



# LEVEL 1 VIRTUAL ASSISTANT *GUIDE*



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Host of the CoachYu Show

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# Introduction

You will be learning constantly as you move forward through the CoachYu program. Do your research: Be proactive and do research before asking questions. Suggest the solution you think is correct when you ask your questions whenever possible.

Search with Google, specifically if you are looking for information that is not specifically a BlitzMetrics practice or process, (e.g. how to link a specific time in a Youtube video, how to use a WordPress plugin, etc.).

Ask your team lead via email or Skype. If you are new to the system, be sure to send out an email with your Skype username to get connected to the rest of the team. Our senior team members have a huge email load, so refer questions to your team lead whenever possible. You can locate your team lead in the Team Roster.

# Key Assets

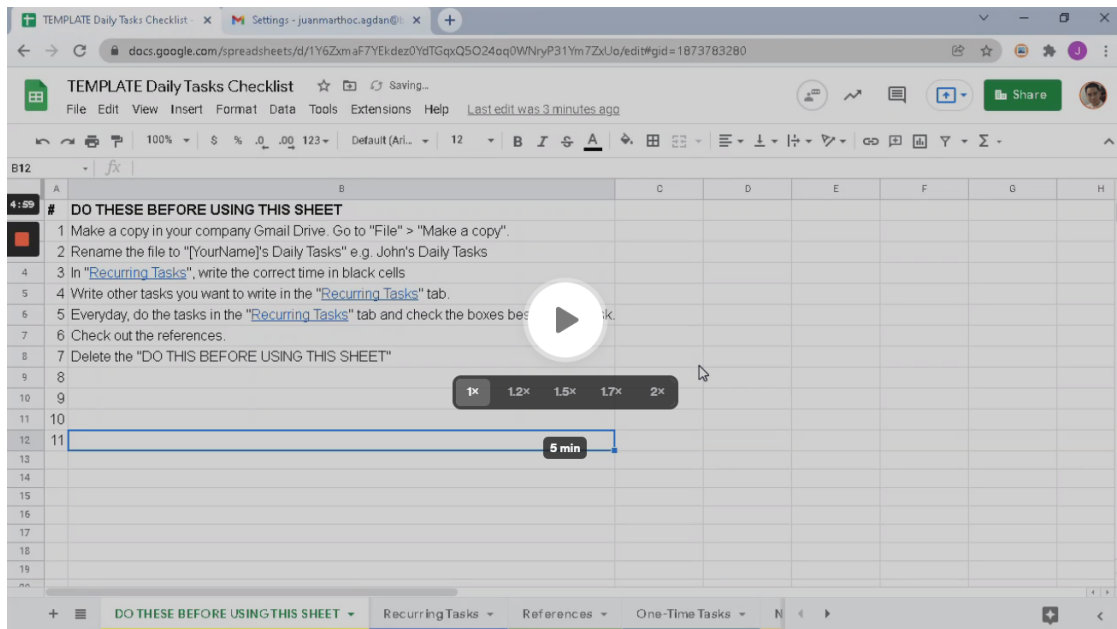
Only internal team members of CoachYu will have access to these documents. If you are not an internal team member, and you need access, you are very unlikely to gain access.

Make sure to have access and bookmark these assets and the assets that follow:

- [Client Tracker](#).
- [Operations Process Guide](#).

## How To Use The Daily Tasks Checklist

### [TEMPLATE Daily Tasks Checklist](#)



Video Guide: [How To Use The Daily Tasks Checklist](#) (4:33)

## Asset Tracker

There is a huge amount of information in our current courses, programs and guides, which you'll find in the [Asset Tracker](#) tab: Important Docs.

Courses and Programs are composed of many components such as the guide, videos, presentation version, and so forth. Team members often mistakenly believe that the PDF guide is the course itself.

# BlitzMetrics Content Library

There are countless articles that BlitzMetrics has written on a wide variety of marketing topics, which you'll find in our [Content Library](#).

(1522) INTERNAL How to Navigate Our Content Library

Secure https://docs.google.com/spreadsheets/d/1Zi82LkIF6-17XVWZG1pL-fyRycXvapAq1LObUe8/edit#gid=360818702

BlitzMetrics Content Library

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 3 hours ago by Logan Young

Comments Share

100% 123 Arial

	A	B	C	D	E
	Title	URL	Site name	Author(s)	Framework
10	I have 602 sales reps right now making just over \$1 a day	https://basecamp.com/3352276/projects/12063772/messages/69552219			
11	Dennis Yu on How to Become a Technical Marketing Expert	u.beebe.com/producer/@teresa-gezza/dennis-yu-on-how-to-become-a-technical-marketing-expert			
12	Why you should NOT be working on your personal brand	https://www.dennis-yu.com/wp-admin/post.php?post=5403&action=edit			
13	Want to get a blue check mark on Facebook?	https://www.linkedin.com/pulse/want-get-blue-check-mark-facebook-dennis-yu/publishing-01			
14	How to unlock Success on Facebook working with local businesses	facebook-advertising-taken-dennis-yu-learn-youngs-speech-vendastacon-every-media-agency-works-local-businesses-know/			
15	Business Manager Article for SME	https://basecamp.com/3352276/projects/12063772/messages/69551737			
16	the Exact Opposite of What You're "Supposed to Do" to Drive Results by Dennis Yu	https://blitzmetrics.com/one-skill-missing-critical-2017/	BlitzMetrics	Dennis Yu	
17	The One Skill You Are Missing That is Critical in 2017	https://basecamp.com/3352276/projects/12063772/messages/69552219			
18	Use Facebook - you don't need a website in 2017	https://basecamp.com/3352276/projects/12063772/messages/69551824			
19	How to tell if they're serious or not	https://basecamp.com/3352276/projects/12063772/messages/69551737			
20	Why nearly everyone gets personalization wrong	https://basecamp.com/3352276/projects/12063772/messages/69551737			
21	How Isaac Irvine got 70 million views on his Facebook video, step-by-step	http://www.blitzmetrics.com/isaac-irvine-got-70-million-views-facebook-video-step-step/			
22	Why I am so slow	https://www.dennis-yu.com/why-i-am-so-slow/			
23	9 ways I do the exact opposite of what you're "supposed to do" to drive results	https://mail.google.com/mail/u/0/#inbox/15b54f678d0764			
24	Jason Miller is the true rockstar of content marketing	https://www.dennis-yu.com/wp-admin/post.php?post=5301&action=edit			
25	What I've learned after giving over 730 professional speeches	https://www.dennis-yu.com/what-i-ve-learned-after-giving-over-730-professional-speeches/			
26	How your Facebook data lies to you: Mistakes that are killing your business	http://stage.blitzmetrics.com/wp-admin/post.php?post=6707&action=edit			
27	What's Happening TODAY in Online Marketing	https://docs.google.com/document/d/13qr2843E4SFceQ7r1TbOOqPYQa1q60u9_xL_vQw/edit			
28	Geoff Bartlett is still a good man	https://mail.google.com/mail/u/0/#inbox/15b55c7c7c69a27			
29	Why you can't buy your way out of a bad review	https://www.dennis-yu.com/why-you-cant-buy-your-way-out-of-a-bad-review/	DennisYu	Dennis YU	

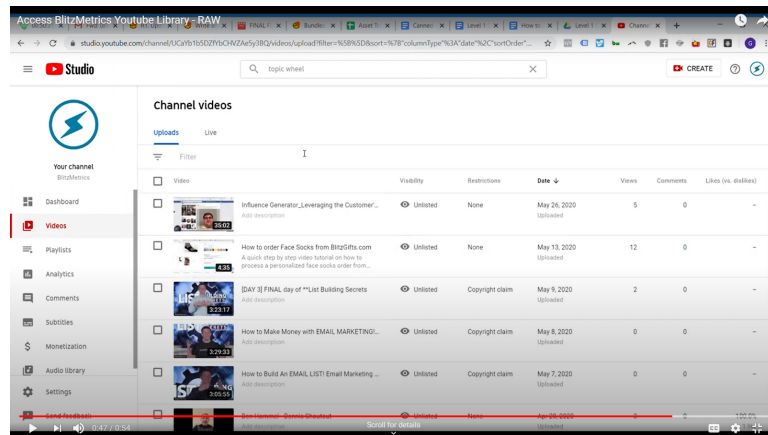
0:46 Audio - Graduate Videos - Publications - CURRENT VIDEOS - RESCROLL for details - Videos To Be Made - One Minute

## Team Roster

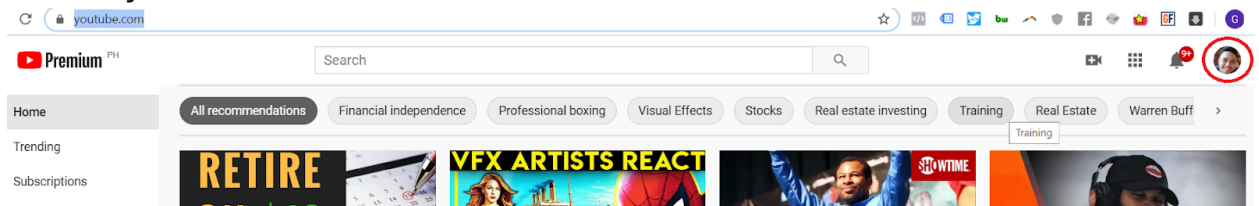
Ideally, nobody on the team will ever have to ask anyone for their Skype, email, phone number, time zone, birthday, and so forth, since we keep this information updated in our [Team Roster](#).

Take a moment to make sure your information is up-to-date, and bookmark the document for future uses. Add a row to insert your picture and contact information.

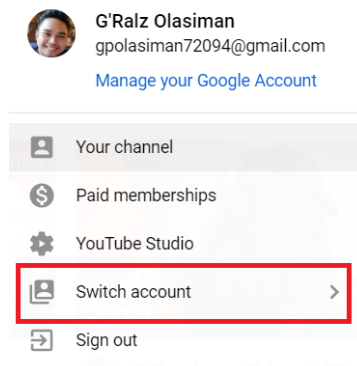
# How To Access BlitzMetrics YouTube Library



1. Log in to [YouTube](https://www.youtube.com) with a BlitzMetrics email address.
2. Click on your avatar icon.



3. Click "Switch Account".



4. Click "BlitzMetrics".

Once you've chosen BlitzMetrics, you'll now be able to access the full BlitzMetrics video library.

## ← Accounts

gpolasiman72094@gmail.com



BlitzMetrics  
1,160 subscribers



G'Ralz Olasiman  
No subscribers



This account is managed by  
blitzmetrics.com. [Learn more](#)

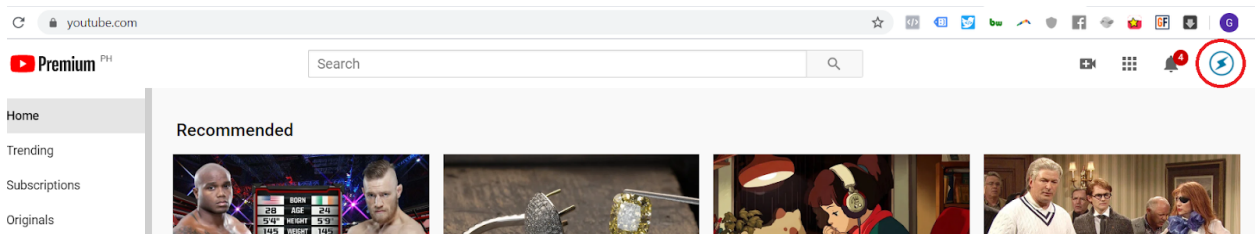
gralzo@blitzmetrics.com



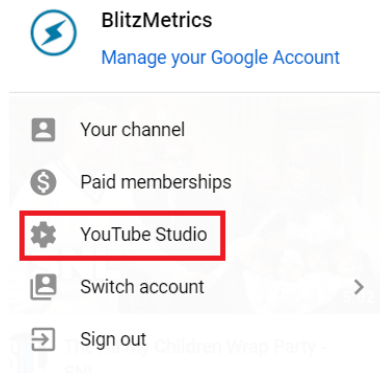
BlitzMetrics  
1,160 subscribers

[More accounts](#)

### 5. Click the BlitzMetrics Icon.



### 6. Click "Youtube Studio".



You'll be redirected to the [BlitzMetrics Youtube Dashboard](#).

studio.youtube.com/channel/UcaYb1b5DZfYbCHVZAe5y3BQ

Studio

Search across your channel

CREATE

Channel dashboard

**Your channel**  
BlitzMetrics

**Dashboard**

- Videos
- Playlists
- Analytics
- Comments
- Subtitles
- Monetization
- Audio library
- Settings
- Send feedback

**Latest video performance**

First 12.1 days 12 hours compared to your typical performance:

Ranking by views	1 of 10 >
Views	244
Impressions click-through rate	4.4%
Average view duration	2:31

[GO TO VIDEO ANALYTICS](#)

[SEE COMMENTS \(0\)](#)

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**COVID & US Hispanic Community**

Teachingmensfashion, Becky G, and Jasmine Brown get answers about COVID-19 from Dr. Elena Rios, CEO of the Hispanic Medical Association

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**Video received a copyright claim**

A copyright owner claimed some content in your video, "[DAY 3] FINAL day of \*\*List Building Secrets". Please note: This is not a copyright strike.

May 9, 2020, 10:42 AM

[VIEW OPTIONS](#)

**Channel analytics**

Current subscribers

**1,166**

+86 in last 28 days

**Summary**

Last 28 days

Views	2.0K ↑ 3%
Watch time (hours)	89.1 ↓ 2%

**Top videos**

# Six Roles for VAs



## SIX ROLES FOR VAs



# How To Achieve Individual Effectiveness And Team Effectiveness



[How to achieve individual effectiveness and team effectiveness. Eisenhower Matrix, ducks](#)



[Being an effective project manager by troubleshooting from the Client Tracker](#)

# Communication

If you're new to digital marketing, it's quite confusing—so much to learn. Along with that you will encounter new things and digest new material constantly. You should actively learn for our existing training and checklists. However, not 100% of what you need to know is covered in the videos or the articles. We intentionally do not teach every single aspect of every single task, since we don't want to duplicate the entire body of knowledge of digital marketing—just the critical pieces most unique to what we do. While there will always be an unlimited number of topics to study and go into deeper, we also have to see how practically you can get work done—as is typically in most fast-growing companies.

## Communication Is Key And To Win We Must Address All Concerns

It's the lifeblood of our success and the pulse for clients. There is never the “taking away” of a lightweight touch... By not delivering our message we hurt their progress and ours.

In general, when you receive an email and you need to reply, if the topic is the same, simply reply to the same email thread.

## Start OF Day Reports

1. Verify that the start time of your schedule is accurate in the [Team Roster](#).
2. On the start of your shift, send a Skype message to live:access\_268 that says “I am starting my shift”.

## End Of Day Reports

Creating End of Day Reports is one of your responsibilities as a team member. Do what you must in order to make sure that you do not miss posting from Monday to Friday. You must start creating End of Day Reports from your starting date and beyond. You can set an alarm at the end of the day, create a daily to-do list, or post a memo near your desk to make sure you always keep them in mind. We post these messages on [Basecamp](#).

Answer the following questions with your top 5 most significant tasks in the "daily-updates" chatbox once per day at the end of your workday. Top 5 means the most important items. So if you're listing 5 random things, instead of the top ones-- we don't understand the value.

1. What I did.
2. What I have to do.
3. What you need from others (Optional)

Make sure to give specifics in your answers to help the team differentiate from your answers in previous days. For example, maybe you uploaded 15 more episodes of a series of videos or let in 3 customers.

This is to ensure that the End of Day Report will be a meaningful exercise instead of pasting in the same functional line items each day-- not useful to you or the team.

### What you should not write in an EOD report

1. Managing your emails.
2. Inbox Zero.
3. Answering EOD report
4. Answering SOD report.
5. Most recurring tasks.

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