

# Virtual Assistant (VA) Diploma

This diploma is for anyone wanting to work as a Virtual Assistant (VA). You will gain excellent skills to help you provide a good service but also skills required to be able to run and market your own business.



Tel: 020 7256 6668



**If you're looking to become a Virtual Assistant and offer a flexible office support service from the comfort of your own home office, this is absolutely the best diploma choice for you.**

This role can be really wide ranging and as you'll be working with a number of different clients, often no two days are the same.

**Become an invaluable resource from your own home.**

A Virtual Assistant (VA) can often be a saviour to a sole trader or small business. When it's essential to keep overheads as low as possible, utilising the services of a Virtual Assistant is one of the most sensible business decisions they might make.

Working for yourself as a Virtual Assistant offers a unique and varied career opportunity. You'll be your own boss, so be able to set your working patterns as you wish. Many businesses don't need a full-time PA or Administrator so, rather than pay out a monthly salary, they will often utilise the services of a VA on an as and when basis and pay simply for what they need.

The areas you offer support a business with are varied. You might help them deal with their admin and general office workload, manage their social media accounts or maintain the company's financial records, it all depends on what their needs are. This offers a great variety to keep the days interesting.

With the flexible method of study available, you can study this diploma whenever suits you in any of our handy local centres.

- **Flexible training which fits around your commitments**
- **Support on hand from our friendly Course Advisors**
- **Get the skills and confidence you need to achieve your career goals!**

## Aims and Objectives

This diploma will give you the skills required to be able to offer a great VA service to your clients. You'll cover all the essential areas a VA will need to know such as effective communication and bookkeeping, but also gain valuable marketing and project management knowledge to give you a wide skillset.

## Pre-Requisites

There are no pre-requisites required for this diploma.

## Career Path

This diploma is quite specific in that it aims to help you get the skills required to work as a Virtual Assistant and make use of your entrepreneurial spirit that is required to run your own business.



**CPD Points 160**

*(Awarded CPD points upon successful completion).*

## Core Courses

### VA Essentials

If you're thinking of becoming a Virtual Assistant, our VA Essentials course will help give you a rounded overview of what is involved in running your own business as a Virtual Assistant.

### Marketing Essentials

Over four lessons you'll cover topics such as understanding what a marketing plan is, how to carry out appropriate research, how websites are designed to market the company, effective advertising and the four P's of marketing products.

### Understanding Business Accounts

For a business, nothing is more important than its finances. This course will provide you with a good understanding of business accounts - essential knowledge if you run a small business.

### Bookkeeping Level 2 - Module 1

People with strong bookkeeping skills are always in demand. This course is designed to give you an advantage over others with less experience, teaching you double-entry bookkeeping.

### Introduction to Business Structure and Law

If you have or are thinking about setting up your own business, this course will provide you with an essential grounding in the basics of business structure and law.

### Project Management Fundamentals

Split into four engaging parts, this course takes you through the full life cycle of a project in terms of defining what it is, planning every aspect, implementation, completion and evaluation of a project.

## Elective courses (choose two)

- **Audio Transcription Level 1**
- **Time Management**
- **Successful Meetings and Minutes**
- **Speedwriting**
- **Excel**
- **Outlook**
- **Word**

(Alternative subjects may be chosen if more suitable to your existing skills and career.)

To discuss your current skills and aspirations for the future, please speak to one of our friendly advisors.

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**Tel: 020 7256 6668 Web: [www.pitmanlondon.co.uk](http://www.pitmanlondon.co.uk)**

### Effective Online Communication

Communication is a key, must-have skill in today's employment market. This short online course will help prove to employers that you're able to communicate confidently and effectively online to different audiences.

### WordPress for Business

Our online WordPress for Business training course is specifically designed for those wishing to learn how to create a business-focused website. You'll learn about designing a site and how to physically create a website.

### Social Media Courses

Choose four from the following:

**Blogging for Business**

**Facebook for Business**

**Google+ for Business**

**Instagram for Business**

**LinkedIn for Business**

**LinkedIn for Jobseekers**

**Pinterest for Business**

**Search Engine Optimisation (SEO) for Business**

**Social Media Strategy for Business**

**Twitter for Business**

**Video for Business**



### Guideline Learning Time

**160 hours flexi study or 6 weeks full-time**  
(Full-time based on approx 20-30 hours a week)