



- THE ULTIMATE - VA TASK LIST



6-FIGURE BIZ
ACADEMY
FOR NUTRITION PROFESSIONALS



THE ULTIMATE VA TASK LIST

Training

- Send them to your training board (Trello, G-Suite, etc.) to watch and learn a new skill(s).
- Your **wish list training** – have them learn something that has been on to-do list so they can learn and execute the process or strategy in your business (examples: Google Analytics, etc).

Social Media

- Set-up and maintain your social media presence on your preferred platforms
- Develop and grow your platforms
- **Check Stats/Monitor R.O.I.** (growth, engagement, lead generation tracking)
- Moderate comments and increase engagement
- Create and manage a **social media post schedule** or calendar
- **Create images** for posts with appropriate sizing for each platform (ideally by repurposing blog/newsletter/live-stream content).
- **Promote special events and launch content** on all social platforms including FB (personal + biz page) Linked In (personal + biz page), and appropriate Facebook /Linked In groups.
- **Manage Live-streaming process:** Schedule FB event, create accompanying image in Canva and upload to event, Share Event all over social (groups, IG, LI), schedule live-stream in third part live-streaming software (i.e. E-cam) using “key” generated by FB event, update messenger bot (“many chat”) reminder with topic/time, send email to list one hour before “show time” with title, bullet points, and link.
- Create and oversee social media **Ad Strategy** – write ad copy, create image, manage ROI and ad spend (this is a specialized skill so you may need to outsource someone specifically for this role).
- Research Top/Trending **Hashtags**
- Manage **DM's**

Linked In

- Interact with followers
- Copy and past blog post test into Publishing Tool; include images and links



- Interact with Followers
- Export LinkedIn Contacts and Upload to Twitter and Facebook
- Send Happy Birthday and Anniversary notes (swipe file)
- Do a Linkclump (Chrome extension) search once a week for improved prospecting
 - <https://www.linkedin.com/pulse/cunning-way-triple-your-linkedin-profile-traffic-free-tom/>
 - <https://shanedutka.com/linkclump/>

Facebook

- Schedule updates
- Manage inbox, comments
- Click “like” when anyone responds to your posts
- Create a FB banner that changes weekly
- Interact with followers
- Upload videos to biz page
- Check stats weekly on biz page
- Launch FB ads
 - Import email list into FB, create custom audiences
 - Split test ads
 - Monitor ads and ROI
- Create scheduled posts
- Create images in Canva for posting
- Make a list of promo days in FB groups you’re a member of and post your offerings on these days
- Review FB pages similar to yours - analyze patterns and success

Instagram

- Post daily in the IG feed with a solid headline, quality content that’s specific for your niche and a variety of CTA’s
- Research and top and trending hashtags
- Use all 30 hash tags for each post
- Create engaging images (i.e. info graphics)
- Write copy for posts (only if you’re comfortable with this)
- Manage DM’s
- Interact and welcome new followers
- Create quote cards to post using client testimonials



- Create tips and intriguing quotes in Canva
- Analyze the best times to post
- Engage with non-followers to grow account (like/comment strategy)
- Create link tree for bio (update based on specific events/promos/launches/opt in) or add link to opt-in page
- Create a compelling bio that is HIGHLY targeted and niched
- Manage accounts you follow
- Create daily IG stories
- Repurpose videos to be used for IGTV
- Create IG ads or boost posts to increase engagement and platform growth

Repurpose Facebook Live Videos

- Download the video from Facebook to You Tube
- Embed your video into a blog post
- Cross post the video to other pages
- Edit your video to share on other social media platforms
 - Re-watch the FB live video and pick out the best parts
 - Cut it into smaller pieces (check for length limitations for each platform)
 - Add an into and outro
 - Add captions and subtitles
- Create a presentation for Slide Share (Linked In)
 - Use Canva to create slides that correspond with your video

Private Facebook Group Management

- Create FB group with accompanying assets such as banner
- Compile a roundup of ideas and resources shared in your group during the week (or month)
- Develop, schedule and manage engagement posts (i.e. #FridayWins, #MondayMotivation, #WisdomWednesday, etc.)
- Make a list of Promo Days in FB groups and post my offerings on those days

You Tube

- Research the best content to upload based on Key Words (try Tube Buddy)
- Create a content strategy and plan
- Edit videos before uploading



- Interact with followers
- Welcome new followers
- Change Your Tube cover art to reflect current promos
- Clean up channel (create playlists, delete unrelated)
- Research key terms for titles
- Analyze top performing videos
- Create plan for repurposing YouTube content
- Analyze best times to post
- Create transcripts of YouTube videos and past in description of each video
- Add annotations to videos

Podcast

- Research podcast topic
- Edit audios
- Upload completed/edited audio
- Write show notes
- Write description of each episode
- SEO and key terms for each episode
- Analyze stats
- Upload to iTunes, Stitcher and Sound Cloud
- Promote on YouTube, Facebook, Pinterest
- Release podcasts to iTunes, Stitcher, etc.

Manage Website/Email Inquiries & Prospects

- Schedule screened prospects for strategy calls, 15 or 30-minute chats and request applications from those who come from website inquiries; send follow up emails to get people scheduled as needed
- Track all inquiries and actions taken in G-Suite
- Track and reach out to anyone who gets “lost” in the inquiry process

CRM and Email Provider Management

- Tag people in your CRM based on open rates, interests, etc.
- Oversee migration to a new CRM system (i.e. Mailchimp to ConverKit)
- Enter birthdays into system, select and send e-cards to all current and former clients throughout the year
- Maintain mailing lists in email service platform (including requests to be unsubscribed, adding new subscribers to a given list, creating new lists /



tags, etc.)

- Track open rates, unsubscribes, click through rates.
- Develop email content
- Filter and respond to emails
- Create autoresponders (on email platform)
- Fix Errors in Bounced Emails

Newsletter/Blog Posting & Management

- Create newsletter drafts and prep photos (cropping/resizing) with promos added based on what's happening in the business that week
- Repurpose newsletter articles to blog & social
- Create Content Schedule (aligns with social schedule)
- Update and maintain blogs with your content and SEO
- Respond/manage blog and newsletter comments
- Optimize and share your blog posts
- Content Research (new topics for newsletters/blogs)
- SEO

Oversee Client On-boarding Process

- Welcome Email
- Process client coaching agreement and payment
- Send Welcome Gift and Card

Client Management

- Respond to emails / handle general inquiries from private clients.
- Get private clients scheduled for their program calls each month.
- Complete all onboarding and "offboarding" tasks for private clients and/or group program participants (welcome email, paperwork, added to appropriate mailing list in email system, added to private client folder in Dropbox, process payments, mailing welcome gifts to new private clients, remove access to private Dropbox folder upon completion of program)
- Maintain client roster of both private clients and group program participants
- Prepare regular status report regarding ending their current private coaching programs
- Track open requests for testimonials upon completion of programs / big wins, including sending follow-up email request, scheduling video



testimonials as appropriate, receiving and synthesizing written responses to questions into content to be used on website, sales pages, and in newsletters

- Maintain tracking spreadsheet for all testimonials as well as a master testimonial document for each service/product for easy retrieval

Financial

- Prepare tracking sheets (reports) for business transactions that occur via Amazon and Paypal
- Process payments and prepare/send tracking reports
- Create R.O.I reports post launch (costs, sales, etc.)
- Bookkeeping tasks

General/Clerical Tasks

- Sort through inbox each morning and triage emails according to urgency
- Maintain inbox zero
- Create email filters
- Update/monitor software subscriptions
- Organize Dropbox/Google Drive
- Proofreading and Editing: newsletters, blogs, social posts, emails, slide decks, emails, landing pages and all other copy
- Prepare and Format Slide Decks (and find appropriate photo stock images)
- Organize/Manage Files (Dropbox, Google Drive, etc.)
- Transcription Services for livestreams and videos (or have them upload your videos to Rev.com for \$1/minute)
- Write and/or schedule newsletters or general emails
- Research new applications and software, as needed

Launch and Live Course Management

- Respond to emails/questions, draft the welcome email and some of the standard launch emails ('we start in one hour', etc.), preparing social media posts for Facebook and LinkedIn during launch, upload / distribute launch emails, tracking / reporting stats for launch (# of affiliate opt-ins, # of registrants, # of webinar participants), create launch folder in Dropbox/G-Suite and upload copies of all launch assets / course materials for future



use

- Create / update member centers (in Simplero, Kajabi, etc.) adding materials (handouts and recordings) as courses progress
- Respond to inquiries from newsletter and other sources about offerings, services, requests to unsubscribe, etc.
- Provide support to those in courses including responding to questions, troubleshooting tech issues, payment issues, etc.
- Provide support to those who perform specialty functions for the course launch or delivery process (Facebook ads, website design / maintenance, Instagram posting, etc.), including providing access to necessary logins, mailing lists, needed graphics, etc.
- Draft emails on request for a variety of purposes
- Send out reminder emails / set up Zoom links for group sessions and format handouts to be shared as needed

Affiliate Program Management

- Fill out applications or sign up to become an affiliate for desired products
- Track affiliate income

Calendar Management and Client Scheduling

- Create Daily To-Do-Lists and
- Send reminders (newsletter, handouts needed, etc.)
- Schedule Interviews and Talks
- Manage client session scheduling and cancellations
- Send emails to clients regarding scheduling process

Data Mining Tasks

- Follow Up Emails
- Creating Landing Pages
- Adding Opt In Forms
- Generating Lists (i.e. prospective clients)

Data Entry

- Keep a record of contacts and other details (i.e. transfer Facebook Group entry questions onto an excel spreadsheet for future prospecting and market research)



Website

- Website Creation
- Manage, update and customize Website
- Ensure mobile responsiveness
- Domain search
- Speed Loading Time by optimizing images
- Add testimonials
- Create forms
- Look for and fix broken links
- Create custom 404 Error Page
- Manage, update and customize your website
- Install and update plug-ins for Wordpress themes
- Create a membership site
- Speed-up your site by optimizing images
- Set up an e-commerce store
- Add products and descriptions to e-commerce store
- Set up SSL security for your website
- Tag blog posts to categorize them appropriately
- Create or find interesting images for blogs

Search Engine Optimization

- Optimize the SEO for your videos and blog posts with strong key words.
- Update on page keywords and meta-description tag
- Set up Google Analytics and send tracking data each week.
- Research and Add Key Words to Website
- Google Rankings Reporting
- Setup and Submit Sitemap to Google
- Find popular blog posts in your niche and generate great post headlines
- Setup AdSense on your website for weekly/monthly Google rankings reports

Submit Articles To Directories

Edit and Repurpose Videos

- Testimonials
- Live streams
- Generate transcript



- Repurpose videos for other platforms (You Tube, IG, etc.)

Specialized Tasks:

- Project Management
- Graphic Design
 - Create Images in Canva for Social Posting & Blogs
- Website Creation and management
- FB ads

Note: I recommend you delegate anything that takes you away from generating revenue in your business. Don't try to be a superhero and do it all yourself!