

THE OUTSOURCE
PROFIT MACHINE

24-HOUR PRODUCTIVE

The Job Ad

SPECIAL REPORT & TEMPLATE

2

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Melbourne SEO Services & Preneur Group

Online Marketing Virtual Assistant

Bicol Region, C.A.R, Cagayan Valley, Central Luzon, Caraga, Central Visayas, Eastern Visayas, Ilocos Region, National Capital Reg, Northern Mindanao, Davao, Calabarzon & Mimaropa, Zamboanga, Western Visayas

Requirements:

If you are tech savvy, organized, reliable, efficient and web all-rounder, looking to work from home, then you'll want to read this entire message...

- Candidate must possess at least a Professional Certificate, Diploma, Advanced/Higher/Graduate Diploma, Bachelor's Degree, Post Graduate Diploma, Professional Degree, Business Studies/Administration/Management, Commerce, Economics, Marketing, Secretarial or equivalent.
- Required language(s): English
- Fresh graduates/Entry level applicants are encouraged to apply.
- Full-Time and Part-Time position available.

Here's the situation...

My business partner and I are entrepreneurs based in Melbourne, Australia, with a combined team of 15. Most of our businesses are in the information ('how to' products) and internet marketing niches. You can find out more about us at: www.PreneurMarketing.com and www.DavidJenyns.com.

We have the systems, tools and plans to train you for all the other day-to-day tasks. We just need a star performer to help us execute them.

You'll start off by adding new pages to WordPress sites and other web 2.0 sites, as well as doing general admin work.

Please note: since you'll also be answering customer support emails and doing a bit of writing for print and the web, you must have excellent English skills.

Here are a few more tasks you'll be working on...

- Managing email and calendars, scheduling interviews
- Various other tasks that require strong English writing and correspondence skills
- Setting up WordPress sites
- SEO keyword research & keyword optimization
- Submitting articles to Ezinearticles.com
- Building pages on web2.0 sites (squidoo.com & hubpages.com)
- Link-building

Overview

When writing the job ad, the first thing that you need to do is really understand that target market. You need to make sure that you're getting the right bait and you're hooking the right fish. Understanding the target market has to do with knowing what it is that you're looking for, and then clearly documenting that.

Write out what it is that your Virtual Assistants (VAs) are going to work on for the week, so you know exactly what it is that they're going to be doing when they do come on board.

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- Researching niches
- Searching online forums for topics of interest, transcribing our responses and submitting them to the forum threads on our behalf
- Formatting video transcripts in Microsoft Word, adding screenshots as images

With such a variety of tasks it's for this reason we're looking for an 'all-rounder'... and someone who feels right at home on the internet.

To be a success in this role, you...

The reason you need to do that is you want to get into the mind of the person, your A player. This is really key, and I do this in so many different areas of my business. Map out what the avatar is, the person that you're trying to attract with this job ad that you're writing, and then you drift out of your mind and float into the mind of your avatar. Imagine what is it that they would want to read in this job ad that would get them interested.

So, if you're looking for someone who pays attention to detail, when you write your job ad, it needs to include 'great attention to detail.' Write something like, "You need to be able to keep detailed spreadsheets and color-code them." That's not going to excite you, but that would excite your fish that you're trying to bait. It's all about getting really clear on who it is that you're trying to hook.

You also want to make it personal as well. Create a picture. For example, I say I'm a struggling entrepreneur who has so much work on his plate. I need a project manager who can come in, and take all of the ideas that I've got and take them through to implementation, and manage our team of virtual staff. For me, I put my heart into the ad because I want someone to read it and say that this isn't just another ad. Other job ads, they feel very corporate, they feel impersonal.

If someone is going to be working in my office, I take a photo of the office and include it in the job ad down the bottom and say, "Here's where you'll be working." Sometimes I even do YouTube videos. You can do things like that that just makes it personal. So when someone looks at the job ad, you're really going to connect with the right people.

This is also where you want to use your copywriting skills as well. Copywriting is key. It's the fundamentals under all sorts of marketing and everything that you do. Life is all about sales. John Carlton says that salesmen and women lead better lives. Whatever it is that you do, no matter what you do in business, make sure that you take the time to learn copywriting as a skill.

Copywriting is all about the way that you craft the job ad, it's about the way that you do your marketing, it's the way that you write your e-mails, it's the way that you communicate with people, it's the way that you convince your girlfriend that you want to go see one movie when she wants to go see another movie. It's all sales, it's all copywriting, so it's a really important skill to have.

You want your job ad to be clear and direct. Right at the top is the headline. That's what will run on the website. Some websites have a field for a little summary of your job ad. You can add one, and that can be your initial bait or hook.

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Here's the situation...

I then move into telling the story, and this is a little bit of copywriting. I tried to think in terms of my avatar. Thinking about my avatar, if I'm a virtual staff, what would I want?

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Here are a few more tasks you'll be working on...

Then, I talk about some of the qualities that I'm looking for. Every job ad that I do is different for every fish that I'm trying to catch. So I don't just do a cut-and-paste.

With such a variety of tasks it's for this reason we're looking for an 'all-rounder'... and someone who feels right at home on the internet.

To be a success in this role, you...

- Have excellent English skills
- Pride yourself on your organizational skills
- Love getting the job done quickly with an attention to detail
- Love working on the internet
- Have a basic understanding of HTML
- Have a basic understanding of WordPress
- Have fantastic experience using MS Word, Excel and Gmail
- Love learning new things and tools, especially on the internet
- Are self-disciplined with good work ethic
- Self-motivated and able to work unsupervised
- Have a strong sense of integrity and honesty
- Have internet access from home
- Have full-time (40 hours per week) availability - daily communication
- Have at least 2 years related work experience on Internet Marketing and Search Engine Optimization is optional but a PLUS

About Our Teams

I also add that personality to it, about me and my team. I say what my primary areas of expertise are, what the products and services we offer are, and where they can find out more about me. I talk about my team being very easy and flexible to get along with, and that it's OK to ask questions.

- Self-motivated and able to work unsupervised
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About Our Teams

I'm Pete Williams. I have several companies, mostly in the telecommunications and internet marketing fields. My business partner David Jenyns also owns a number of businesses, mostly in the areas of stock market and internet marketing.

Our teams are very flexible and easy to get along with. We will give you as clear instructions as possible including workflow maps, step-by-step instructions and screen-cam videos. Moreover, you can always ask us as many questions as possible until you're absolutely clear about what needs to be done.

What We're Offering

- Full-time position (Monday to Friday, 9am to 6pm) 40 hours per week
- Wage negotiable to experience \$3-5 USD per hour
- Important responsibility
- A stable environment with room to grow
- A positive and friendly team

I then say what we're offering and what they should do next.

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Do you think you're the star performer we're looking for?

Here's What You Should Do Right Now...

To apply for this fantastic opportunity, do two things:

- (1) Submit your resume and your cover letter by clicking 'Apply' below or by sending us an email at support [at] preneurgroup [dot] com; THEN
- (2) Answer the short questionnaire over at <http://preneur.wufoo.eu/forms/online-marketing-virtual-assistant-form/>.

This role will be filled quickly!

One final thing before you apply, if you're just looking for a job to put in some hours or you just want to make a little extra cash, then most likely you're not the person we're after (i.e. No lazy people, and no one who is not committed to being the best).

We look forward to hearing from you.

I finish off by adding a final note.

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Non-member

Apply

Apply Via Email

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You'll start off by creating and sending out birthday cards to clients on my behalf, and adding new pages to WordPress sites.

Please note: since you'll also be answering customer support e-mails and doing a bit of writing for print and the web, you must have excellent English skills.

Here Are a Few More Tasks You'll Be Working On:

- Searching online forums for topics of interest, transcribing our responses and submitting them to the forum threads on our behalf
- Formatting video transcripts in Microsoft Word, adding screenshots as images
- Setting up WordPress sites
- Monitoring and responding to HARO requests (www.HelpAReporter.com) for publicity opportunities that relate to our niches
- Managing e-mail and calendars, scheduling interviews
- Various other tasks that require strong English writing and correspondence skills.
- Maybe the odd bit of SEO keyword research & keyword optimization
- Submitting articles to EzineArticles.com
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