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IVAA PROFILE SUBMISSION GUIDELINES

It is our mission to promote the Virtual Assistant in the best possible light, and to help our members. To accomplish this goal, we offer inclusion in the web-based IVAA searchable profile database to those members who agree to help promote the industry through professional representation of their own business. By assuming the following guidelines are met, IVAA helps to maintain a list of profiles and the associated websites of members that most effectively represent and embody the image of professional Virtual Assistants:

Recommendations:

Only offer those services that you are best qualified to offer. It is better to offer fewer services and specialize than to report skills in areas where they may not be top-notch. Even offering a single service where you are outstandingly skilled and experienced is preferable to offering a dozen that you are only marginally qualified to perform. You may always update your profile and add skills as your experience and education qualifies you to do so.

Do not include prices in your profile. Reserve your price list for personal communication between you and a prospective client following an initial inquiry. Listing prices encourages “price shopping” which is not in the best interest of our members or our industry. As professional VA’s we offer skills first; pricing is a detail that is to be handled in a less public, less impersonal forum.

Requirements:

You must list your service(s) if you want them to be included in the profile listing. Without this, the profile will not benefit the member and will not assist any potential clients in determining what you do best.

Your profile may only list the merits of your own business, and may not disparage any other business or individual. Professionals keep their marketing materials positive at all junctures.



INTERNATIONAL
VIRTUAL ASSISTANTS
ASSOCIATION

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888.259.2487

MAIL

375 North Stephanie Street, Suite 1411 * Henderson, NV 89014

If you want to have a link to your website in the profile that is visible to the public the URL must be to your VA practice and must be published in your professional information.

Guidelines for VA Websites listed in Member Profiles

IVAA strongly recommends the use of professional hosting services for your VA business site. The monthly cost for this is quite affordable these days, and IVAA Peers are a fantastic resource for excellent values in professional hosting services. Also, all IVAA members are eligible for free web hosting (not including website design) that includes unlimited email accounts, 1-click installation of WordPress and other programs, 1GB data transfer, Pop and web mail and spam control. If, however, you choose to use a different free hosting service, third party pop-up ads or banners are not permitted in the header on sites listed in the IVAA profile area. If the free hosting service you utilize displays pop-up ads or banners, you will be asked to remove the URL until you can secure a host that does not post undesirable materials on your site.

Remember that your website is your business – it is often the first contact potential clients and peers see of you. IVAA is anxious to help you promote your website, but to meet our mission for professionalism for the industry, we require that the following guidelines be met to include a link to your site from IVAA:

- No sexually suggestive content.
- No references to pornography, abuse, or hate speech.
- Third party pop-up ads are not permitted. Banner ads are permitted only if you are participating in the subject's affiliate program.
- Websites must be active. Websites may not say "coming soon" or have a domain registrar indicating the site is "reserved—under construction".
- The site must be to your VA practice.
- If you choose to use the IVAA member logo on your website it can be obtained at <http://www.ivaa.org/default.asp?page=MemberLogo>