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Colorado VA of the Month

Virtual Harvest

*Virtually Assisting You
With Your Harvest*



**Carla Still
Morrone**

June
Colorado VA of the Month

Carla Still Morrone

**Virtual Harvest
Highlands Ranch, CO**

Carla Still Morrone, owner of Virtual Harvest, has been selected as this month's Colorado VA of the Month! To learn more about Carla and her VA business, please [click here](#).

YOUR NAME, CITY

Carla Still Morrone
Highlands Ranch, Colorado / Blue Ridge, Georgia

WHAT IS THE NAME OF YOUR BUSINESS?

[Virtual Harvest](#) – Virtually Assisting You With Your Harvest

HOW DID YOU COME UP WITH THE NAME FOR YOUR BUSINESS AND TAGLINE?

My business and tagline has a triple meaning:

1. I began my virtual business off of Harvest Lane.
2. My desire is to assist clients virtually with their businesses, also known as their harvest.
3. As I place my faith in God's hands, I base my business off of Galatians 6:9: *"Let us not become weary in doing good, for at the proper time we will reap a harvest if we do not give up."* ~ (NIV)

WHAT MADE YOU DECIDE TO BECOME A VA?

For several years, I have been searching for work that I could do out of my home and remotely for many reasons. I desire to start a family and be a stay at home mother. I have family both in Colorado and Georgia. I would like to develop residences in both states and travel back and forth as possible. I like to develop work that is flexible for travel – both for pleasure and ministry purposes. In researching my options, I learned about the virtual assistant world. The more I learned, the more convinced I became it was the career and business path I should explore and develop. So far it is looking to be a great fit!

WHAT IS YOUR NO. 1 GOAL AS A VA AND WHAT STEPS ARE YOU TAKING TO ACHIEVE THAT GOAL?

As I am still a relatively new VA, I have many goals and much more to learn and develop. What would be my #1 goal is a very good question. I suppose to increase my clientele and exposure resulting in 3-5 steady clients. I am working to perfect my marketing strategy to include consistency in responding to job ads and posting articles to my blog.

DO YOU OFFER A NICHE SERVICE OR GENERAL VA SERVICES?

I am still discovering my actual niche service and offer general VA services. I envision gaining more training to become more specialized over time. I have experience in basic Web development and generalized human resources. Depending on how Virtual Harvest evolves, I am open to how my niche service(s) develops.

WHAT SERVICE(S) OR NICHE DO YOU SPECIALIZE IN?

At this time, I offer a wide range of general administrative services. Word Processing - type and format notes; format drafted reports and documents.

Data Processing - enter business card information into database; track customer due dates and mail correspondence; Excel spreadsheet development, diagram, and chart production; Access database development; data entry to online databases; survey or questionnaire distribution, collection, and reporting; statistical or pricing comparisons.

Training Preparation - PowerPoint presentation development.

Mail Distribution - snail and email sorting, domestic mailing for international companies, bulk mailing.

Internet - Web site content development utilizing FrontPage; company promotion by submitting written articles to electronic newsletters, ezines, and blogs; blog maintenance; online sales (i.e., EBay, Craigslist, etc.).

Personnel Management - review, rank, and resume reporting; employee file maintenance.

General Administration - calendar maintenance and synchronization (task reminders, due dates, birthdays, anniversaries, appointments, etc.); order office supplies; document scanning; Publisher document development; assist with office overflow.

Travel Arrangements - coordinate air travel, car rental, and hotel reservations; obtain and verify directions to destinations.

WHAT WAS THE BEST ADVICE YOU WERE GIVEN ABOUT STARTING YOUR BUSINESS?

I have been given much advice about marketing. I am tremendously indebted to [Cheryl Callighan, with University of Virtual Assistants](#). She has taught me so much. Something she said that stands out is that no two VAs are alike. You're selling you. Your experience and skills equals your uniqueness. Neither are two clients alike. You customize services to meet the specific needs of each client.

HOW ARE YOU CURRENTLY MARKETING YOUR SERVICES?

Currently, I am working to maximize as many job boards and sites as possible. I am responding to job ads and needs for administrative assistance. I also plan to develop my network through others in related blog and forum sites.

WHAT HAS BEEN THE BEST MARKETING VEHICLE FOR YOUR BUSINESS?

I have generated the most interest in my services through job boards and sites. More specifically, through sites like Craigslist and eLance. I have learned that word of mouth is also very powerful in gaining clients.

WHAT SKILLS AND EXPERIENCE DO YOU THINK ARE MOST IMPORTANT FOR A VA TO HAVE?

Just like any job, a VA needs to be qualified with the proper skills, experience, credentials, education, and training in the services they provide. Whatever the niche or specialty may be, it is important to be solid and confident in delivering that type of service. Customer service is also necessary to interact in a prompt and professional manner with the clients.

WHAT ADVICE WOULD YOU GIVE SOMEONE JUST STARTING A VIRTUAL ASSISTANT PRACTICE?

Organizational skills and a persistence level in developing any business is crucial. It is also important to remain consistent in following up and through with clients.

I would advise a newbie VA not to give up, but hang in there. It can be tough developing steady clients and perfecting your marketing strategy. Glean as much as you can from more established and experienced VAs networking with others as much as possible. Staying connected with other VAs provides encouragement and resources that otherwise may not be available.

TELL US ABOUT YOURSELF (FAMILY, HOBBIES, ACHIEVEMENTS, ETC.)

I am a newlywed. My husband and I got married last year in June. Currently, we are in a healthy separation. He remains in Colorado working while I am in Georgia taking care of some family issues. We have no children right now, but I am looking forward to starting a family soon. I enjoy hanging out with friends shopping, exercising, watching movies, and going to church functions. My favorite distraction is helping to care for my roommate's 8-month old baby girl. I also like to read, hike, play Canasta online, and stay connected with my friends I have developed around the world through the ministry.

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