



Welcome to the UK Virtual Assistant survey! We gather information on the UK's virtual assistants and share the highlights with you in a free summary report. You must be UK based and have at least one active virtual assistant client in order to take part.

Your results are totally anonymous and we use your email solely to send you the free summary report.

E-mail *

I am UK based virtual assistant & have at least one active virtual assistant client *

Yes

No

About you...

Age *

18-24

25-34

35-44

45-54

55+

Sex *

Male

Female

Location *

Do you have children under 12?

Yes

No

If you have children, do you have childcare in place? (Include school, nursery, family help)

Yes

No

How many hours a week do you work? *

- 0-10
- 11-20
- 21-30
- 31-40
- 40+

Do you work outside normal office hours of Mon-Fri 9am-5pm for your clients?

- Yes - at normal rates
- Yes - subject to additional fees
- No
- Other

What do you think is MOST important as a VA?

- Technical skills
- Communication skills
- Business skills
- Marketing skills

Did you do any VA specific training?

- VA Coaching and Training company (VACT)
- VA Success Group
- VA Classroom (US based)
- First4Admin
- VA Marketing Academy
- The VA Doctor
- VA Networking VA Start Up System (US Based)
- Intelligent VA
- Virtual Business In A Box
- Other

About your business...

What year did you establish your VA business? *

Business format *

- Sole Trader
- Sole Trader with Associates
- Partnership
- Limited Company/LLP

Equipment:

We ask you to list equipment that you use religiously that other VAs might not have heard of - rather than listing your usual Microsoft Word, smartphone etc, we're looking for shortcuts that other VAs might want to look at using in their own business.

Do you use any tools which other VAs might not have heard of?

Do you have:

- Terms & Conditions/Client contract
- Service level guarantee/set turnaround times
- Confidentiality agreement
- Disaster recovery plan/off site data back up
- Professional indemnity insurance
- Written marketing plan
- Data Protection Registration

Your annual turnover *

- 0-£5,000
- £5,001-£10,000
- £10,001-£20,000
- £20,001-£40,000
- £40,001-£60,000
- £60,001-£80,000
- £80,001-£100,000
- £100,000+

How does your turnover compare to last year? *

- Decreased
- Stayed the same
- Increased
- N/a (wasn't in business)

What do you predict will happen to your turnover this year? *

- Decrease
- Will stay the same
- Increase

As a percentage of your turnover, what amount of your work is outsourced to associates? *

If you use associates how/where did you find them?

As a percentage of turnover, what amount is profit?

*

What is your average hourly rate?

*

Have your rates stayed the same this year?

*

- Decreased
- Stayed the same
- Increased

Think back to when you started the business, have you raised/lowered your rates from your initial prices? If so, by what percentage increase/decrease?

*

What's the difference between your lowest hourly rate and your highest hourly rate?

Do you offer on-site services alongside your VA business?

*

- Yes - no extra charges
- Yes - although I charge for travel time & expenses
- No - unless in exceptional circumstances
- No

How do you charge for your services?

*

- Set project fee
- Hourly rates
- Other

About your clients...

How many regular clients do you have? *

How do you invoice your clients? *

When work is finished Upfront/retainer

Monthly Weekly

What percentage of your clients are: (enter "0" if not relevant)

Local

National

International

Total: 0 / 100

What sector do your clients work in? (again enter "0" if not relevant) *

Business consultancy / Coaching

Charity / Non-profit Organisation

Consumer Goods / Retail

Education

Entertainment / Hospitality

Financial

Government/Council

Healthcare / Beauty

IT / Telecommunications

Legal

Manufacturing

Media

Medical

Online Business / Technology

Other

Personal services

Property/Real Estate

Service industries

Travel / Hotels/ Restaurants

Total: 0 / 100

What services bring in the most revenue? (allocate a % for each so that it totals 100% - again enter "0" if n/a) *

- Accounts/Bookkeeping
- Call answering
- Design/Graphics
- Events
- General Admin
- Marketing
- Social Media
- Training
- Typing
- Web Design
- OTHER

Total: 0 / 100

About your marketing...

How long did it take you to get your first client when you set up?

- Already had some lined up
- Within the 1st month
- Within the first 3 months
- Within the first 6 months
- Over 6 months

Where do you get most of your clients from? (use "0" if n/a)

- Website/blog (Organic SEO)
- Paid for search listings (Google Adwords etc.)
- Online advertising
- Twitter
- Facebook
- LinkedIn
- Online networking/forums
- Direct Mail (Postcards/letters/flyers)
- Face to face networking
- Posters
- Adverts in press
- Radio adverts
- TV adverts
- Cold calling (telesales)
- Exhibitions and conferences
- Directory advertising (Yellow Pages, Thompsons etc)
- Referrals
- PR
- Replying to job adverts

Total: 0 / 100

What professional networking organisations are you a member of? (Include VA Organisations)

How many unique visitors does your website get each month? (enter NO WEBSITE or NO STATS if you don't have this data) *

How many Twitter followers do you

have? (Find this by typing in www.twitter.com/YOURUSERNAME and looking at the FOLLOWERS total or enter N/A if you don't have a Twitter account) *

How many Facebook LIKES do you have on your business page? (Find this by typing in www.facebook.com/YOURPAGENAME or enter N/A if you don't have a Facebook page) *

How many hours a week do you spend on marketing your business? *

- 0-2
- 11-15
- 30+
- 2-5
- 16-20
- 6-10
- 21-30

About the industry...

What's the BEST thing about being a VA?

If there was one thing you could change about being a VA, what would it be?

**Industry heroes:
Who has
contributed most
to the UK VA
industry this
year?**

**Is there anything
we've missed off
the survey? Any
questions you'd
like to know the
answer to?**

Submit