THE £15 TO £80/HOUR VA CHEAT SHEET

Why you're stuck

You offer

✗ Email management

✗ Calendar scheduling

✗ Social media posting

✗ Data entry

Clients pay

£15-20/hour

£15-20/hour

£20-25/hour

£12-18/hour

Problem

Clients can hire someone cheaper.

Or use a £10/month tool.

You're competing on price.

You lose.

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Why other VA's make £80/hour

They Offer	Clients pay
Lead automation setup	£800-1,500 (one-time) ✓
Email sequence setup	£600-1,000 (one-time) ✓
Booking system setup	£500-800 (one-time) ✓
CRM automation setup	£700-1,200 (one-time) ✓

They work 8-12 hours per project.

That's £60-120/hour.

Then they move to the next client.

Same hours. 5x the money.

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The one tool they use

GoHighLevel

It replaces 6 tools clients pay for
Mailchimp (£40/month)
ClickFunnels (£147/month)
Calendly (£10/month)
HubSpot CRM (£50/month)
Twilio SMS (£30+/month)
Squarespace (£15/month)
Total: £292/month

For 6 tools GoHighLevel:
£97/month for ALL of it You save clients £195/month.

They happily pay you £1,200 to set it up.

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The 7 Day Fast start

Day 1: <u>Start GoHighLevel free trial</u>

Day 2: Build simple funnel (20 mins)

Day 3: Create 3-email sequence (30 mins)

Day 4: Set up booking calendar (15 mins)

Day 5: Build basic CRM pipeline (20 mins)

Day 6: Test everything (30 mins)

Day 7: Package it as £600 service

Week 2: Find your first client

Week 3: Deliver the project

Week 4: Get paid £600-1,200

START DAY

Every week you wait = another week at £15/hour.
That's £600/month you're NOT making.

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Your First £800 Client

Who to target

✓ Coaches with email lists
  (manual follow-up)

✓ Consultants juggling 5+ tools

✓ Service businesses with messy
  lead management

Where to find them

✓ Facebook groups
(search: "coach" "consultant")

✓ LinkedIn (message warm connections)

✓ Your current clients (upsell them) ---

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On the discovery call

1. Let them talk about their pain
(Leads getting missed, manual follow up taking hours, juggling multiple tools)

2. Ask: "What if all of this was automated?"

3. Present your offer: "I'll set up a system that: Captures leads automatically, Sends follow-up emails automatically, Books them on your calendar automatically, Manages everything in one dashboard You'll save 10-15 hours/week. Setup: £800 one-time Or I can manage it for £250/month"

4. Send proposal same day 5. Follow up next day if no response

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What you'll make

Month 1:   First client £800

Month 2:   2 more clients £1,600

Month 3:   2 clients + 2 on management
£1,600 + £500)

Month 6: £2,500–3,500/month

vs

Your current: £1,200–1,800/month

View GoHighLevel plans here

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The Choice

Option A:
Keep doing what you're doing
Stay at £15/hour
Work 50 hours/week

Make £1,200/month

Option B:
Learn ONE skill in 7 days
Charge £80-100/hour
Work 25-30 hours/week

Make £2,500-3,500/month

START DAY

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