



FREE COURSE INTRODUCTION GUIDE

START YOUR OWN VIRTUAL ASSISTANT
BUSINESS FROM HOME

Grace-Led

Virtual Assistants SA

Welcome to Grace-Led

A Faith-Led Path to Starting Your Own Virtual Assistant Business

Hi, I'm Lucy — owner of By His Grace Studios and founder & creator of the Grace-Led Virtual Assistant Course.

I'm a designer, photographer, business owner, and entrepreneur who built my own brand from the ground up. And now, I'm here to help you do the same.



Why Grace-Led Exists

Grace-Led was created with one mission:
To empower women to build their own Virtual Assistant businesses with confidence, clarity, and God-led direction.

For so many women, the dream of working from home, earning an income, and creating a life of flexibility feels out of reach. Maybe you feel uncertain...

Maybe you don't know where to start...
Or maybe you simply need someone to guide you step-by-step.

Grace-Led was designed exactly for that.
A safe space.
A practical roadmap.
A faith-filled foundation.

A place where you can learn, grow, and build a business with purpose.

The Vision Behind This Guide

This Free Guide is your first step toward discovering what's possible for you.

Inside, you'll get a look into what a VA does, what services you can offer, and what skills you already have without even realising it.

But more importantly, you'll see that:

- You do not need experience
- You do not need a degree
- You do not need expensive software or equipment
- You only need a willing heart, a teachable spirit, and guidance

Grace-Led is here to give you that guidance.

Why I Created the Grace-Led VA Course

When I started my own business, I had to figure everything out on my own — what to charge, how to onboard clients, how to design my brand, how to present my services, and how to stay confident.

It was overwhelming.

I wished someone would have given me a roadmap.

And that's exactly why this course was born.

The Grace-Led VA Course gives you everything I wish I had when I started — simple, step-by-step instructions designed for beginners, rooted in faith, and focused on helping you succeed.





What the Course Will Help You Achieve

By the time you finish the Grace-Led Virtual Assistant Course, you will have:

- ✓ A fully set-up VA business
- ✓ Your brand identity defined
- ✓ Your services + pricing finalized
- ✓ All onboarding documents ready
- ✓ A professional portfolio you can send to clients
- ✓ A clear marketing plan
- ✓ A list of tools + systems to run your business smoothly
- ✓ The confidence to find your first clients
- ✓ A faith-filled mindset that supports your growth

This course doesn't just teach you —

It builds your business with you.

You'll walk away with every tool you need to start strong and step boldly into the business God is calling you to create.

This Journey Is For You If...

- You dream of working from home
- You want more flexibility and financial control
- You want to make an impact using your gifts
- You desire a business rooted in purpose, not pressure
- You're ready to take the first step — even if you feel nervous



1. Why Now is the Right Time

- The global Virtual Assistant (VA) market is growing rapidly — projected compound annual growth rates (CAGR) of ~24–28% worldwide.
- In South Africa:
 - Businesses are increasingly outsourcing tasks to VAs to reduce costs and gain flexibility.
 - Example: The South African virtual shopping assistant market alone is forecast to grow at a 28.6% CAGR from 2025–2033.
- Local rate insights: Entry VA rates in South Africa range around R150–R300/hr depending on skill level.
- This means: for part-time hours you could be earning several thousand Rands/month, and full-time VAs report much higher.

Bottom line: The demand for VAs is real and growing — you have a timely opportunity to begin.

2. What a Virtual Assistant Actually Does

- Here are example services you can provide to businesses:
- Admin & inbox/calendar management
- Data entry, spreadsheets, file organisation
- Social media support: posts, captions, engagement
- Customer service email/chat support
- Website updates, blog uploads, basic tech tasks
- Digital-marketing support: emails, lead magnets, content creation
- This is not recruiting, reselling, or selling “digital product” schemes — this is offering real services to businesses. You are the service provider.

3. Why South Africa is a Great Place to Start

- Strong English proficiency among SA professionals means you can serve local or international clients.
- Time-zone overlaps with UK/Europe favour remote collaboration.
- Many SMEs (small/medium enterprises) in South Africa don't have big admin teams — they need help, creating a gap you can fill.
- You can start from home with low overheads and build a professional business that scales.

4. What This Free Guide Prepares You For

By reading this introduction, you will:

- Understand the business opportunity of being a VA
- See which services are in demand and how you might start offering them
- Recognise why you're in a good position (skills + home-based + flexibility)
- Be ready to move into the next step – setting up your business, selecting services, finding clients, and getting paid

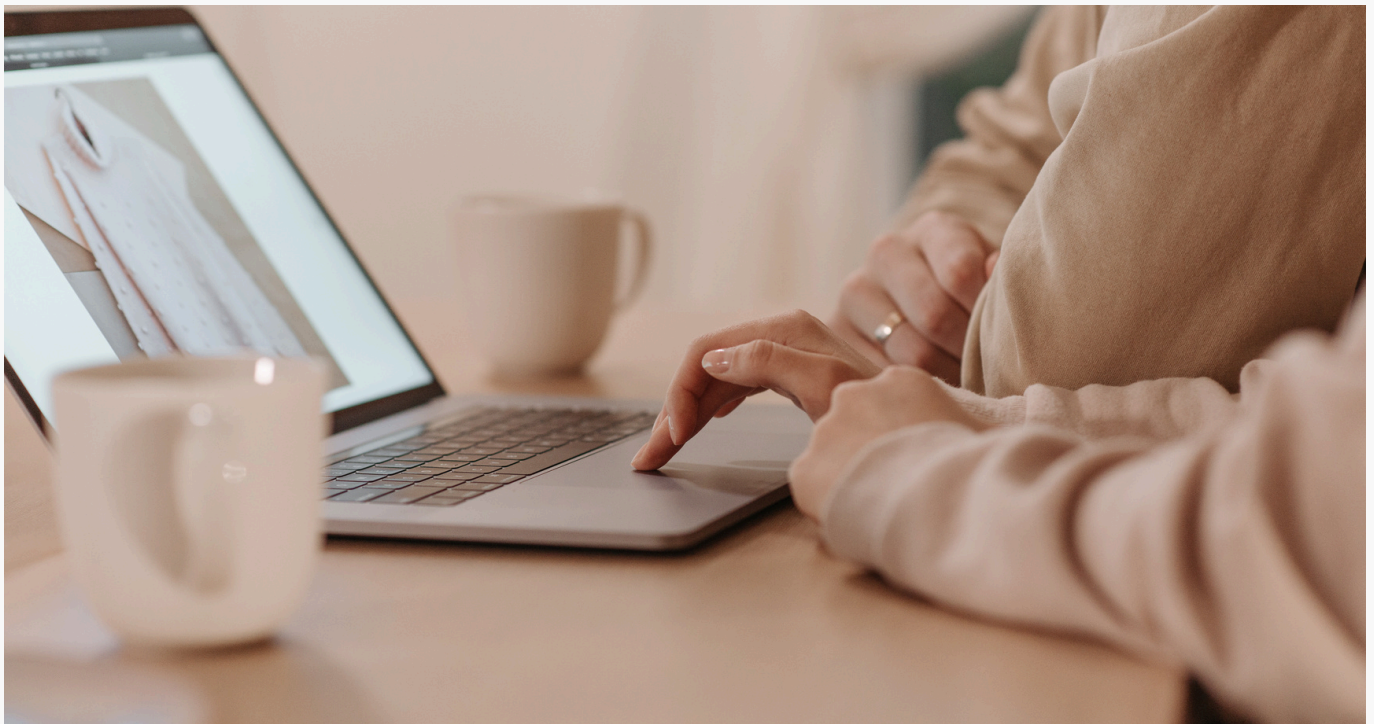
5. Your Next Step (The Paid Course)

To turn this motivation and insight into action, and to give yourself the best start, I invite you to enrol in the full course where I guide you step-by-step:

- 5 modules covering everything: from introduction, services, marketing, mindset, to client management
- Step-by-step instructions to set up your business correctly
- Support through the process to launch your VA business

Grab your spot now and start your business while demand is high!

START NOW



Course overview

Are you a woman who dreams of working from home, earning an income, and creating more time for your family — without sacrificing professionalism or purpose? This course is designed just for you.

In Virtual Assistant Academy: Start your own Virtual Assistant Business, you'll learn everything you need to build a successful VA business from scratch — even if you have no prior experience. From discovering what services to offer to learning how to market yourself, manage clients, and grow sustainably, this step-by-step program gives you the tools and confidence to create your own flexible, rewarding career.

Whether you want to supplement your income or replace a full-time job, this course will equip you with real-world skills, proven strategies, and the mindset needed to thrive as a Virtual Assistant in South Africa (and beyond).

What you'll learn

By the end of this course, you'll know how to:

- Identify your strengths and choose your virtual assistant niche
- Set up your home-based business legally and professionally
- Create service packages and price them confidently in South African Rands
- Build an online presence that attracts clients
- Market your services effectively through social media and networking
- Deliver exceptional client experiences and manage projects with ease
- Develop the right mindset for growth, motivation, and long-term success

Your Outcome

You'll walk away with:

- A fully set-up Virtual Assistant business
- A professional brand and service offering
- The confidence and clarity to find and work with clients online

START NOW

Course content overview

Module 1: Introduction to Virtual Assistance

What You'll Learn:

- What a Virtual Assistant is and the work they do
- Benefits of becoming a VA
- How to know if being a VA is right for you
- Setting your intentions and vision
- Understanding how VAs make money

Extras: Reflection & journaling exercises + Module test

Module 2: Building the Foundation of Your Virtual Assistant Business

What You'll Learn:

- Discovering your niche and ideal client
- Naming and branding your VA business
- Setting up your business structure
- Pricing your services and creating service packages
- Setting up simple business tools for efficiency

Extras: Module test to reinforce your foundation

Module 3: Setting Up Your Business

What You'll Learn:

- Building your brand identity
- Setting up your online presence
- Marketing strategies that work
- Where and how to find clients

Extras: Reflection exercises + Module test

Module 4: Client Management and Growth

What You'll Learn:

- Onboarding your first clients
- Effective communication and workflow
- Delivering exceptional service
- Growing your VA business strategically

Extras: Reflection exercises + Module test

Module 5: Mindset, Motivation & Course Completion

What You'll Learn:

- Mindset, motivation & productivity summary
- Course completion & final checklist
- Staying consistent and growing beyond the course

Extras: Reflection exercises to set yourself up for success

What the course isn't

- A recruiting or multi-level marketing (MLM) scheme
- A “get rich quick” program
- Selling digital products
- Blueprints or Legacy Builder program
- Reselling materials

Instead, you will learn practical, step-by-step skills to offer real services to clients, build a sustainable income, and grow a professional VA business — all from home and on your own terms.

Why It's Worth It

- Designed by a real South African entrepreneur
- Proven business systems and strategies
- Learn at your own pace, from anywhere
- Build a real income through real services

Join Our Grace-Led WhatsApp Community

You don't have to build your VA business alone — you'll have a supportive, faith-driven community walking with you.

Inside our Grace-Led WhatsApp Group, you can:

- Ask questions anytime
- Share your progress and wins
- Get encouragement when you feel stuck
- Connect with other women on the same journey
- Receive helpful tips, reminders, and extra resources
- Stay up to date with important announcements

This group is a safe, uplifting space created to help you grow with confidence — surrounded by women who understand your dreams and are cheering you on every step of the way.

Ready to start?

Click the button below to enroll in the course. Invest in your future, start today.

START NOW

