

Can My VA Do That? 15 Unexpected Ways We've Supported Clients This Year

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When people first hire a Virtual Personal Assistant, they often think of diary management, inbox organisation, and booking travel.

But here's the thing: a skilled VA can be *so much more* than a glorified calendar keeper.

Over the past year, we've helped our clients across the UK with an incredible variety of tasks — many of which they never imagined could be delegated.

Here are 15 surprising, story-worthy examples that might just change the way you think about virtual support.

1. Sourcing Eco-Friendly Client Gifts

A sustainability-focused consultancy wanted thank-you gifts that reflected their brand values. We researched British suppliers, compared ethical credentials, and handled ordering and delivery — all without them lifting a finger.

2. Co-ordinating a Last-Minute Charity Auction

When a client's charity partner had a time-sensitive fundraising event, we contacted donors, gathered auction items, created bid sheets, and liaised with the venue.

3. Managing a LinkedIn "Comment Sprint"

One business coach wanted to boost their online visibility quickly. We identified target posts, pre-drafted responses in their tone of voice, and scheduled engagement bursts.

4. Tracking Down a Lost Parcel in Belgium

An e-commerce owner's VIP customer hadn't received a package. We navigated multiple courier helplines, resolved customs issues, and got it delivered within 48 hours.

5. Creating a Competitor Benchmarking Dashboard

For a London-based start-up, we gathered and analysed competitor social content, pricing, and offers into an at-a-glance spreadsheet.

6. Proofreading a Client's Industry Award Entry

Winning awards is great for PR — and a polished entry makes all the difference. We checked grammar, tightened language, and ensured eligibility criteria were met.

7. Scheduling Virtual Viewings for an Overseas Buyer

A property investor based in Dubai wanted to see UK flats without travelling. We co-ordinated with estate agents, set up video tours, and even prepared location reports.

8. Organising a Team Wellness Challenge

We researched British fitness apps, created tracking sheets, and set up weekly motivational check-ins for a marketing team's "30-Day Wellness Reset".

9. **Producing a Press Kit for a Podcast Launch**

For a thought leader's new show, we created bios, imagery, and a branded PDF for potential guests and sponsors.

10. **Handling a Wedding RSVP List for a Busy Entrepreneur**

This client was juggling business expansion and wedding planning. We tracked RSVPs, chased non-responders, and created a dietary requirements list for the caterer.

11. **Translating Business Cards into a CRM Database**

Post-conference, we input and categorised 300+ contacts into a CRM — ensuring no networking opportunity was lost.

12. **Chasing Outstanding Invoices**

We sent polite but firm reminders on behalf of a design agency, improving cash flow without awkward conversations.

13. **Managing Podcast Guest Outreach**

We built a guest wish list, researched contact details, and crafted personalised invitation emails for a business owner's podcast series.

14. **Sourcing Branded Merchandise in Small Batches**

One start-up needed just 25 branded hoodies — tricky for bulk suppliers. We found a UK vendor happy to fulfil small orders without compromising quality.

15. **Monitoring Government Announcements for Industry Changes**

A regulatory-heavy business needed alerts for new compliance rules. We set up monitoring systems and provided weekly updates.

The Takeaway?

If it's **important but time-consuming**, there's a strong chance a Virtual PA can take it off your plate.

We're not just here for the basics — we're here to solve problems, create opportunities, and

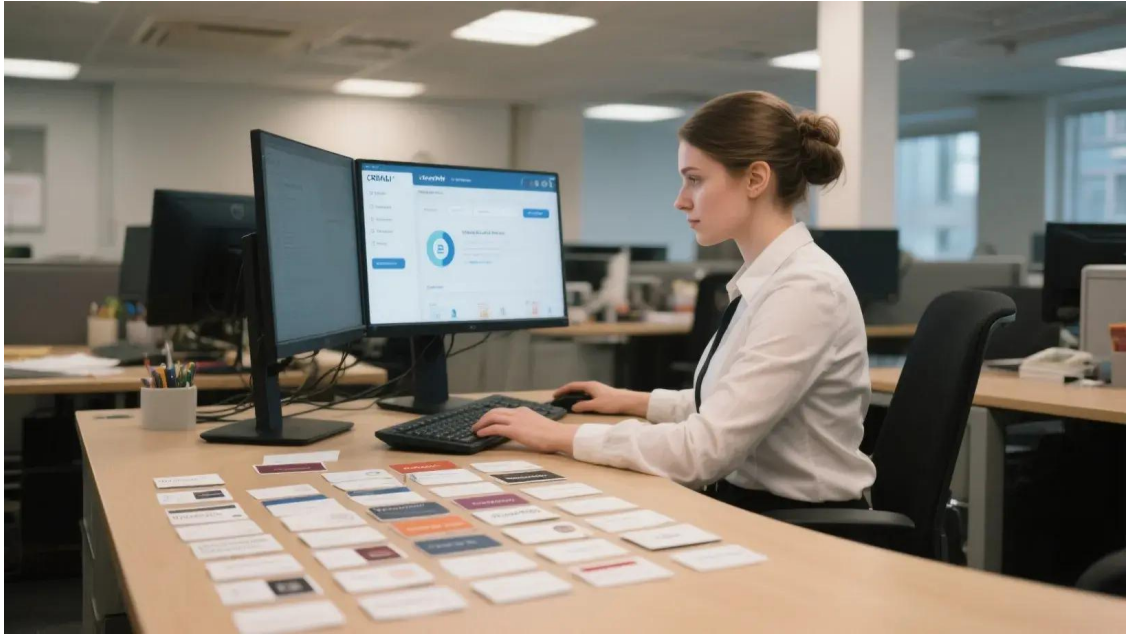
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