



What VA Training Programs Don't Want You to Know

I have heard from other people looking to become virtual assistants (Vas), "Oh, you're a VA. Where did you get your certification?" My answer? I have over 15 years of real life certification called hard work in traditional employment. There are many VA training programs out there on the internet. Don't be suckered into thinking that in order to be a VA or even a successful VA that you have to pay for any VA training courses. You don't. You don't need to give them your hard earned money. They are trying to convince the marketplace that reputable VAs have "training as a VA".

VA training programs don't offer you the skills you need to become a virtual assistant. They don't teach you how SEO or internet marketing. They don't teach you how to create a pivot table in Excel. They don't teach you how to turn a digital image into a clickable map for web browsing. They do nothing to offer you skills that you can SELL.

What VA training programs do is prepare you for running your own business. And personally with the rates they charge, you would be better off buying books or e-books with tips on running your own business or consulting others who run their own business. There are also many free articles on the internet on how to run a business from bookkeeping to time management and marketing to everything in between.

Even a membership with your local Chamber of Commerce will be more cost friendly with better results than these courses, and you'll get more out of it because you'll have networking. Maybe one business owner can give you some tips on an area you're struggling with in exchange for you doing the same in return. Use the free and cheap resources that are available to you, and you don't have to pay these people thousands of dollars. After all, being a business owner means you're not lazy. Do your own legwork, and you will discover as I have that these VA training courses are overrated.

So if you're looking to become a VA, you should know now that you need to already have marketable skills of some type. If you don't have them either through schooling or experience or some combination of both, you're not going to have anything to sell. As a VA, your services are your products. The more experience you have the better your product will sell.

As you begin to gain clients, if any ask who you have your virtual assistant training with, you can respond confidently that you've done all the legwork yourself and are completely self-taught in how to run a business. If that type of initiative doesn't impress them, they aren't going to appreciate (financially or any other way) what you're worth.

Just say no to VA training programs, and yes wisely investing your money elsewhere in your business.