



Amy Gould

VIRTUAL ASSISTANT MENTOR

VIRTUAL ASSISTANT CASE STUDY

I supported this client during the second half of 2019. After years in corporate EA roles before moving into global events management, she was highly skilled as both an assistant and at running large scale events. This client wanted to become a VA so she could work from home, manage her own schedule and be present for her young child. She had also relocated and didn't want that to mean she wasn't able to match her London corporate salary.

WHAT WE DID

Leaning into her corporate experience, we designed services that truly reflected her expertise. We got all the legal requirements in order, built a website on Squarespace, identified areas to skill-up and created a social media strategy.

With a young child to plan around, my client learned 'that you don't need to accept every client that comes your way as you need to find the right balance'.

THE RESULT

Covid put events management on the back burner but that didn't stop her. She quickly pivoted into EA style support and has worked with 4 clients since I supported her. She loves having 'total flexibility' in her schedule.

Her revenue is expected to increase over the next few months to rival her previous corporate (London!) salary as her events support is back in demand.

If you're ready to start and thrive in business this year, The Virtual Assistant Toolkit is for you! Doors close at 8pm on Friday 4th February



[Join The Virtual Assistant Toolkit here](#)

