



KATHY GOUGHENOUR

Business Coach and Trainer for Virtual Assistants

Key Focus: Training women to be highly successful Virtual Experts® and helping them understand the opportunities available to them

After finding the courage to say “bye-bye” to her corporate marketing career, Kathy Goughenour built a 6-figure Virtual Assistant business from her tiny house in the middle of a forest.

Today, she teaches professional women how to create their own work-at-home Virtual Assistant and Virtual Expert® businesses so they too can enjoy the freedom, flexibility, and financial security they desire and deserve.

Kathy and her Expert VA® and Virtual Expert® Training programs have been featured in *Forbes*, *The Huffington Post*, *Good Housekeeping*, *All You*, and *The Wealthy Freelancer*. For more information, visit www.virtualexpertraining.com.

SUGGESTED INTRODUCTION:

Today’s guest, Kathy Goughenour (pronounced: GOO-gen-hour), is the founder of Expert VA® and Virtual Expert® Training where she trains and coaches women who want to build their own Virtual Assistant home-based businesses. Kathy runs her virtual empire from her dream home -- which is a tiny home in the middle of a Missouri national forest. She can be found sporting a tiara 98% of the time. And she wears PJs (not gowns). Yes, you got it. PJs and tiaras because that’s the type of kingdom she’s ruling. And why not? She knows that when you become a powerful woman, you can make your own rules. Welcome to the show, Kathy!

INTERVIEW TOPICS

- 7 hottest services Virtual Assistant clients are hiring for today
- 5 reasons to start a Virtual Assistant career in the new economy
- The first 3 steps to jump-start your Virtual Assistant career
- 5 biggest mistakes new Virtual Assistants make and how to avoid them
- The #1 way to get clients as a Virtual Assistant
- Up-level your income: The difference between a Virtual Assistant and a Virtual Expert®
- How much can you really earn as a Virtual Assistant?
- How to become a Virtual Expert®, earn a great income, work from home, and BYOB (Be Your Own Boss)
- Top 3 traits high-paying clients are looking for in a Virtual Assistant
- How to build a 6-figure Virtual Assistant business

Expert VA
VIRTUAL EXPERT

“Kathy’s enthusiasm and willingness to share her knowledge made this training more than I could ever have imagined. Thank you Kathy for giving me the confidence and tools I needed to create my own Virtual Assistant business.”

Joyce Wright
Virtual Expert®

CONNECT WITH KATHY

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INTERVIEW
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