

The ULTIMATE Profile Cheat Sheet

(Everything you **NEED TO EXECUTE** for a strong online profile)

We have observed several student profiles and sadly, 99% of the time, we see the same mistakes being repeated OVER and OVER again.

This observation alarmed us because we have discussed everything in the VA Bootcamp. However, no matter how detailed our instructions may be, if you don't follow them, then we won't see good results.

To confront this issue once and for all, I decided to create this Profile Cheat Sheet to highlight the most common mistakes in creating a profile and what can be done to avoid them.

Also, take note that the subtitle above says, "Everything you **NEED TO EXECUTE** for a strong online profile."

Yes, **NEED TO EXECUTE** in bold and capital letters.

I just can't emphasize enough how you **must** EXECUTE or APPLY or IMPLEMENT or DO whatever is in this cheat sheet because if you don't, then this guide will remain useless.

Well, it's all up to you.

Let's get started...

1. Your Job Title

- a. An effective job title is searchable - meaning, clients and search engines should understand what YOU are.

Clients – so they can find and interview you

Search Engines – so they can match your profiles with clients

A common mistake that we've seen is using the term "Virtual Professional" instead of "Virtual Assistant" in the job title.

I understand the reason and meaning behind this term, however, WE are the only ones

who understand it. Clients and search engines DON'T.

Don't believe me? Let's ask the different freelancing platforms' search engines.

After doing an advanced search for "Virtual Professional" in the job title, I got only very few jobs. And notice that most of the clients still used "Virtual Assistant" in their job posts.

These jobs only came up because the word "professional" was also used in the post.

title:(virtual professional) Filters Save search

12 jobs found Sort: Newest View:

INTERESTING JOB

General Virtual Assistant for video professional

Hourly - Intermediate (\$\$) - Est. Time: More than 6 months, 30+ hrs/week - Renewed 29 days ago

Video production entrepreneur in need of a professional general virtual assistant to help on a day to day basis. Must be very articulate, organized and consistently follow up with multiple tasks and projects as well as remind me to stay on top of min ... more

Proposals: Less than 5

Client: Payment verified ***** \$2k+ spent United States

Need Motivated, Professional Virtual Assistant for Small Construction Business

Hourly - Intermediate (\$\$) - Est. Time: More than 6 months, 10-30 hrs/week - Posted 7 hours ago

I need someone to help with various tasks including creation and management of google forms, data entry, dictation, email management, and other related administrative tasks. The qualified candidate needs to have a positive attitude, be fluent in Eng ... more

Proposals: 10 to 15

Client: Payment unverified ***** \$0 spent United States

Business Savvy Virtual Assistant or Legal Professional Needed

Hourly - Intermediate (\$\$) - Est. Time: More than 6 months, 10-30 hrs/week - Posted 7 days ago

I am seeking someone with extensive experience that can help set up a US entity (LLC), research tax setup information (some partners are foreign), establish accounting and bookkeeping systems, and update legal

Upwork

NARROW RESULTS BY:

SEARCH KEYWORD
virtual professional

CATEGORY
Select Category

SUB CATEGORY
Select Sub Category

EMPLOYMENT TYPE:
 FULL TIME
 PART TIME
 FREELANCE

SEARCH CLEAR SEARCH

Still Haven't found "THE PERFECT JOB"?
Start receiving job alerts in your inbox daily!
Subscribe Now (It's Free)
9,586 jobs posted in the past 30 days

Jobs containing 'virtual professional'

Displaying 6 jobs of 6 XML

General Business Support Virtual Professionals Needed (Part Time) -Great Opportunity to Support UK-based Entrepreneur

PART TIME 250 USD per month Aug 30, 2017

GREAT OPPORTUNITY FOR THE RIGHT CANDIDATE General Business Support Virtual Professionals Needed - Immediate Start for successful candidates. Financial/Accounting/Bookkeeping skills desirable, ideally someone not currently working another full- time job. 3-5 hours a day 5 days a week £2 GBP...

General Virtual Professionals Needed (Full-Time) - Great Opportunity (Flexible Working) to Support UK-Based Entrepreneur

FULL TIME 250 USD per month Aug 26, 2017

EXCITING OPPORTUNITY FOR THE RIGHT CANDIDATE: General Business Support Virtual Professionals Needed - Immediate start for successful candidates. Financial/Accounting/Bookkeeping skills desirable, ideally someone not currently working another full- time job. 6-8 hours a day 5 days a week £2 GBP...

General Virtual Professionals Needed (Full-Time)-Great Opportunity (Flexible Working) to Support UK-Based Entrepreneur

FULL TIME 250 USD per month Aug 25, 2017

EXCITING OPPORTUNITY FOR THE RIGHT CANDIDATE: General Business Support Virtual Professionals Needed-Immediate start for successful candidates. Financial/Accounting/Bookkeeping skills desirable, ideally someone not currently working another full- time job. 6-8 hours a day 5 days a week £2 GBP per hour...

Onlinejobs.ph

virtual professional Search

FILTERS Clear all

Skills Clear

Job type Clear

Full-time (40 hrs/wk)

Hourly contract

Fixed price

Newer than Clear

Pay rate (\$/hr) Clear

1 - 100+ USD

Include jobs without pay rates

Budget Clear

1 - 100000+ USD

Include jobs without budgets

DISPLAYING 14 RESULTS Sort by Relevance

Virtual Recruiter fixed price

NVA Virtual Solutions LLC HQ: Houston, Texas, United States

Remote job Aug 30

Oversee all aspects of recruiting for assigned areas, as well as, assisting with other Recruiters' areas as needed. Assist wit...

Social Media Marketing Recruitment Marketing

Executive Virtual Assistant hourly \$2/hr

EuniceCG HQ: Los Angeles, California, United States

Remote job Jul 16

Need a reliable, enthusiastic, driven, A plus and goal-oriented individual. They must be able to handle tasks professionally, ...

Project Management Virtual Assistant Public Relations

Press Releases Social Media Marketing Google Maps

Facebook Advertising Email Handling +2

Track time on Hubstaff
Pay only for the hours worked

Sign Up Free

Learn more...

MOST VIEWED THIS WEEK

Customer Support and QA Technician

We're a fun team that offers flexibility and the ability to grow with our company. We a...

Content Marketer and Writer

Description: We are looking for someone that understands content marketing and can w...

Ruby on Rails Software Engineer

Hubstaff is one of the leading... tracking...

But after doing an advanced search for “Virtual Assistant” in the job title, I got thousands of jobs.

That’s more than 100x the opportunities found in our previous search!

title:(virtual assistant) Filters Save search

1,804 jobs found Sort: Newest View:

Upwork

NARROW RESULTS BY: **Jobs containing 'virtual assistant'** XML

SEARCH KEYWORD: virtual assistant

Displaying 30 jobs of 3,009

Onlinejobs.ph

virtual assistant Search

FILTERS Clear all

DISPLAYING (1 - 15) OF 40 RESULTS Sort by Relevance

Hubstaff

(Hubstaff Talent still shows few results because it's a relatively new platform.)

And you can be sure that the clients who posted these jobs are SPECIFICALLY looking for “Virtual Assistants”!

If you have these keywords in your job title, you have better chances of getting matched to or searched by these clients.

b. An effective job title catches attention.

And I don’t mean using fancy words such as “*motivated,*” “*energetic,*” “*innovative,*” etc. These words sound great, but they do not add real value to anyone.

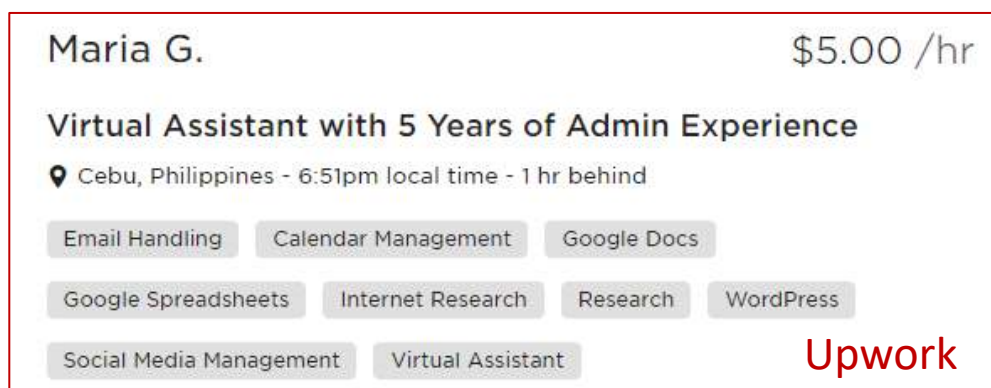
Anyone can claim that they’re motivated and all that, but really, how can you prove that online?

Instead, highlight your most marketable skill or experience. *Do you have 5 years of admin experience? Do you specialize in Bookkeeping? Are you an expert in something?*

If you’re unsure, choose only ONE skill to highlight. Test it out and remain consistent in your entire profile.

2. Skills

The skill set you choose in your profile matters.



The image shows a screenshot of an Upwork profile for Maria G. The profile includes her name, a rate of \$5.00/hr, and a job title: "Virtual Assistant with 5 Years of Admin Experience". Below the title, it shows her location as Cebu, Philippines, and the time zone as 6:51pm local time - 1 hr behind. A list of skills is displayed in grey buttons: Email Handling, Calendar Management, Google Docs, Google Spreadsheets, Internet Research, Research, WordPress, Social Media Management, and Virtual Assistant. The Upwork logo is visible in the bottom right corner of the profile box.

SKILLS

Microsoft Office Email Handling Virtual Assistant Google Docs WordPress Administration Internet Research

Content Writing Social Media Management Calendar Management

Hubstaff

TOP SKILLS

Admin Assistant	★★★★★
Appointment Setter	★★★★☆
Data Entry	★★★★★
Email Management	★★★★★
Event Planner	★★★★☆
Research	★★★★★
Transcription	★★★★☆
Speaking	★★★★★
Writing	★★★★☆
Blogging	★★★★☆
Copywriting	★★★★☆
Web Content Writing	★★★★☆
Affiliate Marketing	★★★★☆
Email Marketing	★★★★☆
Facebook Marketing	★★★★☆
Lead Generation	★★★★☆
SEO	★★★★☆

Onlinejobs.ph

You don't choose them just for the sake of "having skills" in your profile.

These are triggers that freelancing platforms' bots use to determine if enough clients are looking for your skill set or whether they already have too many freelancers like you.

(For those who have had troubles getting their Upwork profiles approved, I'm sure you can relate.)

Moreover, these bots also look at your skill sets to match with clients' searches.

If you haven't noticed yet, clients are required to specify skill sets whenever they post a job. Take a look at these job posts, for example:

Lead Generation for Real Estate firms

Fixed-Price - Intermediate (\$\$) - Est. Budget: \$150 - Posted 9 hours ago

Looking for someone to help search the internet to locate potential leads for homes for real estate business. Also experience in transferring leads into PDF files.

Virtual Assistant Data Entry Email Handling Internet Research

Proposals: 5 to 10 Number of freelancers needed: 5

Upwork

Skills required:

- Office & Admin (Virtual Assistant)
 - Admin Assistant
 - Email Management
 - Event Planner
 - Excel
 - Personal Assistant

✓ Apply

★ Bookmark

Onlinejobs.ph

Full Time, Long Term Virtual Assistant

full time

Movers and Shakers Dance

HQ: Los Angeles, California, United States

Remote job Aug 22

Hi there! My name is Danny and I'm a professional dancer based in Los Angeles, California. I'm working to serve thousands of pe...

Data Entry

Social Media Marketing

Virtual Assistant

Excel

Internet Research

Phone Support

Email Handling

Hubstaff

If you have matching skills listed, you'll automatically be a great match for this client!

That's why it's important to be clear with your skills and what jobs you want to attract.

If you have multiple specializations, choose one and test it out first. If it doesn't work, test the next one.

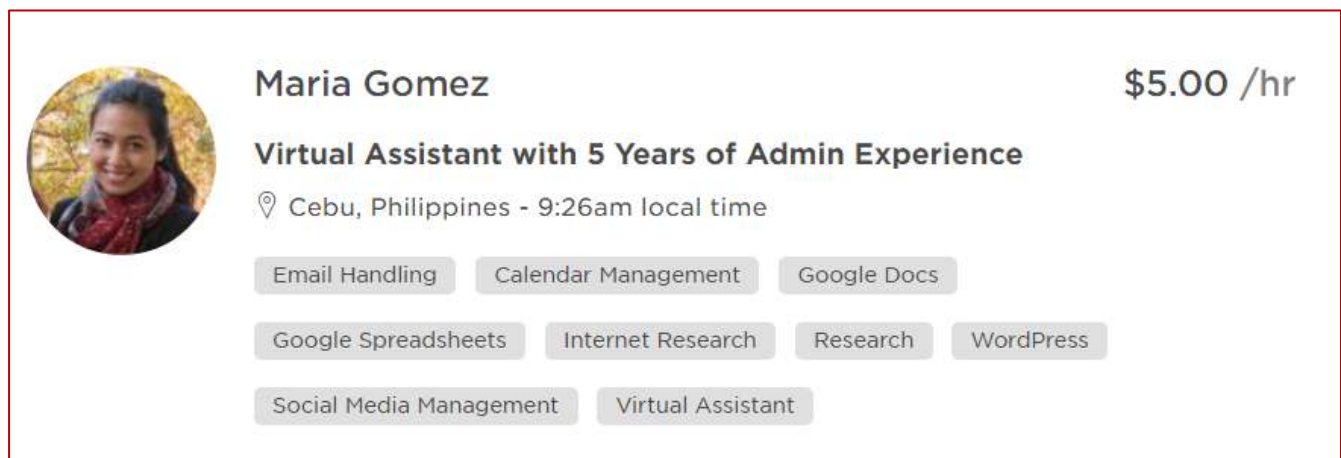
For those who are saying, *"I am a newbie, I have NO SKILLS; I have NO EXPERIENCE. What should I write in my profile?"*

Well, that's why the profile creation is in module 9 of the boot camp - you have to build your skills and portfolio on the first 8 modules.

Don't jump ahead to your profile creation and rush getting a job. Chillax, friend! It's all a progression.

After you've completed the boot camp, you would have already 6 exams, 8 assignments, and *about* 11 marketable skills (counting transcription & data entry).

But since Upwork only allows 10 skills and we don't want to confuse the clients with different skill mixes on your profile, a typical Virtual Assistant skill set should look like this:



The image shows a screenshot of a Upwork profile for Maria Gomez. On the left is a circular profile picture of a woman with dark hair. To the right of the picture, the name "Maria Gomez" is displayed in bold, followed by the rate "\$5.00 /hr" in a smaller font. Below the name is the job title "Virtual Assistant with 5 Years of Admin Experience" in bold. Underneath the title is a location pin icon followed by "Cebu, Philippines - 9:26am local time". Below this information are ten skill tags arranged in three rows: "Email Handling", "Calendar Management", "Google Docs", "Google Spreadsheets", "Internet Research", "Research", "WordPress", "Social Media Management", and "Virtual Assistant".

Again, let me remind you that your skill sets vary depending on personal background and preference.

And REMEMBER, if you want to change your focus, it affects your ENTIRE profile – for example, if you decide to change your job title, you must also change skills AND the jobs that you're applying to.

Take note of the keywords the clients are using in their job posts and only apply to the exact matches, for better chances of getting hired.

Everything must be CONSISTENT at all times.

3. Profile Picture

I didn't think that we'd have to discuss this but seriously, guys!

90% of the students who've asked us to review their profiles needed to change their profile pictures.

Listen here: Take your profile pictures SERIOUSLY!

As freelancers, we have all the freedom to work in our “pambahays,” shower (or not) whenever we like, and so on.

However, there are only **2 TIMES** wherein we have to put some real effort into looking our best:

a. During video interviews

We know how most of us wear smart ‘tops’ (never mind the bottoms 😊) during Skype interviews. We all agree about the importance of making the right impression during interviews – no arguments here.

b. Your profile picture

We all know that looking good in an interview is important, but how would clients even invite you to an interview if your profile doesn’t **attract** them?

I can’t believe how often this part gets ignored. Believe me, I’ve reviewed different profiles every day, and most students just upload pictures for the sake of having a profile picture.

I’ve said this a couple of times but again, let remind you guys, this ISN’T social media! **This is your job profile where potential clients can see you.**

Give your 100% to look your prettiest, most handsome, smartest, most professional, your BESTEST self in your picture.

And let me tell you, even professional photographers don’t get that perfect shot in the first take.

But once you get that one perfect shot, you can keep using that picture in different freelancing platforms.

Take a look at these professional photos I found:



How does your profile picture compare to these pictures?

If you have to work with a professional photographer, go ahead! *I mean, it's only one pictorial, guys. And you can keep re-using the picture.*

Take Jason's profile pic, for example. He sought help from a professional photographer to find his best angle, etc. (If you can find someone who specializes in "professional headshots," that would be excellent!)

She made him act naturally, laugh at jokes, goof around, try different poses SEVERAL times just to get his best shot.

She got some bad shots, but these made the final cut:



You get the point - put some serious effort in your profile pictures!

If you have to dress up, wear makeup and see a professional photographer, go ahead! All the effort will be worth it.

Compare the above photos to these:



See the differences in the angles and the lighting?

One other thing, always take into consideration that for Upwork, profile pictures are cropped round. Remember to scale your photos properly.

A common mistake I see is having their photos cropped too closely around their faces like these:



Seriously, guys, **at least have some shoulders in your profile pictures.** Zoom out, drag around, and reposition your images to look like these:



See the difference?

4. Overview

As an applicant, do you like reading this kind of job post?

Message people in FaceBook

Fixed-Price - Intermediate (\$\$) - Est. Budget: \$1,000 - Posted 1 hour ago

JOB: Find and contact pregnant women on Facebook to giveaway a free product. PAY: \$5 per person who signs up. If you are efficient (use a script or come up with a really good system for contacting people) you could easily make \$50-\$100 per hour. -- Details -- We are looking for someone to find and contact pregnant women to review our product on Amazon. We are giving away free bottles of the product. We need your help to find and contact pregnant women to give these free bottles to. Your job would be find and contact these women, then ask them if they would like a free bottle. The product is 100% free. We follow up via email and ask them if they would like to write an Amazon review, but the review is totally optional. We already have a freelancer successfully doing this job on FaceBook. We are looking to get more people on the job. Remember, you are giving away a free product with no requirement to write a review or reciprocate. All the people who have responded to my emails have been excited and happy to hear from me. You are NOT selling anything. No cold calling is required either. Just message people on FaceBook. Here is the product: <https://www.amazon.com/dp/B01FGCTZFW> This product is a vitamin for pregnant women that helps support brain development in babies. Technically the product is a Prenatal DHA. Think of it like a Fish Oil, but made with Algae Oil so it doesn't have any of the mercury or heavy metals fish oil has. It's a very high quality product and sells for a high price at retail. -- Responsibilities -- You will be responsible for: - Setting up a FaceBook account. - Finding pregnant women and related groups on FaceBook. Message these women and send them to the signup page. We will follow up to send out the free bottle and ask for the review on Amazon. All you need to do is recruit people who want a free bottle. -- Pay -- \$5 per person who signs up. To count, the person has to sign up on a form, confirm their email, and then fill out their address on another form. It's a very easy process. If you're smart the \$5 per person can add up very quickly. You can end up making serious money on a per-hour basis. Or you can just fiddle around all day playing Farmville, get nothing done, and make no money. This job rewards performance. -- Rules -- - Pregnant women only. Don't target other demographics. - No review clubs or professional reviewers. Most of these people get banned from Amazon sooner or later. - No manipulating the system. No entering fake names or anything unethical like that. I know you won't do this, but we've had to fire freelancers in the past for this stuff, so I have to say it. - You must follow all Amazon review rules. These are written on several different Amazon pages, so Google around and get familiar with them. Read up on all the Amazon rules and stay up to date! - Only 1 review per household. Amazon tracks logins from the same computer (via IP address, flash cookies, etc...) and removes reviews that come from the same place. We understand if the occasional person slips through and has a spouse or friend write a review. But do NOT intentionally ask for feedback from multiple people in the same household. - No asking for a review "in exchange" for a free bottle. You can ask for the review after giving a person the free bottle. You can even tell them upfront that our goal is getting more reviews on Amazon. But do NOT ask them for a review in exchange for something free. This is against Amazon's rules. -- To Apply -- 1. Write "Oak Trees" as the first line of you application 2. Write a short message to potential reviewers. This is the message you would email to pregnant women asking if they would want a free bottle of Diet Standards Prenatal DHA. I look forward to working with you soon! ~Mike

Virtual Assistant Administrative Support Data Encoding Data Entry [less](#)

Proposals: 15 to 20

Client: Payment verified 5 stars \$20k+ spent United States

And honestly, would you read every single line, every single detail of the job description?

There are thousands of different jobs out there, and you are trying to apply to whatever best suits your skill set. So, I'm sure you'll just scan through long, wordy job posts like this or just skip them altogether.

Clients feel the same way, too.

They only WANT a freelancer who can solve their business needs.

After browsing through lots of profiles, long and unreadable Overview that looks like the job post above will either be skipped or scanned.

However, even though this has been discussed in the VA Bootcamp, I still see Overviews like this from students. So, if you're wondering why no one has noticed your profile yet, try thinking about the job post above. Would you notice that post? Read every single line? Most wouldn't.

So again, keep your Overview brief and concise. Break your sentences in to smaller paragraphs (maximum 3 sentences).

Highlight your best marketable quality in the first sentence (or paragraph) and talk about how you can solve the client's needs IMMEDIATELY. No FLUFFS.

No talking about what YOU enjoy doing during your past time, not about what YOU want to learn, no unrelated degrees, not even about how "the opportunity" might help YOU grow.

Here's the harsh truth: **potential clients don't care about you, they only care about themselves.**

Instead of talking about yourself, your intentions and passion, talk about how YOU can help them with their business needs.

Remember, whatever you say here MUST be **consistent with what you wrote on your job title.**

And whatever statement you make, ALWAYS connect them to your client's needs.

Examples:

I am a Virtual Assistant.

(How can you help with online businesses? Why should they pay you?)

I have 4 years of experience in the call center.

(How can THAT help your client? Why should he/she pay you?)

I am a newbie.

(Do you think clients really need to know that?)

I love learning so much that I paid \$200 for the VA Bootcamp.

(Seriously, clients don't care what you love or how much you spent. Why don't you tell them what you learned, what you can do, and [again!] how you can help them?)

Jason's already posted 2 case studies in our FB group about how he hires freelancers. If you've been following that, you should already know what clients look for in profiles.

5. Portfolio

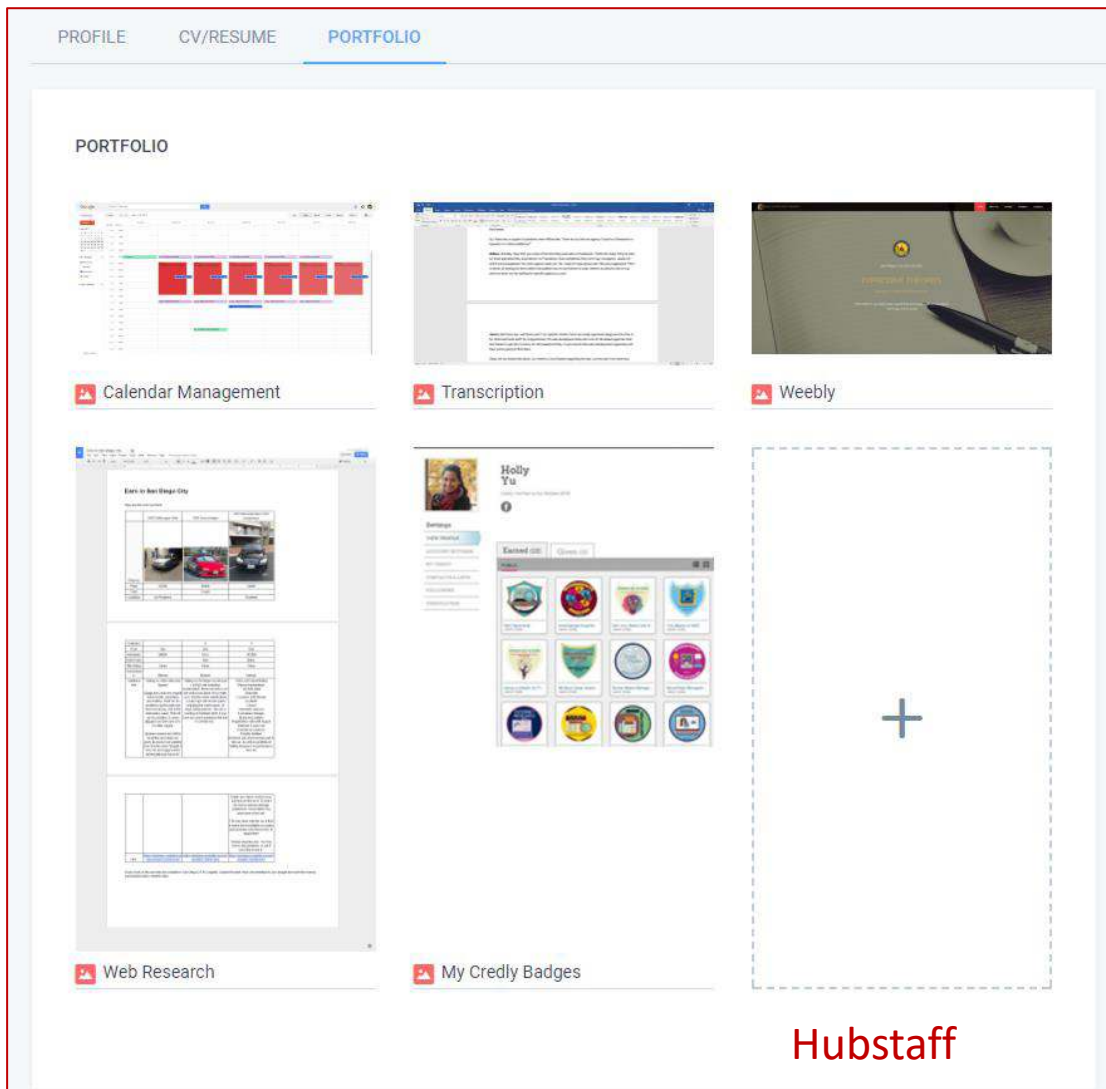
Your assignments were created to ensure that you'll have decent portfolio items after completing the course.

This is what a professional VA portfolio should look like:

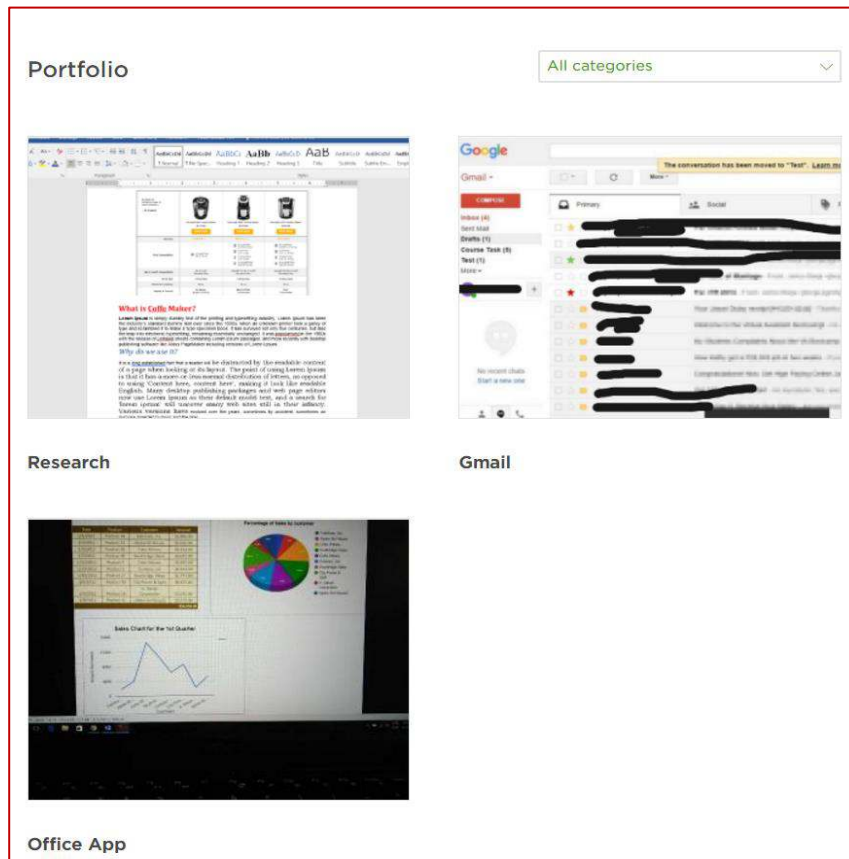
The portfolio is titled "Portfolio" and features a dropdown menu for "All categories". It is divided into several sections:

- Email Management:** A screenshot of a Gmail inbox showing folders like "Compose", "Inbox (2)", "Starred", "Sent Mail", and "Drafts (1)".
- WordPress Posts:** A screenshot of a WordPress post titled "Postpartum Depression" with a featured image of a woman and child. The post includes text and a signature.
- Facebook Management:** A screenshot of a Facebook post with a quote: "LOVE THE LORD WITH YOUR SOUL WITH ALL YOUR HEART AND WITH ALL YOUR MIND AND WITH ALL YOUR STRENGTH." and another quote: "you need only to be still".
- Excel Charts I've Made:** A screenshot of an Excel spreadsheet showing a table of sales data and two charts: a pie chart titled "Percentage of Sales by customer" and a line chart titled "Sales Chart for the 1st Quarter".

At the bottom left, the Upwork logo is visible. At the bottom right, there are navigation buttons: "Previous", "1" (highlighted), "2", and "Next".



So, imagine the horror when I've seen some that looked like this:



As a freelancer, I could name a lot of things that are wrong with this portfolio. But as a client, I don't need a minute to conclude that:

a. This freelancer is sloppy, disorganized, and doesn't care about anything.

b. This freelancer doesn't know how to blur, screenshot, or properly format research papers.

c. I DON'T want to work with this freelancer.

Can you blame the client for these conclusions? Honestly, guys, I'm quite surprised to see these portfolio items from real students, and it's really alarming.

PLEASE don't take your portfolio lightly. DON'T take ANY part of your profile lightly.

This is where potential clients will look. This is where other freelancers will beat you at. This isn't the time to be mediocre.

Don't rush your portfolio, read the cheat sheet for formatting and proper screenshotting guides (Don't take pictures of your computer screens, PLEASE!).

Label your portfolio items correctly and describe what you've done properly. If you have any questions, ask us in the Students-Only FB group. You have all the tools and resources available, but it is all up to you how to use them.

6. Skills Test

If you claim to specialize or to be an expert in a certain field, back this claim up by taking the freelancing platforms' skills test.

And since Upwork follows percentile ranking in their tests, remember that your actual score doesn't matter. Instead, you must get at least an 'above average' or score more than MOST people taking the test.

Even if you scored a 4.9 out of 5.0 (say, in the English Spelling test), it's possible to get a "Below Average" rating because most people score a 5.0 in this test. Therefore, you shouldn't display this result on your profile.

Getting an "Above Average" rating is OK but if you can get "Top 20%", "Top 10%" or "1st Place", that would be great.

And if you paid attention properly in our Internet Research module, this shouldn't be too hard to achieve. =)

Tests			
NAME	SCORE (OUT OF 5)	TIME TO COMPLETE	DISPLAY ON PROFILE
Knowledge of Microsoft Office Skills Test	3.25 Top 10%	11 mins	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Upwork Readiness Test	2.50 Above Average	8 mins	<input type="checkbox"/> Yes <input type="checkbox"/> No
Email Etiquette Certification	4.45 Top 10%	6 mins	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Virtual Assistant Skills Test	3.25 Above Average	20 mins	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Windows XP Test	3.60 Top 20%	24 mins	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
WordPress Test	3.25 Above Average	35 mins	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No

Upwork

Test Scores:

DISC ⓘ

Dominance: 22

Influence: 11

Steadiness: 25

Compliance: 43

Show Screenshot Change

SAVE

Delete

IQ ⓘ

IQ: 111

Show Screenshot Change

SAVE

Delete

English Proficiency ⓘ

English: C2(Advanced/Mastery)

Show Screenshot Change

SAVE

Delete

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That's all folks!

Before I go, here's a handy checklist that you could use to evaluate your profile:

Winning Profile Checklist



- Is your job title searchable?
- Does your job title highlight your most marketable skill?
- Does your skill set match the keywords listed on your target jobs?
- Does your picture feature your BESTest professional self?
- Is your Overview readable? (brief, concise, broken in small paragraphs)
- Does your Overview only discuss about providing client solutions?
- Did you **CONSISTENTLY** use the clients' keywords all throughout?
- Does your portfolio showcase your finest proficiencies?
- Do your test scores reflect your expertise?

Hope that helps! 😊

~Holly