MyZipApply

SALARY GUIDE 2026 · FOR JOB SEEKERS

Virtual Assistants

What we're seeing from 640 virtual assistants who applied with us since January 2024. Rates are per hour, and almost all of them live outside the U.S.

$7/hr
Typical rate ask
based on 585 people

$5/hr
Lowest rate they'd take (typical)
based on 581 people

99%
Live outside the U.S.
based on 570 people

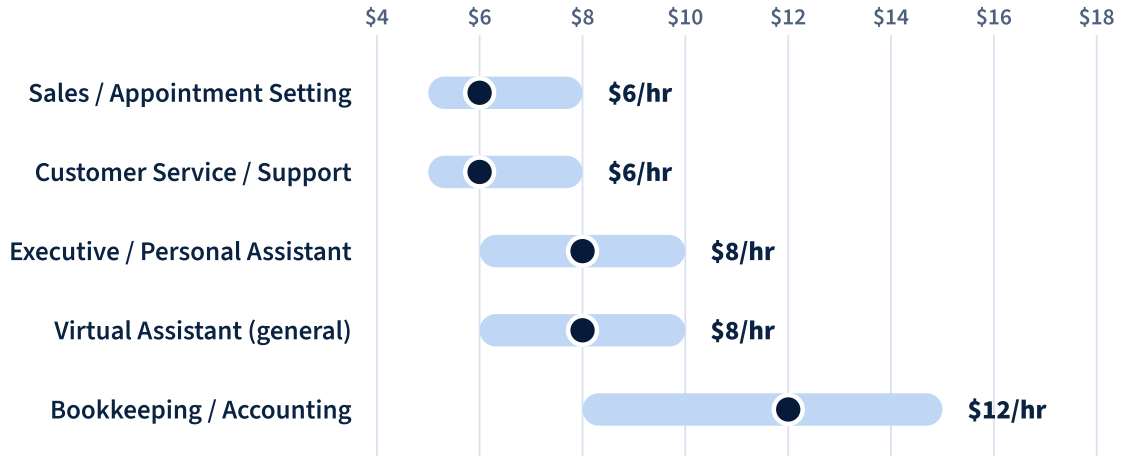
99%
Comfortable working U.S. hours
based on 638 people

Built from 640 job applications and questionnaires people filled out with NorthPoint Search Group (January 2024 – November 2025). This is what our own applicants told us. It is not a survey of the whole job market.

PAY

What they're asking to be paid

Desired hourly rate in U.S. dollars by the role they want, based on 580 people who told us what they want in their next job. The bar is the middle half of answers. The dot is the typical ask (the median).



Across everyone who answered, the typical ask is $7/hr, and the middle half asks for $5/hr to $10/hr (based on 585 people).

568 of the 570 who told us their country live outside the U.S. These are not U.S. pay rates.

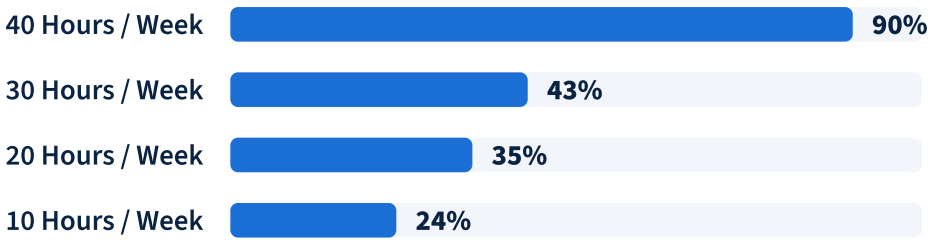
Each row is one role group. "People" is how many answered. Groups with fewer than 5 people aren't shown.

ROLE THEY WANT	PEOPLE	MIDDLE HALF	TYPICAL ASK	LOWEST THEY'D TAKE
Sales / Appointment Setting	88	$5/hr – $8/hr	**$6/hr**	$5/hr
Customer Service / Support	141	$5/hr – $8/hr	**$6/hr**	$4/hr
Executive / Personal Assistant	256	$6/hr – $10/hr	**$8/hr**	$6/hr
Virtual Assistant (general)	84	$6/hr – $10/hr	**$8/hr**	$5/hr
Bookkeeping / Accounting	11	$8/hr – $15/hr	**$12/hr**	$8.50/hr

AVAILABILITY

How many hours a week they can work

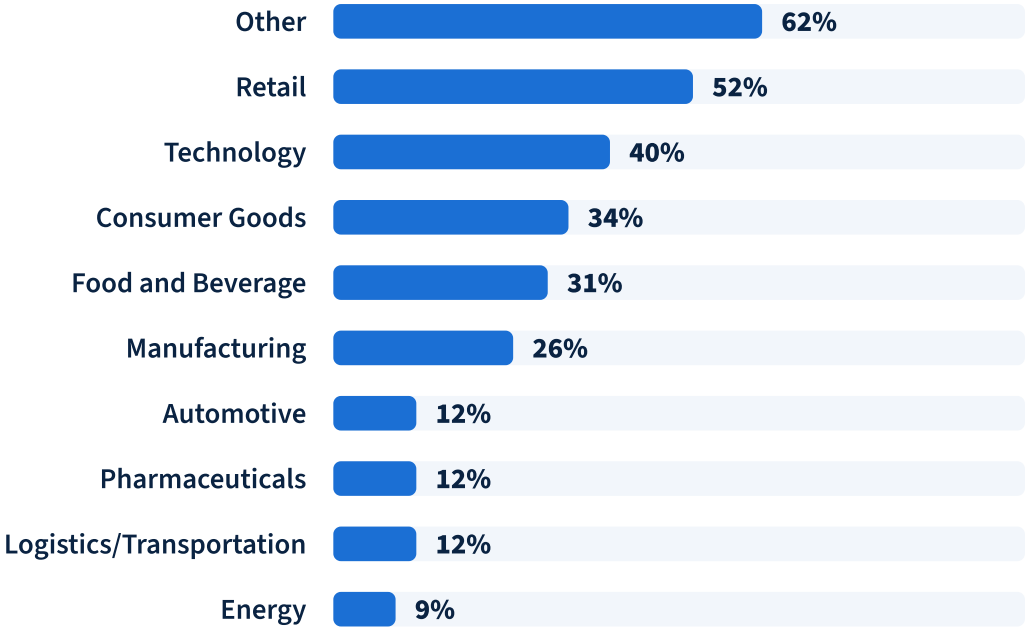
Based on 638 people who answered. Many picked more than one, so the bars add up to more than 100%.



INDUSTRIES

Industries they've worked in

Based on 610 people who answered. Many picked more than one, so the bars add up to more than 100%.



Yes or no questions

Comfortable working U.S. hours	**99%**	based on 638 people
Live outside the U.S.	**99%**	based on 570 people

WHAT TO DO

Ways to get paid what you're worth

1. **Know your rate.**
   Find your role in the pay table. For Executive / Personal Assistant, the middle half of asks is $6/hr to $10/hr (based on 256 people). Decide the lowest rate you'd take before the first call.

2. **Name your specialty.**
   Bookkeeping / Accounting VAs ask $12/hr; Sales / Appointment Setting VAs ask $6/hr. Lead with the work you do best.

3. **Say your hours.**
   99% are comfortable working U.S. hours (based on 638 people). Say which U.S. time zone and how many hours a week you can cover.

4. **List your tools.**
   Put the calendar, inbox, CRM and bookkeeping tools you know near the top of your résumé.

5. **Go to the hiring manager.**
   When you apply online, your résumé goes to HR first. Find the person you'd work for and send a short note with a 30-second video intro.

• MYZIPAPPLY

Don’t just apply. Connect.

When you apply online, your résumé goes to HR, not the hiring manager. With MyZipApply you record a 30-second video intro, find the hiring managers at the companies you want, and our AI writes your outreach. You send it. Then MyZipApply reminds you to follow up on day 3, 7 and 14.

Record your video intro → myzipapply.com

METHOD AND SOURCES

Everything on these pages comes from job applications and screening questionnaires that people filled out for NorthPoint Search Group between January 1, 2024 and November 13, 2025: 640 people, one form per person (their newest). Pay is the desired hourly rate each person gave us; the middle half is the 25th to 75th percentile, rounded to $0.50. Every number says how many people it rests on. Groups with fewer than 5 people are left out, and no one's individual answer is shown.

Rates are per hour, in U.S. dollars, for the role each person said they want. Answers in another currency, or per week, month or year, are left out. Almost all of our VA applicants live outside the U.S., so these are not U.S. pay rates, and we don't compare them to U.S. government pay numbers. Most of these applications (636 of 640) came in during 2024.

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