and they want to do this and they want to do that. Okay Jackie wants to do a class on firing clients. That'd be a fun class though.

It would actually be a fun class. And you know what? We should consider doing that so. Yeah I you know what at the very least you know what Jackie an upcoming live stream we will we will talk about that. In fact maybe tomorrow for the live stream that I do on my page we'll talk about how to fire a client. I know it's a it's a recurring topic but it yeah it's just one of those things you just got to do it it's. So just so you know, we are actually so at Superzoo, if you're going to Superz, are you going to Superzoo? Mary, of course I'm going to be doing that live on the floor.

Actually they had me change the name, but it's basically how to fire clients without being an A hole. They can't, they will let me say a hole. So I think they changed it to jerk. But so you let's see. I can't wait to hear your version. Let me come to Superzoo. You can listen to mine. It's not a class. It's just I'm going to be on the floor. Doing a quick little demo. And I love when you guys get all different things. And this is where Mary and I really get along well.

Listen, we're not everyone's flavor. You know, You really should always listen to what Mary says. And then I say and then say, which one do I like? Because guess what? You're going to pick up things from her. You're going to pick up things from me. And it's all about who you can act with because we all have different versions and opinions about everything okay so we will be back in a half. Hour hold on, let me stop the recording.

Sms Khan.