

“MY PORTFOLIO”

Dede Yuliawaty

Operations & Client Experience Virtual Assistant

Supporting Coaches & Service-Based Businesses



WELCOME

ABOUT ME

Hello, I'm Dede Yuliawaty, an Operations & Client Experience Virtual Assistant specializing in Coaching & Service Management Niche Support.

With over 30 years of experience in Human Capital and Customer Relationship Management, I bring a disciplined and structured approach to managing business operations and client interactions. My background is rooted in delivering efficiency, consistency, and high-quality service across complex organizational environments.

I made a strategic transition into a Virtual Assistant role to apply my corporate expertise within today's digital and service-based business landscape. This allows me to support coaches and entrepreneurs more directly in managing and optimizing their operations. I specialize in streamlining backend processes, managing client communications, coordinating schedules, and supporting the seamless execution of programs and services.

My focus is to create clarity, structure, and operational excellence behind the scenes. Professional, detail-oriented, and dependable, I act as a trusted partner—helping businesses maintain high standards while enabling sustainable growth.



EDUCATION BACKGROUND

1990

Bachelor's Degree in
Education

Bachelor's Degree in
Education, majoring in
Curriculum and
Educational Technology

2003

Master's Degree of
Management

Master's Degree in
Management, majoring in
Human Resources
Management.

2026

SGBVA Course
Batch 31

SGB VA is not just a course—it also includes:

- Mentorship & guidance
- Community (alumni network)
- Career Development Program (real project experience)
- Opportunity to be connected with clients/businesses

Some students can even join programs where they work on real business projects to gain experiences

WORK EXPERIENCE

Human Capital Practitioner

Since 1993

A Human Capital Practitioner is responsible for managing recruitment, Organization Development, Performance Management, and HR Operations to support organizational effectiveness and business goals.

Customer Experience

Since 1990

Customer Experience role is responsible for ensuring positive customer interactions and satisfaction by managing service quality, handling feedback, and improving the overall customer journey.

HR & Services Consultant

Since 2020

An Independent Consultant for HR & Services is responsible for providing strategic and operational support in human resources and service management to help organizations improve performance, efficiency, and client satisfaction.

Coaching and Service-Based Businesses (with a focus on Business Operations, Services, and Human Resources)

SERVICE & SKILLS

Business Operations Support

Services Included:

- Administration and documentation support
- Professional correspondence
- Calendar and schedule coordination
- Workflow setup and updates
- SOP development
- Project tracking and follow-through
- HR paperwork and daily processes



Client Experience Management

Services Included:

- Manage client communication by email or DM
 - Follow up with clients and new leads
 - Set up smooth onboarding steps
 - Keep track of client satisfaction
- HR related:
- Talent Acquisition
 - Succession Management



Lead Generation & Conversion Support

Services Included:

- Identify new leads
- Connect through email or direct message
- Monitor lead progress
- Guide prospects through closing

HR Support:

- Organization Review and Structures



HIDS SAMPLE - LEAD GENERATION


LEAD GENERATION RESEARCH & ANALYSIS

HIDS Lead Generation involves identifying and connecting with potential clients through market research, lead sourcing, outreach, and follow-up. It also includes preparing and optimizing client landing pages to support lead conversion.



Business & Life You Love

Marie Forleo is a world-renowned entrepreneur and mentor dedicated to helping you build a business that aligns with your values. Her mission is to bridge the gap between your professional success and personal fulfillment, ensuring you lead a life you truly love.



Company / Individual	Website	PRODUCT / SERVICE Description	Lead Generation Strategy	Lead Magnets Used	Analysis	Suggested Improvements
Marie Forleo (My Client) Coaching Industry	https://www.marieforleo.com	Online business coaching programs, digital courses such as B-School , productivity program Time Genius , podcast, MarieTV, books and training resources	Strong content marketing + launch-based funnel	<ul style="list-style-type: none"> Free training / masterclass (B-School launch) Email newsletter sign-up Free content via MarieTV 	Focus on content + launch campaigns, but mostly not evergreen. Lead nurturing exists but can be more structured.	<ul style="list-style-type: none"> Create evergreen lead magnet (e.g., Business Starter Kit PDF) Add quiz: funnel for lead segmentation System & scalability improvement
Amy Porterfield Competitor	https://www.amyporterfield.com	Digital marketing training programs, webinars, email list building training, online course creation coaching programs.	Highly structured funnel strategy	<ul style="list-style-type: none"> Free webinars PDF guides Email list-building resources 	Very strong in funnel system, lead nurturing, and conversion optimization.	<ul style="list-style-type: none"> Improve personalization in communication Reduce overly sales-driven perception Human connection & simplicity
Mel Robbins Competitor	https://www.melrobbins.com	Personal development programs, motivational speaking events, bestselling books, podcast, online courses.	Content-driven (awareness-focused)	<ul style="list-style-type: none"> Social media content Podcast Book promotions Email subscription 	Strong audience reach and engagement, but less structured lead capture and conversion system.	<ul style="list-style-type: none"> Develop structured lead magnet (e.g., free guide or challenge) Implement email funnel for conversion Structure & monetization system

[Regular]-Dede Yuliawaty-HIDS Lead Gen Module 4

How to Start an Online Business: A Beginner's Guide to Building a Profitable Brand

Starting an online business is one of the most powerful ways to create freedom, flexibility, and financial growth. However, many aspiring entrepreneurs feel overwhelmed by where to begin. With guidance inspired by experts like Marie Forleo, building a successful online business becomes a clear and achievable journey.

The first step in learning how to start an online business is identifying your strengths and the value you can offer. Whether it's coaching, consulting, or digital products, your business should be built around solving a specific problem for your audience. Understanding your target market is essential to creating services or products that truly meet their needs.

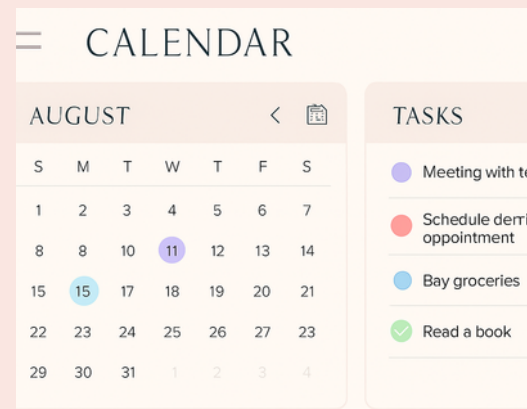
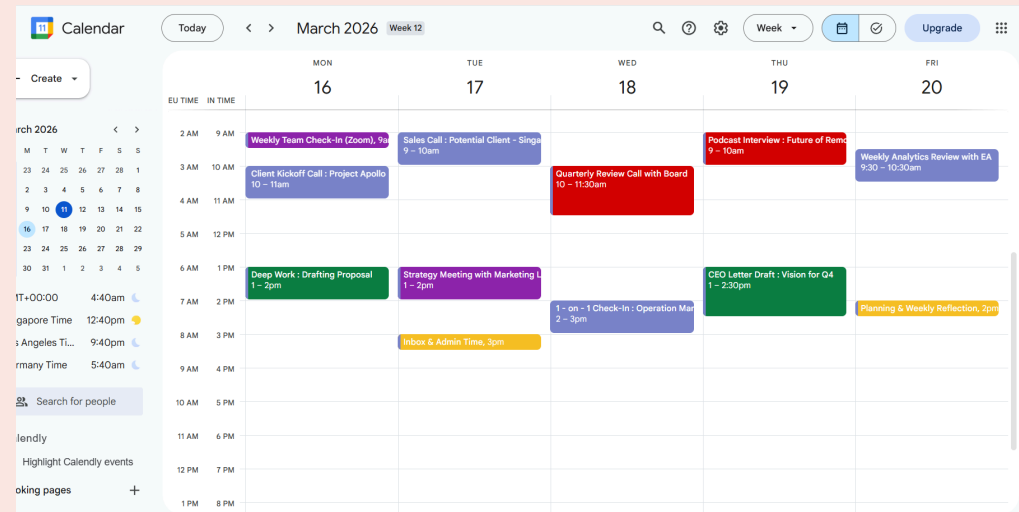
Another key element is creating a simple and actionable plan. Many beginners get stuck trying to perfect everything before they start. Instead, focus on taking consistent action. Launch a basic version of your service, gather feedback, and improve along the way. This approach helps you build momentum while reducing the fear of failure.

In addition, leveraging digital tools and platforms can significantly support your growth. From social media marketing to email list building, having a structured system allows you to attract and nurture potential clients effectively. A strong online presence helps establish credibility and trust with your audience.

Most importantly, mindset plays a crucial role in your success. Challenges and obstacles are part of the journey, but with the right perspective, they become opportunities to learn and grow. As often emphasized in the coaching world, every problem has a solution—you just need to take the first step.

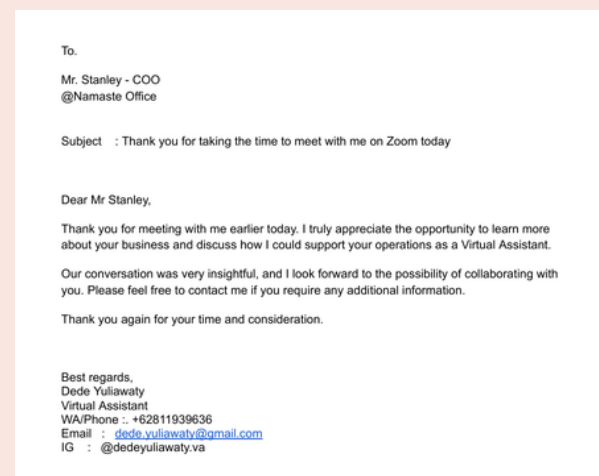
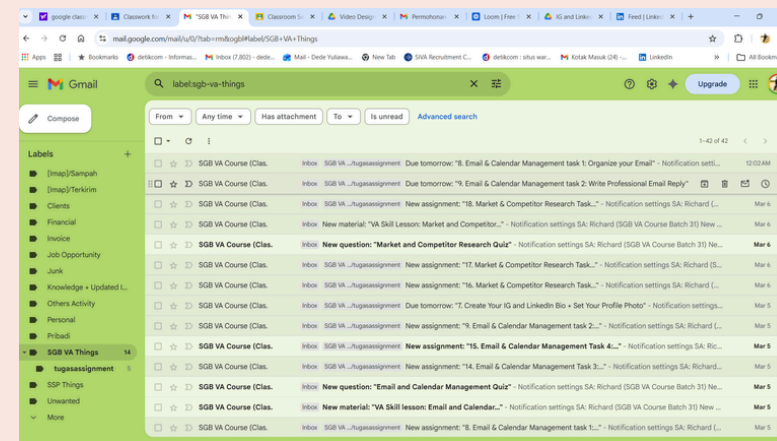
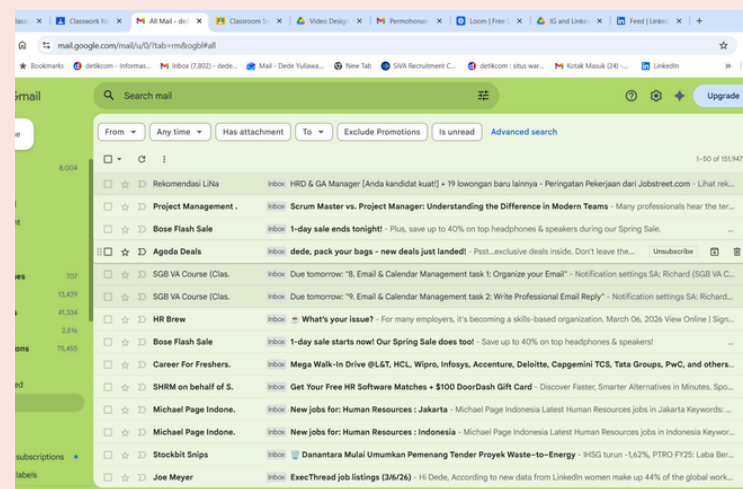
By focusing on clarity, consistency, and continuous learning, anyone can build a profitable and meaningful online business. With the right guidance and strategy, your ideas can turn into a sustainable source of income and impact.

EMAIL & CALENDAR



In Administrative & Operation Support

I provide strategic operational support by managing end-to-end administrative systems, professional communication, and workflow optimization. This includes overseeing documentation, coordinating schedules, and developing structured SOPs to ensure efficient, scalable, and well-organized business operations.



MARKET & COMPETITOR RESEARCH

RESEARCH & ANALYSIS

With this approach, I don't just support daily operations—I help create insights that contribute to better decision-making and improved business performance. This includes understanding client's positioning, identifying strengths and weaknesses, analyzing lead generation strategies, and exploring opportunities for business growth.

Client & Competitor's Research & Analysis

Name	Lead Generation Strategy	Lead Magnet Used	Technical Funnel Steps	Purpose	Pain Point Addressed	Key Analysis	Recommended Lead Magnet (Refined)	Reasoning (Why It Improves Conversion)
Marie Forleo	Content-driven + launch-based funnel	<ul style="list-style-type: none"> Free masterclass Email newsletter MarieTV content 	<ol style="list-style-type: none"> Social media / YouTube content Click link in bio Landing page (opt-in) Email capture Email nurturing Offer B-School 	Build trust and convert leads into high-ticket program buyers	Confusion about starting a business, lack of clarity	Strong brand and audience trust, but heavily dependent on launch periods and lacks evergreen system	<ul style="list-style-type: none"> "From Idea to Income: 7 Steps to Start Your Online Business" (PDF) "Is Your Business Idea Worth It?" (Quiz) 	<ul style="list-style-type: none"> Creates evergreen lead flow Improves segmentation Increases engagement Better conversion through targeted follow-up
Amy Porterfield	Highly structured funnel strategy	<ul style="list-style-type: none"> Webinars PDF guides Email resources 	<ol style="list-style-type: none"> Social media / ads Webinar registration page Email capture Reminder emails Webinar delivery Sales pitch Follow-up emails 	Educate leads and drive conversion through structured funnel	Lack of marketing knowledge, difficulty selling courses	Very strong in conversion and funnel systems, highly optimized for sales	<ul style="list-style-type: none"> 5-Day "Launch Your First Course" Challenge Mini-course funnel 	<ul style="list-style-type: none"> Increases engagement over time Builds deeper trust Improves conversion through step-by-step guidance
Mel Robbins	Content-driven (awareness-focused)	<ul style="list-style-type: none"> Social media content Podcast Books Email subscription 	<ol style="list-style-type: none"> Viral content Follow / visit website Email signup or book purchase Ongoing content Long-term engagement 	Build audience and trust through inspiration	Low motivation, lack of confidence, productivity struggles	Strong audience reach and engagement but lacks structured lead capture and conversion funnel	<ul style="list-style-type: none"> "7-Day Confidence Reset Challenge" Free mindset guide (PDF) 	<ul style="list-style-type: none"> Converts audience into leads Builds structured funnel Creates monetization opportunity

HUMAN CAPITAL AS MY EXPERTISE



IN HUMAN CAPITAL

-HR administration, documentation, recruitment, and onboarding processes to support efficient operations and positive employee experience.

-Led an HR initiative focused on enhancing employee capabilities and performance through structured development programs and continuous coaching

-Led strategic HR initiatives in organizational development by aligning structure, culture, and talent capabilities with business goals to improve overall performance and effectiveness.

TOOLS I'M PROFICIENT IN...

- Google Workspace (Google Docs, Sheets, Calendar, Meets)
- Microsoft Office (Word, Excell, Powerpoint)
- Social Media Communication Applications
- Various Market Research Tools and Database
- Artificial Intelligence App (ChatGPT, Meta AI, Gemini AI, Perplexity)



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[Dede Yuliawaty](#)



THANK YOU

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