



How To Start Your Virtual Career

CHECKLIST

by **Jomar Hilario**

Hello, this is **Jomar Hilario** and you're going to learn the checklist on how to start your virtual careers. This list has a little over twenty items.

First off, why would you want to start a virtual career? So you can spend your time with your family, don't spend your life in the traffic and be making peace and trying to be patient with people you don't like to deal with.

Having a virtual career helps you attain all of these and more. I'm making a checklist based on my book, "Virtual Careers." I'm going to refer to certain pages for more information.

There's an e-book version if you're not in the Philippines since I only deliver within the Philippines.

Here are the steps to start your virtual career.





#1

List down a hundred reasons on paper why you're getting a virtual career.

Why you're studying a virtual career. If you're looking for ideas, then you should probably get my book, "**Virtual Careers.**"

For more information, go to page 41 for ideas why on what is your first **100 reasons**. A reason usually looks like this: "I want to get financial freedom" and that's not enough.

You have to put the reason. "I want to have financial freedom because _____."

And you can't use the dictionary and say, "I want financial freedom because it gives you freedom to travel."

No. State who you want to do it for.

"I want to get financial freedom because my wife needs time for me to take care of her because she is sick or she is lonely when I leave her for three years at home without a husband."

Be very specific and try to dedicate your 100 reasons to people you care about. That is very important.

If you connect your reason to people you care about, activities you care about then you will have a better chance of creating a list of 100 reasons.

Some people are going to say, Jomar, that's a very long list. A hundred reasons.

Yeah, because one day you're going to ask yourself, "why am I doing this again? This is very difficult and you'll always come back to your original list.

This is what Simon Sinek said about in his book: you start with **WHY**... Why you are doing this.

#2

If you cannot create any reason at all, or you're coming up with excuses not to write down your reason, then you better STOP.

This means you are not in the right frame of mind to start a virtual career. Not even in the right frame of mind to study it because you don't even want to write one reason.

At first, you're going to be writing one to three and one to seven reasons then you're going to stop and then tomorrow you can continue and that's okay.

The important thing here is to get a goal and make sure that goal digs deep into yourself. Anyway, for more ideas, check out page 41 of the book.



#3

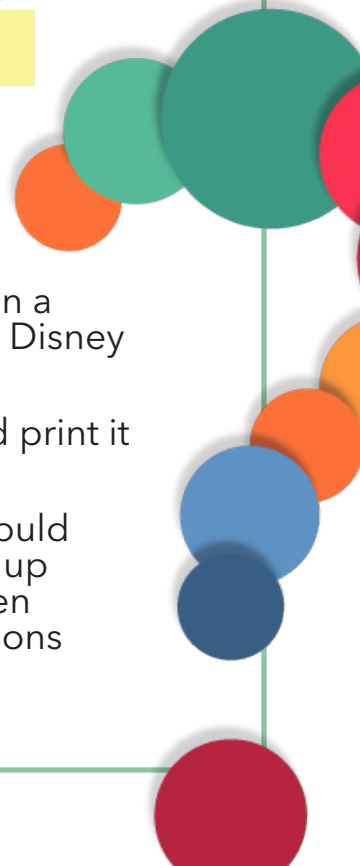
Look for three reasons on your list that really, really matters to you.

You might have said, "**time freedom**", "**vacation**", "**travel**", or something like that, but what really matters to you is that "I can go on a road trip with my kids with the windows rolled down and we sing to Disney songs for three hours while driving and kids having fun."

If that matters more to you, then you take three reasons like that and print it out on a poster.

Put the poster in three places that you can see every day. So that would be behind your bedroom door, behind your toilet door and maybe up there on the ceiling, when you open your eyes or when the kids open their eyes. That would a great place to remind you of the three reasons why you're doing this, on a poster.

Remember, start with **WHY**.



#4

Start taking your **D.I.S.C.** test.

That stands for Dominant, Interactive, Stability and Compliant. This is a personality/behavior test, probably more behavior than personality, that tells you where you're good at.

It's like Strengths Finder, only it's fast. You don't have to read a book.

Look it up - go to your internet, type in, "DISC test." Take a test online. It's free. If you're doubtful of the results, take another DISC test and then you compare the results.

Usually, you can print out the results and read them. If you agree with me, based on the DISC test, you will find out the kind of career you should be doing online that you're probably good at.



#5


Research about high-paying online careers

Here are some of the high paying virtual career jobs based on the DISC test. I'm not going to give you the corresponding job for each type, though. It's on page 143 of the book.

Video Marketing
Instagram Stories Marketing
Marketing Automation
Analytics
Copywriting
Team Leading
Generation Z Apps
A/B Testing
Social Media Marketing

Facebook Advertising
Email Marketing
Infographic Creation
Management
People Development
Programming





If you don't understand any of these, just Google what they mean.

These are high paying jobs online and not a lot of people specialize in them. I happen to know that the demand will increase or it's already high today and there's not a lot of competition.

Let's take marketing automation, for example. There is a high demand and not a lot of people know how to do this. When this is the case, they tend to pay high to hire you.

#6

Pick your career.

Start with at least one

based on your DISC results.

Now there's a matching between your DISC profile and your career. If you are a D or Dominant in the DISC, you're probably going to management or recruitment or team leading and you need to know what kind of tools to use online for team leading. For example, that's Asana, Trello, Co-schedule, etc. Go to page 143 and you're going to find a long list of tools or applications (commonly known as "apps") fit for each kind of career.

Most people actually ignore this part. I don't know why. They'll probably ask if they can just do blogging and social media.

That's okay but almost everybody is qualified to do social media stuff. The only difference is what do you do in social media?

There's a lot of things you can do there. You can create posters, which are just images they put in Facebook. However, if you're really bad in English, you

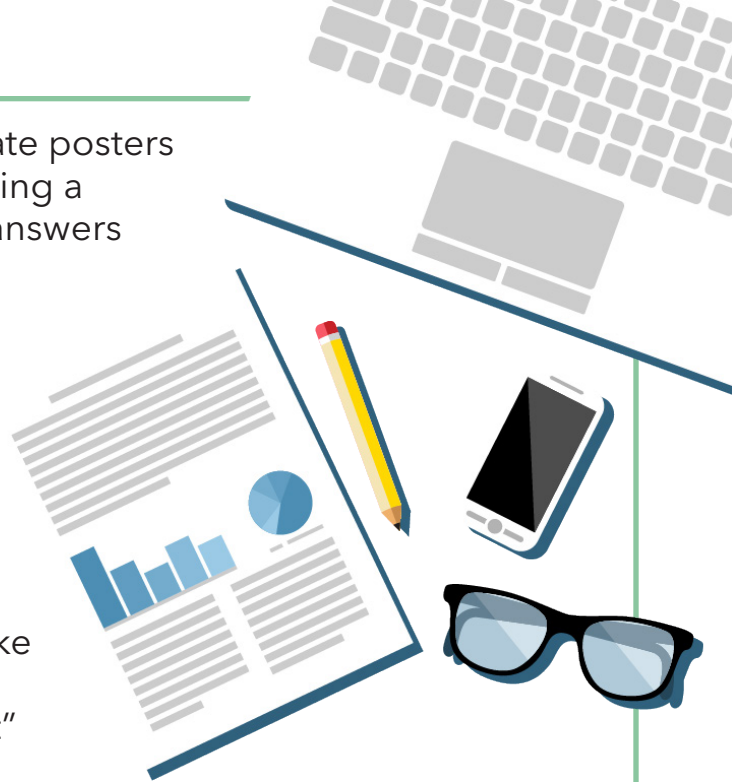


probably shouldn't be using your skills to create posters in social media. You're probably better off doing a customer service-based job, copy and paste answers to queries from people.

If you noticed, none of these are on my list. Do you know why?

It's such a low-income job both in the office and in your virtual career and I'm not going to encourage you to do that.

You can pick any other job in social media that's not poster making. There's a lot more like checking the analytics, doing advertising like buying ads (you know this by the word "Boost" but we know it using the term, "advertising").



#7

Select the tools or apps that are used by the career.

An example would be is if you're an analytical person or you have a compliant personality which is the C in DISC, then you'll most likely be checking out data science tools like Google Refine.



#8

Study the Tools.

Go to YouTube and look for tutorials or you can go to the main website of the tool like Google Refine and watch the video there. Study how it works and how you use the tool.

It's like a carpenter going into a shop and studying the tools of the trade. He looks at the hammer or the pliers and asks, "what does this do?" Then the craftsman or the master carpenter teaches him how to use that.

In today's world, if you are on a cruise ship, there is YouTube and you can download the videos then replay them.

If you have a Philippine YouTube account, though, you're not going to click download but you can save the video in YouTube and replay them at a later time. A few countries have the download feature available only for mobile.

That is, if you use a mobile phone or tablet, you can actually save those videos.

In any case, get access to a video that teaches you how to use the tool and start conceptualizing on creating a tutorial based on that.

Q: Jomar, I'd love to learn new skills that are high-paying today. Where should I go?

A: VirtualCareersAcademy.com



#9

Create 10 tutorials on the tools.

This means you have to use that tool.

For example, you want to get into graphics and you want to learn how to use Canva.com.

Study the video on how it works. Canva actually has its own in Canva University. It's fun and interactive. You can use that and create screenshots of all that you're doing while you're learning.

Then create a powerpoint presentation based on what you're learning. The presentation will teach anyone who will see it how to use that tool. So while you're learning that tool, you're creating a tutorial on how to use it.

That is what we call in the computer world as, "meta." You're talking about yourself talking about yourself and in this case you are learning from a video tutorial and you're going to create a slideshow tutorial based on what you learned from the video tutorial.

Once you've done that, you also need to know the important virtual career tools that all Virtual Professionals use.

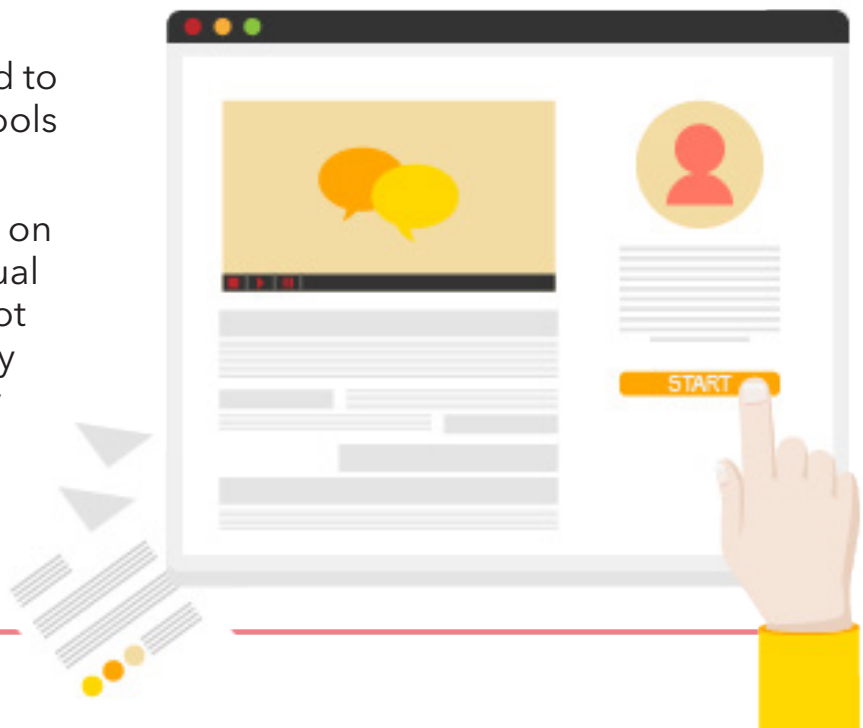
The Virtual Careers book focuses on teaching you how to become a Virtual Professional. Not a virtual assistant, not a freelancer, but a brand new category of in-demand, highly skilled, highly confident virtual professionals or VP.

So Virtual Professionals have tools like Dropbox, Evernote, Trello,

Toggl - which is used for bundy clocking yourself for clients who want to use bundy clocks. It's really fun to use.

Tools you can use to shortcut your life, like Text Expanders, Text Replacement tools. Any kind of automation tools like If This Then That (IFTTT) and Zapier.

Study these tools - in videos or in their official websites - and then you can make a tutorial.



Your focus is to create 10 tutorials. You should not create the ten tutorials only based on the general tools VPs use. Balance it out. Create 4 tutorials on the general tools all VPs use and 6 tutorials based on specialized tools (the tools you use for your specific career).

Here's an example: You want to become a "Presentation Master" so that's what you call yourself. The tool that you're going to study is Prezi. Then you can show lots of fancy stuff and animations in PowerPoint then you're going to show off that you can create one in mobile or in Keynote for iOS devices.

You can also study the online animation platforms like some fun stuff like Storybots and Powtoon. So you create tutorials for those and then you can create tutorials on how to use The Secret Weapon for Evernote, how to use the Dropbox advanced features. You can also discuss time tracking and project management in Asana, Trello, and other similar apps. So create 10 tutorials based on these tools and the apps.

This will probably take you a few months. After going through these, you will discover stuff about yourself like "I don't like this tool", "I love this tool how come nobody told me there was such a thing?"

For example, you want to become a writer. Most are highly paid for that so you study the techniques of Microsoft Word and all the small tweaks and its powerhouse features like automatic number labeling and automatic formatting. Then you discover that you enjoy what you're doing.

You can't figure out what you enjoy doing if don't do anything, right?

Say, you enjoy watching the travel channel so you just watch TV. You just watched and watched and watched or you listen to travel broadcasts. However, there's no proof of how you enjoyed because all you do is consume. It's all about consumption and it's not going to help.

The world needs to see you. Your future clients need to see you - what you're really up to, what's you're really interested in.





#10

Create your Positioning.

So once you have decided that you enjoy doing this then you decide on your position and that's the P in my book. It's called Positioning in Chapter 7.

Now, the positioning is usually a two or three-word-phrase, that describes you and your benefit to a prospective client paying you monthly.

You need to figure out what your Position will be because you've done all these efforts studying the tools of a Virtual Professional.



#11

Buy your website name (aka domain name).

After you have figured out your position, it's time to buy your domain name.

Some people ask if they can just use their first and last name as the website name. Sure you can.

However, the reality is that first name+last name has no recall and no value to a stranger. The value is the benefit you can give to them. For example, if you call yourself something like "Prezi Master" or "Prezi Princess", "Presentation Princess."

It's like a slogan but it's not. Position tells a person what services you can render





and how you see yourself. Prezi is a presentation software.

So there are two choices in creating a domain name:

- Position.com
- FirstNameLastName.com

Not all people can decide on their position up front so if you're one of these people or if you are a beginner, just go ahead and use the second option, especially if it's easy to spell your name.

#12

Get your

WordPress-hosted site.

Now that you have decided what your website name will be, don't just buy your .com anywhere. Don't buy it from enum.com or godaddy.com. You will only have a hard time.

What you need to do is you need to have your own hosted Wordpress site. You can get one here: <http://virtualcareersbook.com/hostedwp>

The website name is actually free. What you're paying for is the host. The host is the hard disk that you rent on the internet to put all your website files in.



#13

Create your Blog.

So now that you have a domain name and you've set up your host, you now have what is called a hosted WordPress blog. It's empty and that's okay. You're not supposed to write down what happened to your life in your blog.

We all know that a blog is some sort of a diary right? We're not going to diary out our lives here.

Instead, get your 10 tutorials and save them as PDF (Save As PDF or Export As PDF).

Then one at a time, upload them to a website called SlideShare (<http://www.slideshare.net/>).

If you already have a LinkedIn account, you probably have a SlideShare account already because it is owned by the same company.

The tutorials must follow certain rules and these are found on Page 107.

Essentially, the rule is simple: your tutorial must have one step for each page.





For example, these are the steps that you want them to follow:

1. Click on Username
2. Hit enter
3. Enter your password
4. Hit enter
5. Click here to start

You will have one slide for each step. So that's five steps just to enter a website, that's equivalent to five slides. This will make your presentation extremely long.

You really want it to be a long presentation. The point there is if you have a very detailed presentation, the person reading your presentation will appreciate it and you come across as a very patient person.

So this is a test. Your test. Are you patient enough to create a tutorial that only contains one step per slide?

Or are you going to say that you don't care and assume they know how to do this? If you do, it will reveal to the person reading the presentation that you're not a patient person.

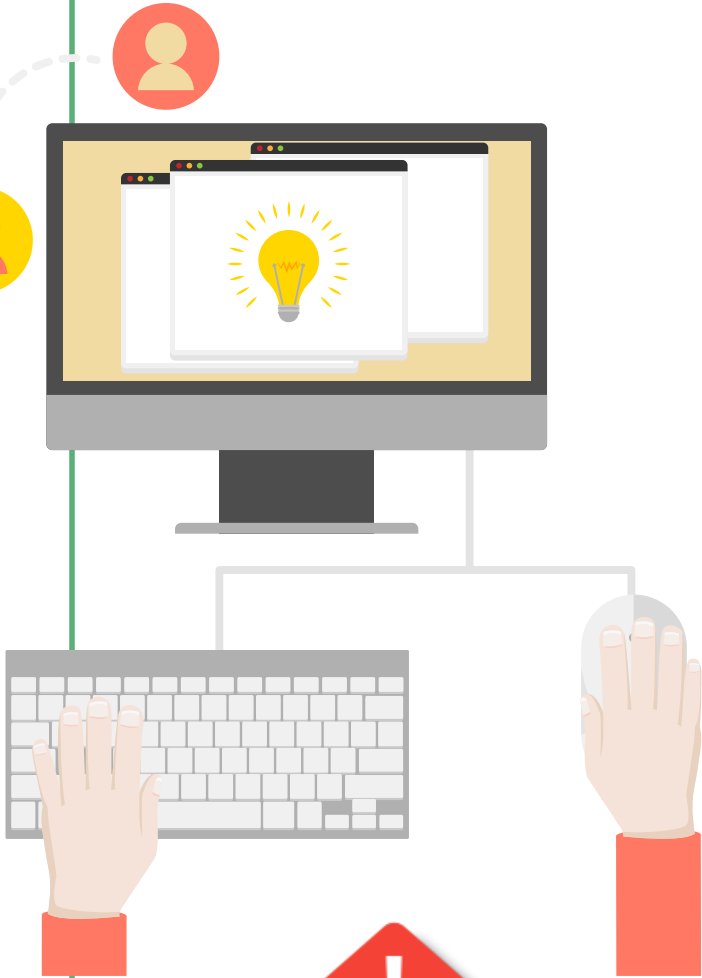
This means you're not selling yourself well. You had the chance to communicate that you are a patient person and you blew it.

Just follow the instructions on page 107.



#14

Embed the tutorials in your website.




Now, you're going to put something on the website right? The website is going to contain all the tutorials you made, one blog post at a time.

For example, when you're going to make a tutorial for Evernote, you upload it to SlideShare and then you embed it to your blog. So the blog will only contain the slideshow on Evernote and that's it.

After one or two days, you upload another one. Say, a tutorial on Google Refine. So if you do that technique over the course of ten tutorials then your blog will look like it wasn't created in one day. That's very important. The blogs need to look like they were posted over a period of time and not something that contains ten blog posts all in one day.

You might be wondering if you're supposed to show this to your friends. No, you're not supposed to share your blog with anyone at this point. Not even your friends because your friends are not going to hire you.



Q: Jomar, I'm not sure... what apps shall I study? Do you have an updated list?

A: Yes. it's in virtualcareersacademy.com

#15

Create your Resume.

The next thing you're going to do is to create your resume using the format that I explained on page 95.

The resume that you will create is going to be completely different from any kind of book you have read on resume making. I checked them all - online and in the bookstore. None of them are communicating exactly what I taught in the Virtual Careers book.

This is a resume design for the reader/client, not for you. Look at samples in <http://virtualcareersbook.com/resume>. And just follow the instructions on how to do it on page 95 of the Virtual Careers book.

~~COURSE~~
POSITIONING PHRASE

~~ADDRESS, TELEPHONE~~
BLOG, EMAIL, SKYPE,

~~COLLEGE GRAD SHOT~~
INFORMAL OFF CENTERED ACTION PHOTO

CONTACT

- ~~NAME~~
City Name (Country)
- ~~PHONE~~
123 456 789
- ~~WEBSITE~~
www.yourdomain.com
- ~~EMAIL~~
yourname@domain.com

HOBBIES

~~HOBBIES~~
WHAT 3 PEOPLE SAY ABOUT YOU

ABOUT
YOUR COMPANY NEEDS SOMEONE WHO...

STUFF YOU CAN DO FROM THE CONTENTS OF THE JOB DESCRIPTION

EDUCATION
~~EDUCATION~~
TECHNICAL SKILLS/APPS THE JOB NEEDS

ACCOMPLISHMENTS
ONE SENTENCE ATTITUDE PROOFS/ SCREENSHOT

#16

Put up other blog posts on your website.

Now, while you're doing all these - creating a resume, tutorials and stuff like that - you're going to have feelings and opinions on things. Opinions such as, "This virtual careers thing is tough" or "I'm having fun!"

Now is your chance to express your feelings by putting them into your blog.

You type them. If you don't like to type, do photo essays of what you're doing - picture of your computer, your keyboard as well as a picture of your notes, post them on your blog with captions.

The more pictures the better. Think of yourself like you're a food blogger but you're not taking pictures of food. Instead, you're taking pictures of your progress. You're a Progress Blogger.

You are showing your process of learning. For example, you are posting that you're studying Evernote so put a picture of the Evernote site. Add a caption to the photo to explain what it's about.



For example, you went to a coffee shop to do your learning stuff so you take a photo of your coffee mug. The caption of that photo would be: "This is a photo of the drink I had in the coffee shop while studying Evernote." Post it on your blog. Then add more pictures of that session in the coffee shop. Don't just give two pictures. Give a lot.

This way, you come off as a person. Not just a tutorial maker but as a human being. If you can explain yourself in a video, much better. If you can type it up because you're a great writer and you know how to express your feelings, that will also work. Grammatical errors are okay but just make sure they're not really bad.

You put your stuff into HemingwayApp or GingerSoftware so those apps can check your grammar. Friends can also help check.



#17

Put your website at the very top of your resume.

The next step is to put the most important thing in your resume. At the very top, your resume should contain a link to your website. That's the ".com" you got in step 11 of this checklist.

It is one of the big things that's not taught in most resume books or even in career seminars. They hardly think that the .com is the most important thing in the resume but actually it is.

The design of this entire approach, which I've been teaching for six years to Filipinos all over the world, is that the person reading your resume will stop reading and they will hit your website.

Your website alone will speak volumes about how good you are, how you great are, how capable you are, because even if you live on a small island in Mindanao and nobody cares and your internet is super slow you show yourself as a patient, persistent person who can do this kind of website. Then they're going to hire you for whatever amount you want.

That's my goal: that you would be able to charge whatever amount you want.



Jomar, do you have a course containing this checklist & more?

Yes! Go to:
datewithfreedom.com

#18

Start going to online places for online jobs.

OnlineJobs.ph
Freelancer.com
Upwork.com
Craigslist

These are OnlineJobs.ph, Freelancer.com, Upwork.com and our big secret, Craigslist.

Go post your stuff there because you want credibility and visibility. You're not going to expect people from these sites to hire you. That's not the point.

The point is people will search for you and your account on this website will appear because these websites - have high visibility, your new website doesn't.

So how does this go? They go to Google, your name shows up then they go to your account in onlinejobs.ph, then they go to your website. Got it?

Once they're on your website, they will be impressed and they're going to hunt for you.

Some of these online jobs sites have exams. Take those exams.

Complete your profile to 100%. That is very critical. There is no value in doing that but these websites will value your account if it's 100% complete. You must do that.

#18

Start applying for jobs.

Now these websites have jobs that you can apply to so just go ahead and apply.

Start accepting interviews with people and rejecting those you don't like. I'm pretty sure you're going to reject more.

Some of the interviews won't go well because they want you to charge \$3 an hour but you don't want to. Why should you be cheap? So you go ahead and only talk to those who you know would be accepting your \$10, \$20, \$30 an hour rate. This comes with training so you need to expose yourself to as many interviews as you can. Sometimes these Interviews are just chatting - text chatting. Some are face to face on video, some are just voice calls. During interviews, you have to fix up your clothes. Fix up your background too.



#20

Stalk your future clients.

Here's the thing that almost nobody will teach you.

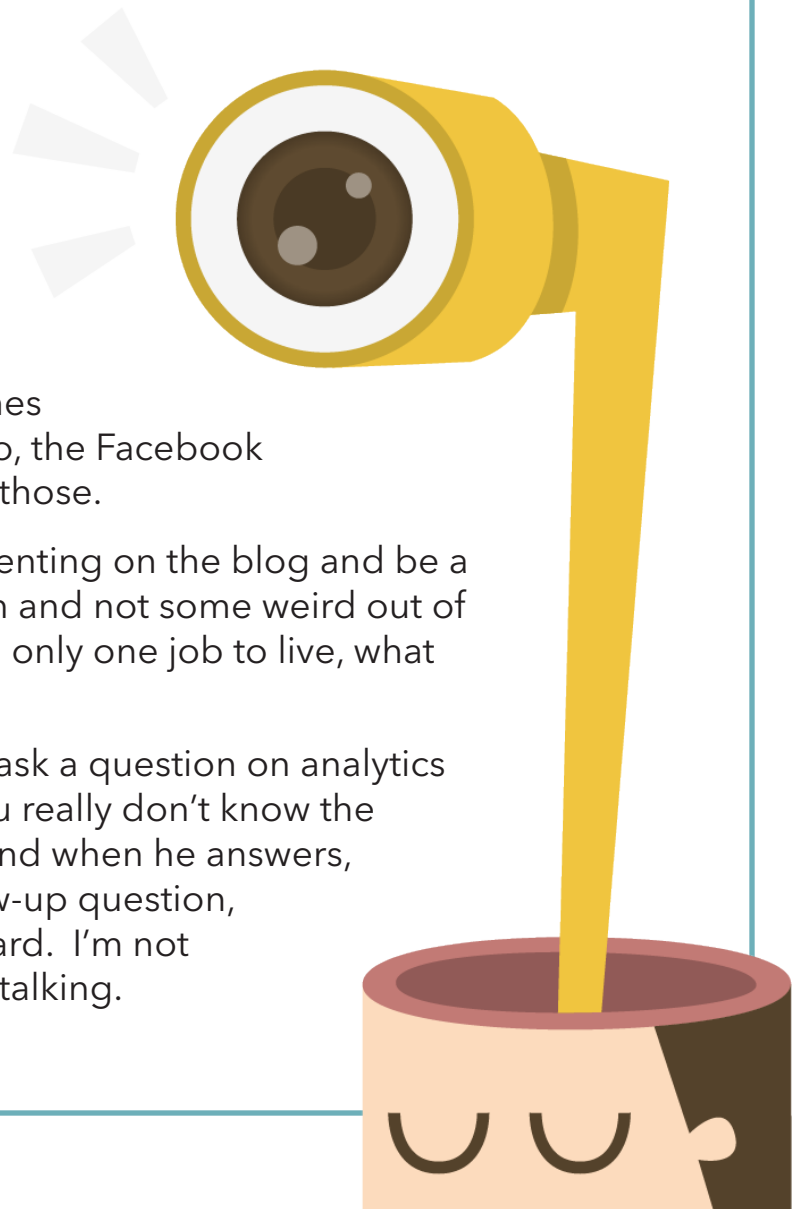
While you're applying for jobs in the online sites, you would think I want you to get a job in those there, right? No, not really.

So while you were studying the tools and creating the tutorials, you're going to see some names. The websites will mention them.

For example, when it comes to conversion optimization, this guy Chris is good and this guy Pete is good. You get to see that these are real people, with Facebook accounts and Twitter accounts. So what you do is find out what websites these guys go to, which ones they frequent, the forums they go to, the Facebook groups they belong to and just join those.

When they have a blog, start commenting on the blog and be a person. Just give a sincere question and not some weird out of this world question like, "if you have only one job to live, what would you do?"

If the guy is talking about analytics, ask a question on analytics that you don't know and be sure you really don't know the answer. Ask him in the comments and when he answers, don't just say thank you. Do a follow-up question, be appreciative, send them a postcard. I'm not kidding. Just be a person and start talking.



As this conversation goes, that's when you'll state your position statement. That's when you'll say, "Actually, I work as a virtual professional. I create facebook contests for clients and do you know I call myself the Facebook Contest Captain?"

The normal answer to that kind of statement is "So can I hire you? How much do you charge?" and it's a pleasant conversation because you've been talking to this person online for a while now.

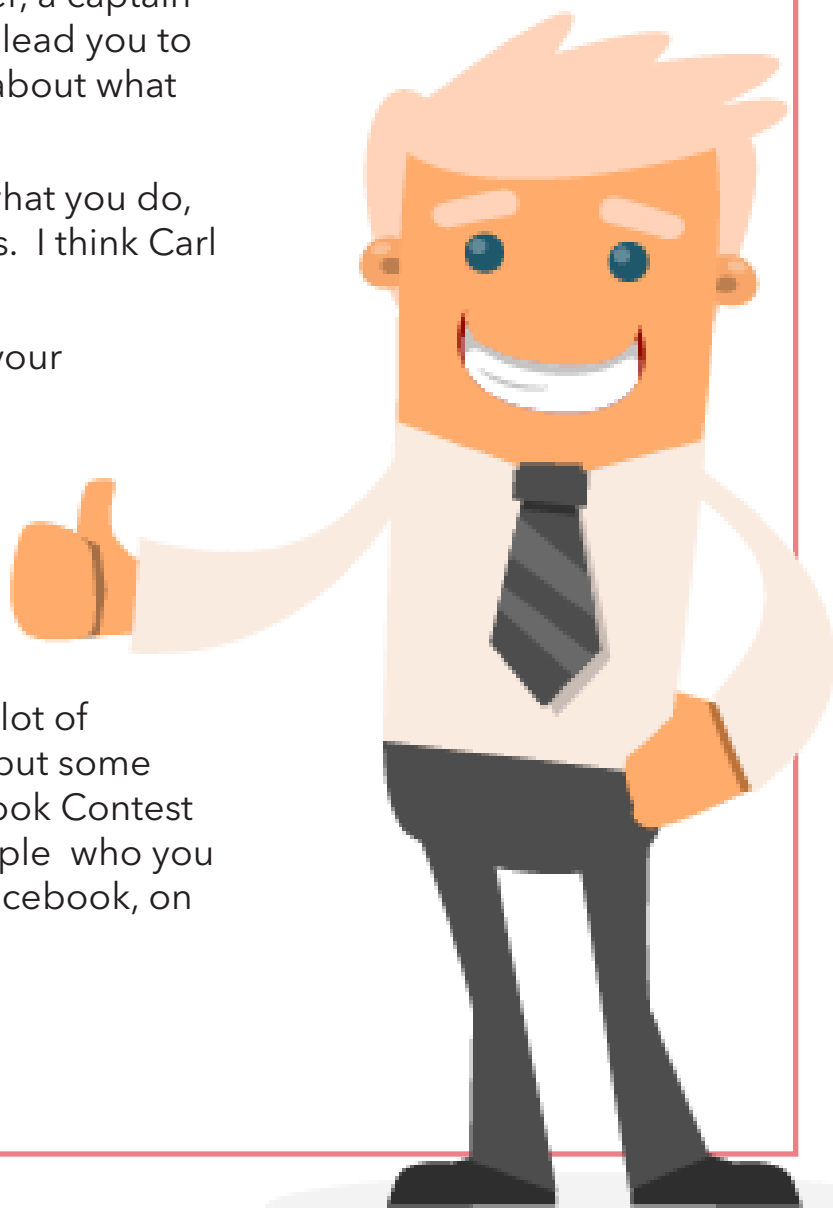
So that's actually the goal. To get into a conversation with a business owner, a captain or a champion of your industry, to lead you to the point when they ask you stuff about what you do.

Now if they never get to ask you what you do, there's a very simple way to do this. I think Carl Dexter gets the credit for this one.

In facebook groups you say, start your statements like this.

"As a champion for Facebook Contests, I always do surveys and one of my surveys is: do you still watch TV and if you do, what program do you watch?"

Post that question in the forum. A lot of people will answer your question but some will ask what you mean by "Facebook Contest Champion" and those are the people who you can start a conversation with on Facebook, on the comments line or on PM.





These people will be able to give you your first pleasant hire because you don't need to get interviewed.

For those who are introverted, like 80% of you are most likely to be, you're not going to talk to your heroes online. What you will do is go to Upwork and get rejected a hundred times and that's still okay.

The more you get rejected the more you get to know the kind of client you don't like. Remember, you're not the only one being rejected. You are also rejecting them. So it's a give and take thing.

Expect to be rejected a hundred times before you get your first quality client. Don't think it not as rejection per se; instead, look at it as practice. Some of the clients are practicing on you and you're also practicing on some of them, and this is great.

#21

Share your success.

Once you got your first online job, you are committed to sharing about it in my Facebook group: facebook.com/groups/jomarhilariovirtualcareers.

I will applaud you and even guest you in my webinar because that's such a great milestone.

Just remember why I want you to get this book. If you don't want to get it that's okay since I already gave you the checklist anyway.

I wanted you to get the Virtual Careers book because I want you to believe in yourself.



You can command your \$10/\$20/\$30/\$40 an hour even if you're on a small island in the Visayas or in Palawan or Batanes. It doesn't matter. What matters is the results, the website that you created.

It is something you can be proud of. The clients would love it. You will have a great relationship with him and will refer you to their friends and then now you will have your 3-4 clients a month giving you a regular income from 4 sources.

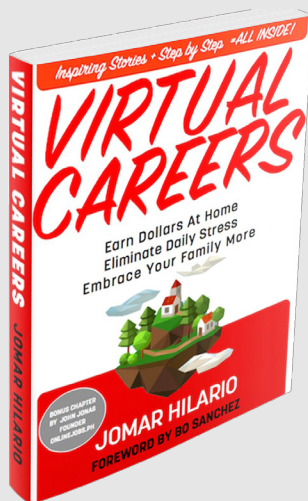
Not anymore one job wherein if you get fired, you have zero income. Four clients, four sources of income is even better. It's a safer way to live.

That's it. Thank you very much. This your checklist on how to start your virtual careers.

This has been Jomar Hilario, the author of the book, Virtual Careers.

Get the book or learn from the checklist, it's up to you. I do have a webinar every Monday 9PM Philippine Time which is 9AM New York Time. It's free so join us. It's been going on for about five years and we interview lots of people on virtual careers.

Join my group here: <http://facebook.com/groups/jomarhilariovirtualcareers>



Get the Virtual Careers book here: <http://virtualcareersbook.com/>

Learn The High Paying Skills Today <http://virtualcareersacademy.com>

