

# Virtual Assistant Professional Course Curriculum

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## Course Overview:

*Virtual Assistant Professional: Skills for the Modern Workforce is a 4-week hands-on course designed to equip aspiring Virtual Assistants (VA) with the skills, tools, and confidence needed to succeed in today's digital workspace. Participants will learn core VA responsibilities, productivity tools, social media management, client acquisition, communication, project management, and business growth strategies. By the end, learners will build a professional portfolio, complete real-world assignments, and receive a certificate of completion.*

WEEK	DAY	MODULE	OBJECTIVES	TOPICS	HOURS
Week 1	Day 1	1. Introduction to Virtual Assistance (VA) & Industry Overview	<p>Define the role and responsibilities of a VA.</p> <p>Identify different types of VAs and their specific service offerings.</p> <p>Evaluate and select a suitable niche based on individual skills and interests.</p> <p>Demonstrate understanding of file management tools (Google Drive, Dropbox, OneDrive).</p> <p>Create a basic file organization system for client work.</p>	<p>1. Understanding the VA industry: Key responsibilities and services.</p> <p>2. Types of VAs (Admin, Tech, Marketing, Customer Support, Specialized).</p> <p>3. Identifying a niche and potential services.</p> <p>4. Introduction to File Management Tools: Google Drive, Dropbox, OneDrive.</p>	2.0
	Day 2		<p>Understand the shift from job-seeker to service provider mentality.</p> <p>Identify common myths and misconceptions about the VA industry.</p> <p>Apply time management techniques such as Pomodoro and Time Blocking.</p> <p>Set up and use time-tracking tools (Clockify, Toggl).</p> <p>Explore the use of automation tools like Zapier, Calendly, and Notion for task management and scheduling.</p> <p>Collaborate using shared documents and commenting features.</p>	<p>1. Shifting from job-seeker to service provider.</p> <p>2. VA myths vs reality. 3 Time Management Techniques: Pomodoro Technique, Time Blocking. 4. Introduction to Time Management Tools: Clockify, Toggl, RescueTime. 5. Automation Tools: Zapier, Calendly, Notion.</p>	2.0
Week 2	Day 3	3. Social Media Management & Content Marketing	<p>Describe the responsibilities of a VA managing social media accounts.</p> <p>Develop and organize a content calendar using planning tools.</p> <p>Utilize social media scheduling platforms (Hootsuite, Buffer, Meta Business Suite).</p> <p>Demonstrate strategies for engaging with followers and handling customer messages.</p>	<p>1. Managing social media for clients.</p> <p>2. Creating content calendars and scheduling tools (Hootsuite, Buffer, Meta Business Suite).</p> <p>3. Engaging followers and handling customer inquiries.</p>	2.0

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	Day 4	4. Client Acquisition & Proposal Writing	Navigate top freelance platforms (Upwork, Fiverr, Freelancer) to identify job opportunities. Write compelling proposals tailored to job descriptions. Apply cold emailing and networking strategies to reach potential clients. Draft personalized outreach emails to generate leads.	1. Mastering job platforms (Upwork, Fiverr, Freelancer). 2. Writing winning proposals and responding to job listings. 3. Cold emailing, networking, and securing referrals.	2.0
Week 3	Day 5	5. Professional Communication & Client Interaction	Apply professional communication etiquette across email, chat, and video. Develop techniques for managing client expectations and resolving conflicts. Write professional business communication materials (emails, reports, proposals). Use tools like Gmail, Outlook, Slack, Loom, and Microsoft Teams effectively.	1. Mastering email, chat, and phone etiquette. 2. Managing client expectations & handling difficult situations. 3. Writing professional emails, reports, and proposals. 4. Communication Tools: Gmail, Outlook, Slack, Loom (video messaging), Microsoft Teams.	2.0
	Day 6	6. Mastering Project & Task Management Tools	Organize and prioritize tasks using project management methodologies. Set up and manage task workflows in Trello, Asana, ClickUp, or Monday.com. Use collaboration platforms (Slack, Zoom, Google Meet) to coordinate with clients and teams. Collaborate on files using Google Drive and Dropbox.	1. Organizing and prioritizing tasks for efficiency. 2. Project Management Tools: Trello, Asana, ClickUp, Monday.com. 3. Collaboration Tools: Slack, Zoom, Google Meet, Microsoft Teams. 4. File Sharing & Document Collaboration: Google Drive, Dropbox, OneDrive.	2.0
Week 4	Day 7	7. Service Delivery, Automation & AI Tools	Identify core and advanced VA services clients frequently request. Utilize AI tools (ChatGPT, Jasper, Grammarly, QuillBot) for content creation and research. Automate recurring tasks using Zapier, Calendly, Doodle. Organize client information and deliverables using Notion and ClickUp.	1. Common VA services (calendar management, inbox management, research). 2. Advanced VA services (SEO, lead generation, customer support). 3. Introduction to AI-powered productivity tools: Content & Research: ChatGPT, Jasper, Grammarly, QuillBot. Scheduling & Automation: Zapier, Calendly, Doodle. Project & Task Management: Notion, ClickUp.	2.0

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	Day 8	8. Scaling Your VA Business & Client Management	Implement structured client onboarding processes and create service contracts. Develop pricing models and billing strategies suitable for various client types. Explore strategies for scaling from solo VA to a small agency.	1. Client onboarding & Contracts. 2. Pricing strategies and setting payment structures. 3. Transitioning from freelancer to agency.	2.0
				Total	16.0