Where to Learn VA Skills

RESOURCE GUIDE Courses, programs, and paths for the VA craft

The Business of Virtual Assistance shows you how to build and run the business. This companion guide shows you where to build the craft — the actual, teachable VA skills. It intentionally leaves out “how to start your own VA business” programs, because that's the ground the book already covers.

NO ENDORSEMENTS, NO AFFILIATES — HOW TO USE THIS LIST

> This list is informational only. FlatTail Media does not endorse, recommend, or guarantee any program, course, company, or outcome on it, and earns no money from it — no affiliate links, no commissions, no sponsorships. Inclusion is not a recommendation; it is a starting point for your own research. Prices and ratings can change — verify on the provider's live page before enrolling. Ratings come from the providers or third parties, not from us; a course-level star rating is a stronger signal than a provider-level one (a company's overall Trustpilot reflects customer service, not the training). Nothing below 3.5★ is listed, and there is no government “VA license.”

LEARN MORE *Module 3, VA Skills and Skill-Building Paths*

1 · General VA Skills Training

LOW-COST ONLINE COURSES

Must-Have Skills (Training) for Virtual Assistants — Erin Booth

Core VA skills: calendar and inbox management, travel, invoicing, social-media upkeep, data security, and handling tricky client situations. Aimed at people new to the work. ~4.7 hrs, self-paced.

COST ~$13–$20 on sale **RATING** ~4.6★ (thousands) **WHERE** Udemy

Must-Have Tools for Virtual Assistants — Erin Booth

30+ tools for projects, payments, onboarding, and productivity — for VAs who want to automate and juggle multiple clients. ~3.25 hrs.

COST ~$13–$20 on sale **RATING** ~4.7★ **WHERE** Udemy

Virtual Assistant: Internationally Accredited Course

VA skills with a communication emphasis — email etiquette, phone and video-conference skills. Marketed as beginner-friendly; labeled a bestseller on Udemy. ~5.5 hrs.

COST ~$14.99 on sale **RATING** 4.3★ (~323) **WHERE** Udemy

Working as a Virtual Assistant — Alison

A free, orientation-level course on VA roles, tools, client management, virtual teamwork, and data security.

COST Free (paid cert optional) **RATING** Provider-level ~4.6/5 Trustpilot **WHERE** alison.com

Remote Management Skills for Virtual Assistants — WriteWow

Soft skills — communication, conflict resolution, task and time management, note-taking. ~3 hrs.

COST ~$13–$20 on sale **RATING** ~4.2★ **WHERE** Udemy

Juggle Less: How to Maximize Your Inbox — BELAY

Inbox and email management — the tips, tools, and features BELAY's own VAs use.

COST $19.99 **RATING** Provider-level ~4.0/5 Trustpilot **WHERE** belaysolutions.com/courses

Virtual Assistant Training – CPD Certified — Reed / Skill Up (UK-oriented)

Beginner admin skills — Zoom/Outlook, work-from-home setup, data entry — plus where to find work. 1.5–3 hrs.

COST ~$125 (installments) **RATING** ~4.2★ (few hundred) **WHERE** reed.co.uk

ADMINISTRATIVE-SKILLS COURSES

Administrative Professional Foundations — LinkedIn Learning

Communication, confidentiality, calendar and email management, supporting multiple execs, remote best practices, and AI in admin work. Great for entering or advancing in admin/VA work. ~1h 24m.

COST Subscription (1-mo free trial) **RATING** 4.8★ (~752, course-level) **WHERE** linkedin.com/learning

Administrative Professional Tips — LinkedIn Learning

A more strategic playbook for higher-value support — gatekeeping, executive presence, managing up, project management, briefing materials, and boundaries. Best once you have the basics. ~3h 4m.

COST Subscription (1-mo free trial) **RATING** 4.8★ (~7,608, course-level) **WHERE** linkedin.com/learning

COMPREHENSIVE SKILLS PROGRAMS

Ultimate Virtual Assistant Master Class — BELAY

A broad, practical grounding in the craft — email/time management, remote security, CRM/data, social, project/event/travel planning, plus boundaries and self-care. 90+ videos, 60 resources; lifetime access. Positioned for those with some admin experience.

COST $249.99 (verify) **RATING** Provider-level ~4.0/5 Trustpilot **WHERE** belaysolutions.com

90 Day VA — Esther Inman

A skills-heavy independent academy: content creation, social media, podcast/video editing, email, light web work, plus EA skills. Community, weekly Q&A, members' job board. (Also includes get-started material, which the book already covers.)

COST ~$1,297–$1,997 (verify) **RATING** Strong reputation; no formal star rating **WHERE** 90dayva.com

ACCREDITED, CAREER-COLLEGE & CORRESPONDENCE-STYLE

Virtual Assistant Career Diploma — Penn Foster

Accredited career-school diploma (130+ yrs): web writing, business communication, presentations, online tools, social media, and time management. Structured, self-paced; instructor support included.

COST ~$20–$59/mo plans **RATING** Provider-level ~4.1/5 Trustpilot **WHERE** pennfoster.edu

Virtual Assistant Course — CanScribe Career College

Structured program: MS Office, bookkeeping/QuickBooks, project management, business writing, marketing, and HR. Reviewed by the Canadian Association of Virtual Assistants; entrance assessment required.

COST $2,995 + up to $200 materials **RATING** Provider-level ~4.0/5 Indeed **WHERE** canscribe.com

Virtual Assistant Training Course — CCI Training Center

48-hour, self-paced, beginner-friendly. Hands-on with the tools clients use — Google Workspace, MS Office, Slack, Trello, Zoom, CRMs — via task-based simulations of real VA work.

COST Not listed — contact provider **RATING** No formal rating; judge by fit **WHERE** ccitraining.edu

2 · “Hire + Train” Companies

Not courses you buy — companies you apply to that train you and pay you to do the work; an alternative to going independent. Ratings reflect client or employee experience, not course quality. Smith.ai and Fancy Hands state the lowest experience requirements.

Smith.ai

A virtual-receptionist path (call handling, scheduling, client communication), with overlapping skills. Advertises paid training, remote work, and predictable scheduling. ~$15/hr US ($16 bilingual); 25+ hrs/wk.

RATING Role-specific Glassdoor ~4.3/5 **WHERE** smith.ai/careers

Fancy Hands

Pooled US assistants handling short, quick-turnaround tasks. Task-based pay, minimal formal training, and a low stated barrier to entry.

WHERE fancyhands.com

Wing

General-VA employer with an explicit training layer: paid training plus in-house upskilling. US General VA listing expects ~6 mo–1 yr experience with calendars, spreadsheets, and remote tools.

RATING Provider-level ~4.0/5 Trustpilot **WHERE** wingassistant.com/careers

BELAY

US-based; you're a contractor, trained/onboarded before client assignment (admin, bookkeeping, social, web). Usually expects prior experience; hiring takes several weeks. Also sells public skills courses (see Section 1).

RATING Provider ~4.0/5 Trustpilot; ~3.7/5 Glassdoor **WHERE** belaysolutions.com/jobs

Time etc

UK/US; extremely selective (reported under 1% accepted; seasoned pros). Free to join; ~$17+/hr reported. New VAs get free onboarding training from Erin Booth.

RATING ~4.8/5 Trustpilot **WHERE** timeetc.com

Boldly

Premium fractional staffing; VAs are W-2 employees with benefits (best for experienced EAs/VAs). Trains its own staff internally.

RATING ~4.8/5 Glassdoor **WHERE** boldly.com

Prialto

Full-time employees complete a four-week core training program plus ongoing mentorship; college-educated, US business hours. Well-regarded (cites 98% client retention).

WHERE prialto.com

3 · Niche / Specialty Skills

Specialty skills are commonly associated with higher rates than generalist admin work; recognized specialties are often cited as moving pay from single digits toward $25–$50+/hr, with legal and bookkeeping often higher.

BOOKKEEPING / FINANCE VA

Bookkeeper Launch — Bookkeepers.com (Ben Robinson)

The complete craft of virtual bookkeeping — techniques, client workflows, industry software. No experience needed. Weekly live coaching, community, lifetime access; 30-day money-back guarantee.

COST $2,499–$4,999 (plans) **RATING** Strong reputation (BBB A+) **WHERE** bookkeepers.com

LEGAL SUPPORT VA

Paralegal Certificate — UC Irvine Div. of Continuing Education

ABA-approved, ~300 hrs, taught by practicing attorneys/paralegals; an ABA-approved route toward legal-support work. Real admissions bar (degree required); 3–24 months.

COST ~$8,590–$9,224 + fees **RATING** ABA-approved; UC Irvine standing **WHERE** ce.uci.edu

REAL ESTATE VA

Real Estate Professional Assistant (REPA) — REBI

~15-hr certificate on supporting an agent and managing transaction risk. Institute affiliated with the National Association of REALTORS®.

COST Varies by provider **RATING** Recognized industry credential **WHERE** rebinstitute.com / championsschool.com

SOCIAL MEDIA VA

Meta Social Media Marketing Professional Certificate

Strategy, content, ads, and analytics. ~5 months, hands-on projects.

COST ~$49/mo Coursera **RATING** ~4.8★ (tens of thousands) **WHERE** coursera.org

HubSpot Social Media Marketing Certification

Strategy, content, social listening, ROI. Free credential for beginners.

COST Free **RATING** Recognized; no star rating **WHERE** academy.hubspot.com

EMAIL MARKETING VA

HubSpot Email Marketing Certification

Strategy, segmentation, automation, analysis. ~3–4 hrs. Pair with a Kit/ConvertKit or ActiveCampaign course (free/low-cost).

COST Free **RATING** Recognized; no star rating **WHERE** academy.hubspot.com

E-COMMERCE / SHOPIFY VA

Google Digital Marketing & E-commerce Professional Certificate

Copywriting, social, email, e-commerce, analytics, plus Canva, Hootsuite, Google Ads. 7 courses, ~240 hrs; auditable free.

COST ~$49/mo Coursera (audit free) **RATING** ~4.8★ (tens of thousands) **WHERE** coursera.org

Shopify Academy

Official Shopify training: admin, marketing tools, shipping/fulfillment, conversion. Badges and assessments.

COST Free **RATING** Official provider; no star rating **WHERE** shopify.com/academy

EXECUTIVE / ADMINISTRATIVE SUPPORT VA

PACE — Professional Administrative Certification of Excellence (ASAP)

Communication, project management, and technology skills for admin and executive assistants. Self-scheduled certification.

COST Paid — verify **RATING** Respected admin credential **WHERE** asaporg.com

World Class Assistant™ / Star Achievement Series® — Office Dynamics

Advanced EA strategy and leadership; leads to the CEAP designation. For experienced assistants.

COST Premium — request quote **RATING** Long-standing EA reputation **WHERE** officedynamics.com

Also relevant: the two LinkedIn Learning admin courses in Section 1 cover executive/admin skills at a lower price point.

TECH / SYSTEMS VA

Tech VA in a Day — Esther Inman

Building funnels and running client websites with no-code templates. Part of the 90 Day VA ecosystem.

COST $997 (or $97 plan) **RATING** Well-regarded; no star rating **WHERE** virtualassistantinternship.com

Dubsado Certified Specialist (free) + Dubsado Rockstar

CRM and workflow-automation setup for client-facing businesses. Free official certification (10 setups + demo exam) plus a listing in Dubsado's specialist directory (a lead source); optional paid course.

COST Cert free; course paid **RATING** Well-regarded niche; no star rating **WHERE** dubsado.com / productiveco.com

PROJECT MANAGEMENT VA

Google Project Management Professional Certificate

Full project lifecycle, Agile/Scrum, tracking, risk/change management — for VAs offering PM or Online Business Manager services. ~6 months.

COST ~$49/mo (usually <$300 total) **RATING** ~4.8★ (~143,000) **WHERE** coursera.org

PODCAST MANAGEMENT VA

The Podcast Kit — Digital Nomad Kit (Amanda Sloan)

Creating, launching, editing, and distributing podcasts, plus what to offer as a podcast VA.

COST Paid — verify **RATING** Positive testimonials; no star rating **WHERE** digitalnomadkit.com

Podcast VA training — 10kVA ecosystem (Kayla Sloan)

Editing, show notes, scheduling, and ongoing podcast management.

COST Paid — verify **RATING** Well-regarded niche; no star rating **WHERE** 10kva.com

Things to Weigh

These are considerations for your own comparison, not recommendations of any specific program:

- Free vs. paid. Some tool and platform certifications are free; comprehensive programs and accredited diplomas can run into the thousands. Match the spend to how sure you are of your direction.
- Course-level vs. provider-level ratings. A course's own rating is a stronger signal than a company's overall score, which reflects general customer service rather than the training.
- Accreditation is not a licence. There is no government “VA license”; weigh who issues any “accredited” or “certified” claim.
- Specialization and rates. Specialty skills are generally associated with higher pay than generalist admin work.

- Independent academies often carry no course-level star rating. Where one is absent, weigh reputation, refund terms, and add-ons, and confirm current pricing yourself.

NO ENDORSEMENT · NO AFFILIATION

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GET THE FULL BOOK

The Business of Virtual Assistance: How to Start, Structure, and Run Your Own Virtual Assistant Business walks the entire journey in depth — the reasoning, decisions, examples, safeguards, and systems behind starting and running a VA business. No course, no coaching, no catch: buy the book once and you own the entire system.

Read more and see all formats: flattailmedia.com/va-book

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