



SPEAKER KIT

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WE ARE **SMALL BUSINESS OWNERS**

PASSIONATE ABOUT HELPING OTHER SMALL BUSINESS OWNERS GROW

We founded VaVa Virtual Assistants over 10 years ago with the goal of helping small business owners achieve work/life balance and focus on the work they love.

OUR BUSINESS HAS GROWN TO 7 FIGURES INCLUDING 97% GROWTH FROM 2016 TO 2017 THAT WAS TRIGGERED BY DELEGATION.



We grew from \$0 to \$1 Million without any capital. The 4 key factors that contributed to our growth were delegation, sales, services, and profit margin. Through our mission, we have stood side-by-side with entrepreneurs as they accomplish goal after goal and watch their businesses reach new growth targets. Sharing in those experiences—not only the wins, but the challenges as well—has offered us a unique perspective on operations and growth strategies in a variety of industries and organizations.

Our approach to speaking mimics how we guide individual clients every day at VaVa. We provide recommendations backed by real-world examples from within our business and those we've backed over the last decade. As small business owners ourselves, we take the lifestyle of entrepreneurs into account when providing advice. We're here to offer practical, action-oriented direction to entrepreneurs at all stages of their careers.

Launching and developing businesses is difficult, demanding, and personally draining work.

But the results? They are *oh so* worth it! As speakers, we're passionate about motivating our audiences to achieve their goals so they can appreciate the results when they come flooding in

Let's get excited about business growth together! We're happy to collaborate with your business, organization, or event to bring our small business expertise to your audience. Please reach out by email at lauren@vavavirtual.com or melanie@vavavirtual.com, or by phone at 888.603.3997 so I can get to know your needs. You can also grab an appointment [on our calendar](#).

Best wishes,

Lauren Gall Melanie Ammerman

ABOUT LAUREN

Lauren Gall

Co-founder of VaVa Virtual Assistants, Lauren Gall is a native Midwesterner with over 10 years of experience in the business services industry. As a graduate of Ohio State University where she studied Strategic Communications, she has excelled in the areas of sales, leadership, and public relations as it relates to business development within her firm.

Lauren and her business partner Melanie Ammerman saw a gap in the workplace for the crucial backend support entrepreneurs need in order to develop and scale their own businesses. VaVa was created to fill that gap by carrying out the daily tasks taking entrepreneurs away from both, building their businesses and focusing on their personal lives.

Together, Lauren and Melanie have built a 7-figure Virtual Assistant company from the ground up.

Their steady growth over the last decade allowed them to scale appropriately and at a manageable pace. They continue to have the drive and passion to help business owners achieve the success and work-life balance they have always desired.

Lauren brings enthusiasm, hard work, and dedication to the small business industry and knows what it takes to be successful. She takes great pride in her work and developing relationships with others.

Lauren currently resides in Atlanta, GA with her chocolate lab, Bubba and enjoys hiking, yoga, traveling, and walking the beltline in her free time.



ABOUT MELANIE

Melanie Ammerman

Melanie Ammerman, Co-Founder of VaVa Virtual Assistants, is originally from Wisconsin and has a background in Clinical Psychology with a bachelor's from DePaul University and a master's from Pepperdine University. After spending several years in Chicago and Los Angeles, she now resides in Atlanta.

Melanie's goal was to build a life on her own terms, and along with fellow Co-Founder, Lauren Gall, she was able to do just that with VaVa.

She found the perfect fit in her leadership role and is able to utilize her administrative and psychology background to support her team on a daily basis. She utilizes and continues to hone her natural skills of big picture thinking, strategic planning, as well as understanding and connecting with people on a deeper level.

Melanie found such value in creating her own narrative—to build a life where work revolved around life instead of the typical life revolving around work—and through VaVa, she offers this passion by helping others do the same.



VAVA VIRTUAL ASSISTANTS

VAVA VIRTUAL'S MISSION IS SIMPLE: CONNECTING BUSINESS OWNERS WITH HIGH-PERFORMING VIRTUAL ASSISTANTS.

VaVa is a team of network builders, overhead eliminators, and freedom creators for entrepreneurs who believe that business success and quality of life are not mutually exclusive goals.

VaVa is exceptionally proud to have a wonderfully diverse staff that doesn't conform to one label, as a boutique women-owned business. VaVa's team of professionals celebrates all races, genders, generations, types, classes, and religions. They are united in their shared commitment to excellence and innovation.

Make no mistake: VaVa's team works hard, but they know firsthand how hard it is doing it all yourself. They also recognize that hustle culture takes the joy out of, well, everything, and entrepreneurs across the board are exhausted.

Lauren Gall and Melanie Ammerman launched VaVa Virtual in 2011 to help clients achieve their personal version of work/life balance. Their future-focused, VA hiring model prioritizes sustainability and empowers business owners to source proven remote talent, break the vicious cycle of hustle culture, and reclaim what brings them joy, personally and professionally.

VaVa Virtual loves helping clients redefine what business as usual looks like. Tell VaVa what you love, like, and avoid doing at your company—together, you'll develop a customized VA solution that delegates daily, back-end tasks so you can focus on building your business without the unnecessary busyness.

[SCHEDULE A CONSULTATION](#)

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SPEAKING OPPORTUNITIES

Lauren & Melanie speak on a variety of topics related to small business and entrepreneurship. Their best audiences are entrepreneurs, small business owners, virtual assistants, executives, marketing companies, and nonprofit leaders with a mission to grow and scale their organizations among so many more. Choose one of their standard topics below or develop a custom presentation together.

GROWING A SMALL BUSINESS

Lauren & Melanie draw on their years of sales experience growing VaVa Virtual Assistants as well as their involvement with many other companies. They help attendees identify their goals for growth, sales seasons, processes, and strategies to implement.

ATTENDEES LEAVE KNOWING

- How to define growth for their business (or potential business)
- When it's time to develop a growth strategy
- Different growth strategies for different types of businesses
- How to navigate business growing pains

ENCOURAGING A HEALTHY & THRIVING COMPANY CULTURE

Lauren & Melanie deep dive into what a healthy company culture looks like, explaining successful and unsuccessful strategies they have tried in their experience and helping attendees identify what might work in their businesses. Topics cover hiring the right team, successful communication, and understanding employee satisfaction.

ATTENDEES LEAVE KNOWING

- Strategies for hiring compatible team members
- How clear communication and transparency lead to healthy business relationships
- Strategies for helping a team bond
- How to measure the satisfaction of team members

SECURING & KEEPING CLIENTS

After a decade of securing and keeping VaVa clients, Lauren & Melanie know what strategies work and which ones will push your clients further away. They help attendees understand what is important to their clients, how to best communicate their differentiators, and how to pull a client back from leaving.

ATTENDEES LEAVE KNOWING

- How to identify their differentiators
- How to move clients along the customer lifecycle
- Ways to communicate with clients to keep them interested
- How to deal with clients ready to leave

CUSTOM PROGRAMMING

Would you like Lauren & Melanie to cover a different topic related to small business ownership, entrepreneurship, leadership? They are happy to customize an existing presentation to better fit your audience or develop a completely new one to meet your exact needs. Their expertise is wide-ranging and can be applied in many different working environments.

For inspiration, you can see more of the talks Lauren & Melanie has given below. Or feel free to reach out to begin the process.

HOW TO CRAFT A WINNING RFP RESPONSE

Lauren guided attendees on the best process for creating a successful RFP response, covering what to and what NOT to include in a proposal, how to structure it to makes sense to the prospect, and clever follow-up tactics to get results.

She gave this talk for the [International Virtual Assistants Association's](#) MOVE Summit 2021. Her presentation was voted the most enjoyed by conference attendees.

DELEGATION: THE #1 TOOL TO DOUBLE YOUR BUSINESS

Lauren and VaVa co-founder Melanie Ammerman discussed why delegation is the best strategy for business growth. They delivered this presentation at [The Lola](#), [Roam](#), and a few other organizations virtually and in the metro Atlanta area.

IT'S TIME TO WIN BUSINESS

Lauren and co-founder Melanie Ammerman demonstrated how Virtual Assistants can help businesses thrive. They gave this talk alongside Amy Walker.

HOW TO THRIVE IN A REMOTE BUSINESS ENVIRONMENT

Leading a virtual company, Lauren is an expert in working remotely. She helped attendees with strategies for navigating a virtual work life. She presented this talk in person at the [CIC in Philadelphia](#) and virtually for the [Atlanta Independent Women's Network \(AIWN\)](#). Attendees left feeling empowered and with successful tools to bring back to their companies.

THE POWER OF SOCIAL MEDIA BRANDING

In this presentation, Lauren helped attendees learn how to create effective social media strategies, craft compelling content, and plan for consistent communication. She gave this talk in Philadelphia at [Task Up](#) with [Robyn Graham](#).

HOW TO LEVERAGE A VA

When considering how you can use a Virtual Assistant in your business, simply ask: What needs to get done?

There's no project too big or small for a Virtual Assistant to handle. Talented, experienced VAs go above and beyond for their clients by suggesting new ideas and finding new efficiencies in addition to satisfying daily business needs. From the administrative to the creative to the financial, VAs provide stable support for small business owners so they can focus their energy on what they really love.

Here are just a few ways that you can use a Virtual Assistant:

- Email Management
- Calendar Support
- Phone Services
- Client Retention Correspondance
- Research
- Travel Booking and Support
- Writing, Editing and Formatting
- Project Management
- Event Planning and Management
- PowerPoint Presentations
- Purchasing and Supply Procurement
- Business Cards into Outlook Entries
- Reference Checks
- Client & Team Onboarding Management
- New Job Support
- Personal Assistance
- Social Media Planning & Management
- Newsletters and Email Marketing
- Marketplace-type Sites Posting
- Website Management and Design
- Website Maintenance
- Graphic Design
- Printed Materials
- Invoicing Clients
- Bill Pay Services
- Bookkeeping Services
- Seminars and Workshops
- Transcription
- Customer Service
- Audio/Video Editing



TESTIMONIALS

"VaVa is a critical asset to the NTEN team's ability to stay effective and efficient. They make managing the huge number of calls and meetings with our partners and community members simple, and even help manage our constant travel. We are so glad to have the VaVa team working with us!"

– *Amy Sample Ward, NTEN*

"I am thrilled with the whole VaVa Virtual experience. I was afraid to change things up and trust in people I didn't know and couldn't see, but I'm beyond happy with the results. I only wish I had done it years ago. My VA is amazing; she's much better than my full-time in-house assistants have ever been. She's smart, detail-oriented, and ALWAYS available. I'm not exactly sure when or IF she sleeps but it works wonderfully for me. Thank you so much. I've recommended you to other folks and will continue to do so. Your service is amazing."

– *Wendy Mitchell, Sherman Oaks, CA*



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"Thanks so much, VaVa for your help with my business marketing plans. You are the best and very reasonable in price. You get a lot for your money with these ladies. Kudos to you for your great service and your hard work. I will be recommending your services to every business that I come in contact with." – *Dana Nettles, Pharm.D., Mobile, AL*

"Lauren and VaVa Virtual did amazing work for our insurance agency, Thomas and Grushon. We gave her a list of what we hoped to see on our website and she had the vision to make it a reality. She and her team were easy to reach and produced a high-quality product in a timely manner. We will use them again for other projects and will definitely recommend their team to our business associates."

– *Gwen Price, Thomas and Grushon*

"My VaVa team is a Godsend. I would not be able to have the success I experience in my business without these amazing professionals. Working with them these past two years has been fantastic for me. My team has been able to solve problems and find solutions that past contractors were unable to do for me. I am experiencing a whole new level of success in business and financially because of them. I highly recommend this phenomenal team of professionals for your business if you are ready to go to the next level and want to experience greater prosperity and ease in your life. You will grow fast and work smart with team VaVa."

– *Kelley Rosano, YouTube Influencer, Course Creator*



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IN THE MEDIA

SHOUTOUT
ATLANTA

SHOUT OUT ATLANTA

[Meet Lauren Gall: Small Business Owner](#)

[Meet Melanie Ammerman: Co-Founder of VaVa Virtual Assistants](#)

VoyageATL

VOYAGE ATL

[Life and Work with Lauren Gall](#)

[Meet trailblazer Melanie Ammerman](#)

MY NETWORKING
APPAREL

THE CONVERSATION

[Ask Me What I Do](#)

THE BIG TIP
PODCAST

THE ONE BIG TIP PODCAST WITH JEFF MENDELSON

[Lauren Gall & Melanie Ammerman / Co-Founders of](#)

[VaVa Virtual Assistants](#)

BUSINESS
RADIO X

SIMON SAYS, LET'S TALK BUSINESS

[Lauren Gall and Melanie Ammerman of VaVa Virtual Assistants](#)

KESHA MAWHITE
DESIGNS

ONLINE BUSINESS FOR BLACK WOMEN PODCAST

[Growing a Successful Virtual Assistant Company with Lauren Gall](#)

Spreaker

THE LAUNCH YOUNIVERSITY PODCAST

[Lauren Gall and Melanie Ammerman of VaVa Virtual Assistants](#)

[on Why and When Solopreneurs Should Delegate and Invest
In Their Businesses](#)

ASK VALOR
MASTERMINDS
PODCAST

ASK VALOR MASTERMINDS PODCAST

[Learn What Virtual Assistants Do & Don't Do](#)



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WOMEN OWNED

IN THE MEDIA



SMALL BUSINESS CURRENTS

[Top 5 Tips to Maximize Your Small Business Growth](#)



FRUGAL ENTREPRENEUR

[5 Easy Ways To Streamline Your Small Business And Save Money](#)



AUTHORITY MAGAZINE

[Brand Makeovers: Melanie Ammerman and Lauren Call of VaVa Virtual Assistants On The 5 Things You Should Do To Upgrade Re-Energize Your Brand and Image](#)



BUSINESS FIRST FAMILY

[How An Expert Virtual Assistant Can Boost Small Business Growth](#)



HOME BUSINESS MAGAZINE

[Five Ways to Catalyze Small Business Growth](#)



STARTUPNATION

[Top 5 Tips To Galvanize Small Business Growth](#)



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REASONS TO WORK WITH LAUREN & MELANIE

1. THEY ARE PROVEN, SUCCESSFUL SMALL BUSINESS OWNER

Lauren & Melanie don't just talk about building small businesses; they work at it every day. They continually guide the trajectory of VaVa Virtual Assistants. They're highly involved business owner who leads her team and communicates with clients on a daily basis.

2. THEY BRING ENTHUSIASM

Taking the leap and starting VaVa 10 years ago had a meaningful impact on their life and the trajectory of their career. Since then, they have loved learning about the unique journeys of other entrepreneurs and helping them achieve the goals that are important to them.

3. THEY ARE COMMITTED TO WORK/LIFE BALANCE

Lauren & Melanie know what it's like to build a business on a tight budget with a tiny team. They are dedicated to helping business owners and entrepreneurs achieve a work/life balance that's truly satisfying for them. They won't suggest giving up your life to achieve your goals. That strategy only leads to exhaustion, overworking, and the wrong headspace for sustained business growth. Lauren & Melanie help entrepreneurs find a way to develop their businesses while maintaining a healthy and happy personal life.

4. THEY VALUE FLEXIBILITY AND COLLABORATION

Lauren & Melanie understand different events, organizations, and businesses require different types of presentations. That's why they look forward to collaborating with event hosts to ensure the satisfaction of all guests.

5. THEY ARE RESULTS-ORIENTED SPEAKER

As a speaker, their primary goal is for audience members to walk away motivated and armed with guidance that will help them succeed. Whether they have their next major action item or a resource for deeper research, Lauren & Melanie are focused on providing direction that results in success.





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CONTACT INFO

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