

## Calling all Virtual Assistants!

Reflect on a moment where you had to explain what it is you do for a living, particularly to those who aren't quite familiar with the freelancing industry. You find yourself in a conversation pertaining to the trials and tribulations of the workday, such as a pesky boss, or an overly annoying coworker, the aspects of a job that stack on the pressure. Generally, these conversations center on the workplace, meaning, a more traditional setting. And while you can relate to certain stressors, you silently hope the conversation isn't directed towards you, because you have been there before when your response produces an awkward silence.

You are passionate about what you do, it is proven when you discuss your abilities with a potential client. You can demonstrate exactly what it is you do for a living to those who are needing your services, but when it comes to say, your significant other's coworker, you find yourself troubled. It is not because you are ashamed of your career, it is because what you do for a living is still a growing profession.

We are a versatile bunch. The responsibilities of a virtual assistant can range from lead generation to market research, to editing to customer service. There is not one label for the virtual assistant, and that is what makes our profession as incredible as it is. If you think about it, does one position at any job truly entail one responsibility? Many positions require fluctuating tasks, so why is it any different to explain our line of work?

During this holiday season, when gatherings occur, and curiosities spike higher with concoctions, when warmth spreads, and we all want is to get to know thy neighbor, remain true to your passion. Channel your inner confidence when the conversation takes a turn and you find yourself in the spotlight. Remember the versatility you bring to the table, the skillsets you obtain. Focus on that as you graciously explain all the wonderful things you have contributed. The pressure is on with a potential client, but with a stranger, the pressure doesn't have to be the same. Someone else's evaluation is not pertinent to your future.

But if you still find that their confusion creates uncertainty, try encapsulating the general profession of being a virtual assistant. Like an administrative assistant in a traditional office setting, highlight your beautiful versatility; remind them that most jobs require an individual to wear more than one hat. Rather than concentrating on the awkward pause that may follow, use it to your advantage. Utilize the time to explain it further, for your skills are worthwhile, and they ought to be highlighted.

And...you may never know when a networking opportunity may arise! After all, it is the holiday season.